

Privacy Policy

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Privacy Policy

We created this Privacy Policy (version 04.07.2020-111371601), to declare which information we collect, how we use data and which options the users of our website have, according to the guidelines of the [General Data Protection Regulation \(EU\) 2016/679](#)

Unfortunately, these subjects sound rather technical due to their nature, but we have put much effort into describing the most important things as simply and clearly as possible.

Automatic Data Retention

Every time you visit a website nowadays, certain information is automatically created and saved, just as it happens on this website.

Whenever you visit our website such as you are doing right now, our webserver (computer on which this website is saved/stored) automatically saves data such as

- the address (URL) of the accessed website
- browser and browser version
- the used operating system
- the address (URL) of the previously visited site (referrer URL)
- the host name and the IP-address of the device the website is accessed from
- date and time

in files (webserver-logfiles).

Generally, webserver-logfiles stay saved for two weeks and then get deleted automatically. We do not pass this information to others, but we cannot exclude the possibility that this data will be looked at in case of illegal conduct.

Storage of Personal Data

Any personal data you electronically submit to us on this website, such as your name, email address, home address or other personal information you provide via the transmission of a form or via any comments to the blog, are solely used for the specified purpose and get stored securely along with the respective submission times and IP-address. These data do not get passed on to third parties.

Therefore, we use personal data for the communication with only those users, who have explicitly requested being contacted, as well as for the execution of the services and products offered on this website. We do not pass your personal data to others without your approval, but we cannot exclude the possibility this data will be looked at in case of illegal conduct.

If you send us personal data via email – and thus not via this website – we cannot guarantee any safe transmission or protection of your data. We recommend you, to never send confidential data via email.

Rights in accordance with the General Data Protection Regulation

You are granted the following rights in accordance with the provisions of the [GDPR](#) (General Data Protection Regulation) and the Austrian [Data Protection Act \(DSG\)](#):

- right to rectification (article 16 GDPR)
- right to erasure (“right to be forgotten”) (article 17 GDPR)
- right to restrict processing (article 18 GDPR)
- right to notification – notification obligation regarding rectification or erasure of personal data or restriction of processing (article 19 GDPR)
- right to data portability (article 20 GDPR)
- Right to object (article 21 GDPR)
- right not to be subject to a decision based solely on automated processing – including profiling – (article 22 GDPR)

If you think that the processing of your data violates the data protection law, or that your data protection rights have been infringed in any other way, you can lodge a complaint with your respective regulatory authority. For Austria this is the data protection authority, whose website you can access at <https://www.data-protection-authority.gv.at/>.

Evaluation of Visitor Behaviour

In the following Privacy Policy, we will inform you on if and how we evaluate the data of your visit to this website. The evaluation is generally made anonymously, and we cannot link to you personally based on your behaviour on this website.

You can find out more about how to disagree with the evaluation of visitor data, in the Privacy Policy below.

Newsletter Privacy Policy

When you subscribe to our Newsletter you submit your personal data and give us the right to contact you via email. We use the data that is stored for the registration for the Newsletter exclusively for our Newsletter and do not pass them on.

If you unsubscribe from the newsletter – for which you can find a link in the bottom of every newsletter – we will delete all data that was saved when you registered for the newsletter.

MailChimp Privacy Policy

Like many other websites, we use the services of the newsletter company MailChimp on our website. The operator of MailChimp is the company The Rocket Science Group, LLC, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308 USA. With the aid of MailChimp we can easily send you interesting news via newsletter. For the use of the service we do not have to install anything but can still access a pool of very efficient features. In the following we will give more details on this email marketing service and will inform you about the most important data protection aspects.

What is MailChimp?

MailChimp is a cloud-based newsletter management service. “Cloud-based“ means that we do not need to install MailChimp on our own computer or server. Instead, we use the service on an external server, or more specifically via an IT infrastructure, which is available via the internet. Using a software this way is also called SaaS (software as a service).

MailChimp allows us to choose from a wide range of different email types. Depending on what goal we want to reach with our newsletter, we can run individual campaigns, regular campaigns, auto responders (automated emails), A/B tests, RSS campaigns (mailings at pre-set times and frequencies) and follow-up campaigns.

Why do we use MailChimp on our website?

The reason we would use any newsletter service is so we can stay in contact with you. We want to keep you on the loop what news or attractive offers we have for you at the time. As we constantly seek out the easiest and best solutions for our marketing measures, we have decided on MailChimp as our newsletter management service. While the software is very easy to use, it offers many helpful features. For example, it allows us to create interesting and attractive newsletters in only a short time. With integrated design templates we can create every newsletter in an individual way. Due to the “responsive design” feature, our contents are also presented in a readable and pleasant way on your smartphone (or any other mobile device).

