

## **Privacy policy in accordance with Art. 13 GDPR for the use of TikTok**

### **1. Responsible body**

For the processing of personal data in connection with our TikTok presence, we are

Sto SE & Co. KGaA  
Ehrenbachstraße 1  
D-79780 Stühlingen  
Phone: +49 77 44 57-0  
E-mail: [infoservice@sto.com](mailto:infoservice@sto.com)

together with:

TikTok Technology Limited  
The Sorting Office,  
Ropemaker Place,  
Dublin 2, D02 HD23,  
Dublin, Ireland

joint controller within the meaning of Art. 26 GDPR.

### **2. Contact details of our data protection officer**

[Datenschutzbeauftragter@sto.com](mailto:Datenschutzbeauftragter@sto.com)

### **3. Purposes and legal bases of processing**

The processing of your personal data is carried out for the following purposes:

- Presentation of our company on TikTok
- Interaction with users (e.g. through comments, likes, messages)
- Reach measurement and analysis of user behaviour
- Implementation of advertising campaigns via TikTok Ads

The legal basis is Art. 6 (1) (f) GDPR (legitimate interest in effective public relations and communication) and, if applicable, Art. 6 (1) (a) GDPR (consent, e.g. in the case of tracking by TikTok).

### **3. Joint responsibility with TikTok**

TikTok and we are jointly responsible for certain processing activities in connection with the use of TikTok Ads and analytics functions in accordance with Art. 26 GDPR. The main contents of the joint controller agreement can be found here: [TikTok Joint Controllership terms](https://ads.tiktok.com/jurisdiction-specific-terms)  
[ads.tiktok.com/jurisdiction-specific-terms](https://ads.tiktok.com/jurisdiction-specific-terms)

TikTok assumes primary responsibility in particular for the fulfilment of the rights of data subjects and the information obligations under the GDPR.

#### **4. Data categories**

In particular, the following are processed:

- Profile data (e.g. username, profile picture)
- Interactions (e.g. comments, likes)
- Usage data (e.g. views, dwell time)
- Technical data (e.g. IP address, device information)

#### **5. Recipients of the data**

Data may be transferred to TikTok companies worldwide, in particular to servers in the United States or other third countries. TikTok assures suitable guarantees in accordance with Art. 46 GDPR.

#### **6. Storage period**

Data will be deleted as soon as it is no longer required to achieve the purpose or you revoke your consent.

#### **7. Your rights**

You have the right to:

- Access (Art. 15 GDPR)
- Correction (Art. 16 GDPR)
- Deletion (Art. 17 GDPR)
- Restriction of processing (Art. 18 GDPR)
- Data portability (Art. 20 GDPR)
- Objection (Art. 21 GDPR)
- Complaint to a supervisory authority

#### **8. Contact**

If you have any questions about data processing in connection with TikTok, you can reach us at:

Sto SE & Co. KGaA  
Ehrenbachstraße 1  
D-79780 Stühlingen  
E-mail: [infoservice@sto.com](mailto:infoservice@sto.com)

For inquiries to TikTok: TikTok Privacy Portal

<https://www.tiktok.com/legal/report/privacy>