



## Privacy Statement

This Bayer Crop Science Danmark social media channel (hereinafter the “**Social Media Channel**”) is provided by Bayer A/S (hereinafter “*us*” or “*we*”). For further information regarding the provider of the Social Media Channel, please refer to our imprint.

### **Handling of personal data**

In the following we wish to provide you with information on how we handle your personal data when you use our Social Media Channel. Unless otherwise indicated in the following chapters, the legal basis for the handling of your personal data results from the fact that such handling is required to make available the functionalities of the Social Media Channel requested by you (Art. 6(1)(b) General Data Protection Regulation).

### **Using our Social Media Channel**

#### **Using comment-, message- or chat-functions**

You can contact us directly via the comment-, message- or chat-functions available on our Social Media Channel. The information provided by you in this context will exclusively be processed for purposes of responding to you, unless other purposes are indicated in this Privacy Statement.

### **Information on side effects and quality complaints**

This Social Media Channel is not intended or designed for communications regarding undesired side effects, lack of therapeutic effect, medication errors, grey market products/counterfeit medicine, incorrect or off-label use, quality complaints and/or other issues regarding the safeness or quality of Bayer products. If you wish to report side effects or make a quality complaint, please contact your health care professional (e.g. physician or your pharmacist), your local health authority, or use [our website](#) for the report of undesirable side effects.

If you nevertheless report to us undesirable side effects or other issues regarding the safeness or quality of Bayer products, we will be legally bound to deal with your communication and may have to contact you for clarification purposes. Subsequently, we have to notify the competent health authorities of the issues reported by you. In this context, your information may be forwarded in pseudonymised form, i.e. no information by which you may be directly identified will be passed on. We may also have to forward these pseudonymised notifications to our group companies and cooperation partners, to the extent these are likewise obliged to notify their respectively competent health authorities.

### **Using a like-button function**

Anyone who clicks the "Like"-button sends information to the platform provider, who again provides us with aggregated information about the average age structure, place of residence, gender, language and activity of all users who used the like-button function with regard to our Social Media Channel. At no time do we receive information on individuals. For more details on the data the platform provider collects in this regard, please consult the below (D) referenced privacy statement of the platform provider.

### **Social Media Management Tool (SE)**

We use a social media management tool to administrate our account and manage the content we share on our Social Media Channel as well as our visitors' engagement with us (Art. 6(1)(f) General Data Protection Regulation). For this purpose, any of your engagements with our Social Media Channel (e.g. comments, likes, posts, messages) will be transferred and stored in our social media management tool.

The social media management tool allows us to analyse the overall engagement of our visitors with our Social Media Channel to e.g.

- determine most active visitors;
- determine sentiment via automated and manual scoring;
- identify and profile brand advocates and key influencers;
- filter messages to identify and delete spam.

We keep a record of your engagement with us for as long as you keep regularly engaging with us. We delete your record of engagement if you have not engaged with us for more than 2 years.

### **Information regarding your rights**

The following rights are in general available to you according to applicable data privacy laws:

- right of information about your personal data stored by us;
- right to request the correction, deletion or restricted processing of your personal data;
- right to object to a processing for reasons of our own legitimate interest, public interest, or profiling, unless we are able to proof that compelling, warranted reasons superseding your interests, rights and freedom exist, or that such processing is done for purposes of the assertion, exercise or defence of legal claims;
- right to data portability;
- right to file a complaint with a data protection authority;
- You may at any time with future effect revoke your consent to the collection, processing and use of your personal data.

If you wish to exercise your rights, please address your request to the contact indicated below. (→ C.).

## **Contact**

For any questions you may have with respect to data protection, please send us a private message via the message function on our Social Media Channel or contact our company data protection officer at the following address:

Bayer A/S  
Databeskyttelsesrådgiver  
Arne Jacobsens Allé 13  
2300 København S

[databeskyttelse@bayer.com](mailto:databeskyttelse@bayer.com)

## **Processing of personal data by the platform provider**

Please note that the platform provider of this Social Media Channel will also process your personal data when you visit our Social Media Channel. For further information, please consult the privacy statement of the platform provider of this Social Media Channel.

## **Amendment of this Privacy Statement**

We may update our Privacy Statement from time to time. Updates of our Privacy Statement will be published on our Social Media Channel. Any amendments become effective upon publication on our Social Media Channel. We therefore recommend that you regularly visit the Social Media Channel to keep yourself informed on possible updates.

**Last updated:** May 20, 2020