With tools such as A/B testing or the extensive analysis options, we can swiftly tell how you like our newsletters. This means that we can react if necessary and improve our offer or our services.

Another advantage is MailChimp’s “cloud system”. The data is not stored and processed directly on our server. We can retrieve the data from external servers and therefore save our memory space and also decrease maintenance effort.

What data is saved by MailChimp?

Rocket Science Group LLC (MailChimp) operate online platforms which enable us to get in contact with you, provided you subscribed to our newsletter. If you become a subscriber of our newsletter via our website, by email you agree to become a member of a MailChimp email list. Then, MailChimp saves your subscription data and your IP address, so it can verify your entry into the list provider. Moreover, MailChimp stores your email address, your name, your physical address and demographic information, such as language or location.

This information is used to send emails to you and to allow certain other MailChimp functions (e.g. the evaluation of newsletters).

MailChimp also shares information with third parties to improve its services. Moreover, MailChimp shares certain data with advertising partners of third parties to get a better understanding of its clients' interests, in order to provide relevant contents and target-oriented advertising.

With so-called "web beacons" (small graphics in HTML emails), MailChimp can determine if an email has arrived, has been opened or if links have been clicked. This information is then stored on MailChimp's servers. That way we receive statistical evaluations and can see how you liked our newsletter. Therefore, we can tailor our offer better to your wishes and improve our service.

Moreover, MailChimp are allowed to use this data for improving their own service. Thus, they can for example technically optimise the distribution or determine the location (or the country) of the recipient.

The following cookies can be set by MailChimp. The list is not exhaustive and is merely an exemplary selection:

Name: AVESTA_ENVIRONMENT

Value: Prod

Purpose: This cookie is necessary to provide the services of Mailchimp. It is always set when a user registers for a newsletter mailing list.

Expiry date: at the end of the session

Name: ak_bmsc

Value: F1766FA98C9BB9DE4A39F70A9E5EEAB55F6517348A7000001111371601-3

Purpose: The cookie is used to differentiate a human from a bot. That way secure reports on the use of a website can be created.

Expiry date: after 2 hours

Name: bm_sv

Value: A5A322305B4401C2451FC22FFF547486~FEsKGvX8eovCwTeFTzb8//I3ak2Au...

Purpose: This cookie comes from MasterPass Digital Wallet (a MasterCard service) and is used to offer a secure and easy virtual payment process to visitors. For this purpose, the user is anonymously identified on the website.

Expiry date: after 2 hours

Name: _abck

Value: 8D545C8CCA4C3A50579014C449B045111371601-9

Purpose: We could not find any further information about the purpose of this cookie.

Expiry date: after one year

For better display it could be that you would sometimes open our newsletter via a specified link. This can be the case if your email program does not work or if the newsletter is not displayed properly. The newsletter will then be shown via a MailChimp website. MailChimp also uses cookies on its websites (small text files which save data on your browser). Personal data can be processed by MailChimp and their partners (e.g. Google Analytics). MailChimp is responsible for the collection of this data and we have no influence on it. MailChimp's "Cookie Statement" (at: <https://mailchimp.com/legal/cookies/>) tells you exactly how and why the company uses cookies.

How long and where is the data saved?

Since MailChimp is an American company, all retained data is stored on American servers.

Generally, the data stays permanently saved on MailChimp's servers and is deleted only when you request it. You can have your contact information with us deleted. This permanently removes all your personal data for us and anonymises you in MailChimp's reports. However, you can also request the deletion of your data permanently at MailChimp. Then all your data are removed from there and we receive a notification from MailChimp. After we receive the email we have 30 days to delete your contact from all integrations.

How can I delete my data or prevent data retention?

You can withdraw your approval for the receipt of our newsletters anytime, by clicking the link in the lower area of the received newsletter email. When you click on the unsubscribe link, your data with MailChimp gets deleted.

When you land on a MailChimp website via a link in our newsletter and cookies are consequently set in your browser, you can delete or deactivate these cookies anytime.

Depending on the browser, the deactivation or deletion differs slightly. The following instructions show how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies, you can set up your browser in a way so it would notify you whenever a potential cookie is about to be set. This lets you decide upon the placement of every single cookie.

