

Privacy Information

Facebook Fan Page Facebook Audiences - Insights As of September 2026

1. Operation of the Facebook Page and Controllers

We, LIKAR Rechtsanwälte GmbH, operate a business page ("Facebook Page") on Facebook, a service provided by Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland ("Meta"). The Facebook Page is used to present our law firm and our services and to provide information to and communicate with prospective clients, clients and other users. Meta provides us with statistical analyses ("Page Insights") for this page.

The controller for those processing activities for which we ourselves determine the purposes and means is:

LIKAR Rechtsanwälte GmbH, FN 318414g
Pestalozzistrasse 1/II/13
8010 Graz
Austria
E-mail: office@likar-partner.at
Tel.: +43 (0)316/823 723-0

The provider of the Facebook platform in the European Economic Area is Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland. Further information on data processing by Meta can be found in Meta's Privacy Policy at <https://www.facebook.com/privacy/policy/>.

2. Data Processing by Meta When Visiting Our Facebook Page

When you visit our Facebook Page, Meta processes visitors' personal data. Depending on whether you are logged into Facebook and which settings you have selected, this may include, in particular, profile and account data, IP address, device and browser information, cookie or identifier data, and information about views and interactions. Meta may also process such data relating to visitors who are not logged in. The nature, scope, purposes and legal bases of this processing determined by Meta, as well as information about cookies and similar technologies, are set out in Meta's Privacy Policy (<https://www.facebook.com/privacy/policy/>) and Cookie Policy (<https://www.facebook.com/privacy/policies/cookies/>). We have only limited influence over these processing activities carried out by Meta under its own responsibility.

3. Page Insights and Joint Controllershship

With regard to the processing of personal data required to create the Page Insights provided by Meta ("Insights Data"), Meta and we are joint controllers within the meaning of Art 26 GDPR. Joint

controllership does not apply generally to all data processing on Facebook; numerous processing activities on the platform are carried out under Meta's sole responsibility.

The allocation of data protection obligations in respect of Insights Data is governed by the "Page Insights Controller Addendum": https://www.facebook.com/legal/terms/page_controller_addendum .

Under that addendum, Meta assumes, in particular, primary responsibility for complying with information obligations and handling data subject requests relating to Insights Data. Meta provides the essential information concerning Insights Data at

https://www.facebook.com/legal/terms/information_about_page_insights_data

We base our processing of Insights Data and use of Page Insights on Art 6(1)(f) GDPR. Our legitimate interests lie in public relations and corporate communications, analysing the reach and use of our Facebook Page, and improving our content and communications in line with user needs. If you contact us directly via the Facebook Page or interact with our content and we process personal data in this context, such processing is carried out - depending on the relevant content and purpose - in particular on the basis of Art 6(1)(b), (c) or (f) GDPR. The legal bases for processing carried out by Meta under its own responsibility are set out in Meta's Privacy Policy.

The Page Insights made available to us by Meta are generally aggregated statistical analyses. As a rule, Page Insights do not provide us with information that would enable us to identify individual visitors solely on the basis of these statistics. This does not affect personal data that you provide to us yourself via Facebook or that is visible to us as a result of your interaction with our page.

4. Scope of Page Insights

The specific composition and designation of the Page Insights metrics provided by Meta may change. They typically include aggregated information about reach, page and content views, interactions with posts, videos or other content and - where provided by Meta - aggregated demographic or geographic information. Meta describes the personal data it processes to generate these statistics in the information on Page Insights at https://www.facebook.com/legal/terms/information_about_page_insights_data

We use the statistics made available to us to analyse the use and reach of our Facebook Page and to improve our content and communications.

Information on the data processed by Meta, the applicable retention periods or the criteria used to determine them, and the cookies and other storage technologies used can be found in Meta's current information at

<https://www.facebook.com/privacy/policy/>

and

<https://www.facebook.com/privacy/policies/cookies/> . We do not include in this notice any fixed retention periods that are outdated or no longer confirmed by Meta.

5. Recipients and Transfers to Third Countries

Meta may transfer personal data to recipients within and outside the European Economic Area, including in particular to the USA. According to the information published by Meta, Meta bases transfers to third countries - where applicable - on adequacy decisions of the European Commission, including the EU-U.S. Data Privacy Framework, and otherwise on appropriate safeguards such as Standard Contractual Clauses or other transfer mechanisms permitted under Art 44 et seq GDPR. Further and up-to-date information on recipients and transfers to third countries can be found in Meta's Privacy Policy at <https://www.facebook.com/privacy/policy/>.

6. Retention Period

As a rule, we do not receive the raw personal data used to create Page Insights, but only the aggregated analyses provided by Meta. To the extent that we independently process or store personal data that you provide to us yourself via the Facebook Page (e.g. messages), we retain such data only for as long as necessary for the respective purpose or as required by statutory or professional retention obligations or limitation periods. Data processed by Meta under its own responsibility is subject to the retention periods or deletion criteria specified by Meta.

7. Your Rights

Subject to the statutory requirements, you have, in particular, the rights of access (Art 15 GDPR), rectification (Art 16 GDPR), erasure (Art 17 GDPR), restriction of processing (Art 18 GDPR), data portability (Art 20 GDPR) and objection (Art 21 GDPR). As part of your right of access, you may in particular request information about the recipients or categories of recipients. Where processing is based on your consent, you may withdraw that consent at any time with effect for the future.

Data subject rights relating to the jointly controlled processing of Insights Data may, pursuant to Art 26(3) GDPR, be exercised both against Meta and against us. In view of the allocation of responsibilities agreed with Meta, for requests directly concerning Insights Data processed by Meta, it is advisable to use primarily the contact and request options provided by Meta; where necessary, we will forward corresponding requests to Meta. Further information is available at https://www.facebook.com/legal/terms/information_about_page_insights_data and in Meta's Privacy Policy. You may, however, also contact us at any time using the contact details set out below.

In addition, pursuant to Art 77 GDPR, you have the right to lodge a complaint with a competent data protection supervisory authority, in particular in the Member State of your habitual residence, your place of work or the place of the alleged infringement. In Austria, the competent authority is the Austrian Data Protection Authority (Oesterreichische Datenschutzbehorde), Barichgasse 40-42, 1030 Vienna.

8. Contact Details

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