

Social Media Concept by Frederic Hilpert – Media & Marketing Solutions

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1. Frederic Hilpert – Media & Marketing Solutions uses the following social media:

- Facebook, available at the link <https://www.facebook.com/hilpert.solutions>
- Instagram, available at the link <https://www.instagram.com/hilpert.solutions>

This offer is primarily intended to address potential customers. One of the primary objectives is to provide information about the offers and services of Frederic Hilpert- Media & Marketing Solutions. In addition, Frederic Hilpert offers a general insight into his daily work on Facebook and Instagram. Facebook and Instagram serve Frederic Hilpert exclusively for information and advertising purposes, as well as communication with potential customers.

The offer is necessary because it shows that many people are increasingly using social media as their primary and only source of information. Without social media, Frederic Hilpert- Media & Marketing Solutions would find it difficult or impossible to reach part of his target group.

The social media offer also serves as a communication platform or for direct contact with Frederic Hilpert- Media & Marketing Solutions. Contact can be made in the form of direct messages as well as by using the comment function within the respective social media offer. Users can usually delete their own comments and direct messages on Instagram and Facebook themselves and decide for themselves about their content. Should the data subject nevertheless request the deletion of his personal data, Frederic Hilpert will carry out the deletion of the messages and comments without hesitation. Furthermore, this personal data will not be processed in any way by Frederic Hilpert – Media & Marketing Solutions.

2. Description of the social media offer

Aim: Information and advertising about services, products and offers from Frederic Hilpert - Media & Marketing Solutions and communication with potential customers.

Content: Information, advertising, and media material

Registration: The content posted on the Facebook and Instagram presence can be viewed by all visitors, i.e., even without registering with Facebook. However, interaction is only possible after prior registration.

All important news and information are not only disseminated via Facebook and Instagram, but also posted in a modified form on the website of Frederic Hilpert – Media & Marketing Solutions, for which no registration is required. There is therefore no disadvantage if you do not follow Frederic Hilpert's social media offer.

3. Editorial and technical support/imprint

The editorial supervision is carried out by Frederic Hilpert. The technical support is provided by Frederic Hilpert or by the respective service provider. Contact person for user questions is Frederic Hilpert: phone +49 6171 951 2705, e-mail: contact@hilpert.solutions.

Frederic Hilpert is a provider for Facebook and Instagram within the meaning of § 5 of the German Telemedia Act. This information is placed in the imprint of Frederic Hilpert – Media & Marketing Solutions. If the technical requirements are available, a note will be sent to the respective social media offer.

4. Exercising the rights of data subjects

Contact person for the rights of data subjects according to the provisions of the applicable data protection law is Frederic Hilpert: Phone +49 6171 951 2705, Email: contact@hilpert.solutions.

5. Data Economy/Privacy Policy

Frederic Hilpert – Media & Marketing Solutions does not collect any personal data via the social media offer. Only in the case of an e-mail request from users personal data will be collected in individual cases if this is absolutely necessary. The scope is limited to what is necessary and applies to the same extent as for normal correspondence or an e-mail. The [privacy policy](#) can be found here.

6. Alternative information and communication options

The above-mentioned social media are part of the public relations work of Frederic Hilpert – Media & Marketing Solutions. The information in the social media usually also appears via the other communication channels, such as the general website <https://hilpert.solutions>.

7. Raising awareness

This social media concept, which is generally published via the link <https://hilpert.solutions/privacy/socialmediaconcept.pdf>, is accompanied by a corresponding, informative note. This link is also included in the privacy policy.

8. Publication/Evaluation

The concept is generally accessible via the link <https://hilpert.solutions/privacy/socialmediaconcept.pdf>. This link can be found in the Impressum. An annual evaluation of the concept is carried out.

Awareness notice

Social media services are often multi-level provider relationships in which the respective information or communication service is offered on a platform provided by third parties and in which user data is processed within the framework of the platform operators' own business purposes. This makes social media services difficult to understand from the user's perspective and often problematic from a legal point of view, especially with regard to existing responsibilities.

Especially in the case of non-European platform operators/providers, social media services often do not comply with German data protection law from a data protection point of view. In particular, the requirements of the Telemedia Act and the GDPR are often not met. These provide for sufficient information for users prior to the processing of personal data, restrictions on the processing of usage data and the creation of user profiles as well as a corresponding possibility of objection.

Further information can be found on the website of the Federal Commissioner for Data Protection and Freedom of Information at [external link: https://bfdi.bund.de](https://bfdi.bund.de) as well as in the youth portal of the independent data protection authorities of the federal and state governments under [external link: www.youngdata.de](http://www.youngdata.de).

When designing my social media offer, I therefore made sure that alternative information and communication channels also exist. The terms of use of the social media platforms as well as references to existing possibilities to restrict the processing of your data by the respective platform operator can be found at the following Internet addresses:

Facebook

[External Link: http://de-de.facebook.com/about/privacy](http://de-de.facebook.com/about/privacy).

[External Link: https://m.facebook.com/privacy/explanation/](https://m.facebook.com/privacy/explanation/)

Instagram

[External Link: https://www.facebook.com/help/instagram/155833707900388](https://www.facebook.com/help/instagram/155833707900388)

[External Link: https://privacycenter.instagram.com/policy](https://privacycenter.instagram.com/policy)