

Privacy Policy

Facebook Pages

Alphabet Fuhrparkmanagement GmbH, Lilienthalallee 26, 80939 Munich (in the following "Alphabet") is responsible for the content of this Facebook Page.

When visiting our page, Facebook collects as controller personal data of the user, e.g. via cookies. Such collection of user data by Facebook can also occur even if the user is not logged in or registered at Facebook. Information about the data collection and further usage by Facebook can be found in the privacy policy of Facebook.

Which user data Facebook collects is not known to BMW. BMW does not gain full access to such collected user data or any user profiles. BMW can only access public profile information. Which information you share as public can be adjusted via your Facebook settings. In addition you can actively hide your "likes" or unlike the page via the Facebook settings (<https://www.facebook.com/settings?tab=privacy>). Your profile will then not be listed as fan of this page anymore.

BMW uses user data of the chat function to answer your questions. The collected customer and customer hotline data is used to contact the user in order to provide the requested information and offers.

BMW receives from Facebook anonymous statistics based on legitimate interest about the usage of our page. The following anonymous information will be provided to BMW:

- **Follower:** number of persons following BMW – including growth and development over a defined time frame.
- **Range:** Number of people who see a specific contribution. Number of interactions on a post. For example, you can deduce which content in the community is better than other.
- **Advertisement performance:** How many people have seen an ad or an article and interacted with it?
- **Demography:** Average age of visitors, sex, place of residence, language.

Those statistics are used to steadily improve our Facebook online content and to better respond to the interests of our users. We cannot link statistical data with the profiles of our fans or individual users. You can use your Facebook settings to decide in which form you would display targeted advertisements.

BMW receives via Facebook personal data if you actively transmit your data by sending a personal Facebook message. We use the provided data (e.g. name, surname, VIN) to respond to your query by our customer support. Your data will be saved for this purpose in our CRM system. BMW also receives via Facebook personal data of you if you are using a pre-filled web form. This form uses data of your profile. To send the data to us you actively have to click a send button.

Further information about the processing of personal data by BMW as well as your data subject rights can be found in our privacy policy:

<https://www.alphabet.com/de-de/datenschutzrechtlicher-hinweis>