

## **Privacy Notice: LinkedIn**

We would like to inform you in the following about the processing of personal data in connection with the use of "LinkedIn".

### Purpose of processing

Solon Management Consulting GmbH & Co. KG operates its LinkedIn site in order to present itself to, and communicate with, LinkedIn users and other interested persons who visit the LinkedIn site.

### Responsible

As the operator of this social media profile, Solon Management Consulting GmbH & Co. KG, Kardinal-Faulhaber-Strasse 6, 80333 München, Deutschland is also responsible in terms of data protection law. This means that Solon Management Consulting GmbH & Co. KG must also guarantee that your data is processed lawfully via this profile and that you can exercise your rights regarding your data also against Solon Management Consulting GmbH & Co. KG (see article 26 DSGVO).

### Cookies

Information about you may be collected through cookies on this social media profile, whether or not you have a LinkedIn account. Cookies are packets of data that tag users' computers, smartphones, and other devices with a unique identifier. They are regularly stored on the user's device when they visit a LinkedIn page, including this profile. The information stored in the cookies is received, recorded and processed by LinkedIn, particularly when the user visits LinkedIn services, services provided by other members of the LinkedIn group of companies, and services provided by other companies using LinkedIn services. In addition, other entities such as LinkedIn partners or even third parties may use cookies on LinkedIn services to provide services to companies advertising on LinkedIn. For more information about LinkedIn's use of cookies, see their privacy policies. Cookies are primarily used to provide visitors to LinkedIn sites with, for example, personalized advertising. We do this by displaying ads on our LinkedIn profile from LinkedIn's advertising partners whose websites the user has previously visited. Cookies also allow us to compile statistics about the use of a social media profile, so that LinkedIn and Solon Management Consulting GmbH & Co. KG can track the use of a social media profile.

The collection of your data through cookies in the context of the use of a social media profile is not required by law or contract. It is also not necessary for the conclusion of a contract. There is therefore no obligation to transfer your data to LinkedIn. However, the non-transmission of your data (e.g. by blocking cookies) means that we cannot offer you our social media profile, or can only offer it to a limited extent.

Further details on the use of cookies by LinkedIn can be found in the data policy

([https://www.linkedin.com/legal/privacy-policy?trk=organization-guest\\_footer-privacy-policy](https://www.linkedin.com/legal/privacy-policy?trk=organization-guest_footer-privacy-policy)) and the Cookie Policy ([https://www.linkedin.com/legal/copyright-policy?trk=organization-guest\\_footer-copyright-policy](https://www.linkedin.com/legal/copyright-policy?trk=organization-guest_footer-copyright-policy)) of LinkedIn.

### Legal basis of the data processing

The processing of users' personal data is based on the legitimate interest of Solon Management Consulting GmbH & Co. KG in an optimized company presentation (Art. 6 para. 1 lit. f DSGVO).

### Recipient / Passing on to third parties

Your information may be transferred to LinkedIn Inc. in the USA through the cookies. LinkedIn is certified for the EU-US Privacy Shield, which means that LinkedIn must adhere to a standard of data protection for users in Europe that has been found by the European Commission to be comparable to the European standard.

You can ask Solon Management Consulting GmbH & Co. KG for your personal data:

- Information in the form of a copy of personal data and related information,
- Provision in a structured and machine-readable format,
- in the event of their incorrectness, their correction,
- in particular, in the event of revocation of your consent or the fulfilment of its purpose, the deletion and in certain cases, demand the restriction of their processing, and
- object to the use of your data for the purposes of direct advertising at any time.

LinkedIn users can control the extent to which their user behavior may be tracked when they visit our LinkedIn site by going to the Advertising Preferences settings. Other options are available through the LinkedIn preferences or the right of objection form.

The processing of information by means of the cookie used by LinkedIn can be prevented by not allowing third-party cookies or cookies from LinkedIn in your browser settings.

#### Deletion of data

As a matter of principle, we delete personal data when there is no need for further storage. A requirement can exist in particular if the data is still needed to fulfil contractual services, to check and grant or ward off warranty and, if applicable, guarantee claims. In the case of statutory storage obligations, deletion shall only be considered after the expiry of the respective storage obligation.

#### Right of appeal to a supervisory authority

If you are of the opinion that the processing of personal data by Solon Management Consulting GmbH & Co. KG does not comply with the legal requirements, you can lodge a complaint with the responsible supervisory authority.

#### Amendment of this data protection notice

We revise this privacy policy in the event of changes in data processing or other reasons that make this necessary. The current version can always be found on the website <https://staging.solonstrategy.com/legal/privacy-policy/>.

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