MailChimp is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at

<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&tid=111371601>. You can find more information on MailChimp's use of cookies at

<https://mailchimp.com/legal/cookies/>, and you can learn more about data protection at MailChimp (Privacy) at <https://mailchimp.com/legal/privacy/>.

MailChimp Data Processing Addendum

We entered a contract with MailChimp on the Data Processing Addendum. This contract serves as a protection of your personal data and ensures that MailChimp follows the applicable data protection regulations and disclose your personal data to third parties.

You can find more information on this contract at <https://mailchimp.com/legal/data-processing-addendum/>.

Amazon Associates Program Privacy Policy

We use the Amazon Associates Program of the company Amazon.com Inc on our website. The responsible bodies for the privacy statement are Amazon Europe Core S.à.r.l., Amazon EU S.à.r.l, Amazon Services Europe S.à.r.l. as well as Amazon Media EU S.à.r.l., which are based at 5, Rue Plaetis, L-2338 Luxemburg, along with Amazon Instant Video Germany Ltd., which is located at Domagkstraße 28, 80807 Munich. Thereby, Amazon Germany Services Ltd. at Marcel-Breuer-Straße 12, 80807 Munich is responsible for data processing. Due to the use of the Amazon Associates Program, Amazon can receive, store and process your data.

In this privacy statement we will inform you on what data this can be, why we use the program and how you can manage or prevent the data transmission.

What is the Amazon Associates Program?

The Amazon Associates Program is an affiliate marketing program of the online shipping company [Amazon.co.uk](https://www.amazon.co.uk). Like any affiliate program, the Amazon Associates Program is also based on the principle of intermediation commissions. Amazon (or we) place advertisements or partner links on our website, which let us receive a reimbursement of advertising costs (commission) if you click on them and buy a product on Amazon.

Why do we use the Amazon Associates Program on our website?

Our aim is to provide you a pleasant time with extensive, helpful content. Therefore, we put a lot of work and energy into the development of our website. With the aid of the Amazon Associates Program, we can receive a little remuneration for our work. Of course, every affiliate link to Amazon is related with our theme and shows offers that may interest you.

What data is stored by the Amazon Associates Program?

As soon as you interact with the products and services of Amazon, the company collects your data. Amazon differentiates between information you actively gave to the business and information that is collected and retained automatically. "Active information" include name, email address, telephone number, age, payment details or location information. So-called "automatic information" are primarily saved by cookies. This includes information, user behaviour, IP address, device information (browser type, operating systems) or the URL. Moreover, Amazon also saves the clickstream, which is the path (order of pages) you make as a user in order to get to a product. Amazon also stores cookies in your browser to retrace the

origin of an order. This enables the company to identify if you clicked an Amazon ad or an affiliate link on our website.

If you have an Amazon account and are logged in to it while you surf our website, the collected data can be allocated to your account. You can prevent this by logging out of Amazon before surfing our website.

In the following we will show you exemplary cookies that are placed in your browser when you click an Amazon link on our website.

Name: uid

Value: 3230928052675285215111371601-9

Purpose: This cookie stores a unique user ID and collects information on your website activity.

Expiry date: after 2 months

Name: ad-id

Value: AyDaInRV1k-Lk59xSnp7h5o

Purpose: This cookie is provided by amazon-adsystem.com and serves the company regarding various advertising purposes.

Expiry date: after 8 months

Name: uuid2

Value: 8965834524520213028111371601-2

Purpose: This cookie allows targeted and interest-based advertising via the AppNexus platform. By the IP address it collects and retains anonymous data on what ads you clicked and which sites you opened.

Expiry date: after 3 months

Name: session-id

Value: 262-0272718-2582202111371601-1

Purpose: This cookie stores a unique user ID that the server assigns to you for the duration of a website visit (session). If you visit the site again, the information saved in there gets retrieved again.

Expiry date: after 15 years

Name: APID

Value: UP9801199c-4bee-11ea-931d-02e8e13f0574

Purpose: This cookie stores information on how you use a website, and on what ads you looked at before your visit to the website.

Expiry date: after one year

Name: session-id-time

Value: tb:s-STNY7ZS65H5335FZEVPE|1581329862486&t:1581329864300&adb:adblk_no

Purpose: This cookie records the time you spend on a website with a unique cookie ID.

Expiry date: after 2 years

Name: csm-hit

Value: 20827548011

Purpose: We could not find any detailed information on this cookie.

Expiry date: after 15 years

Note: Please note, that this list merely shows examples of cookies and does not claim to be exhaustive.

Amazon use the obtained information to better tailor their advertisements to their users' interests.

How long and where is my data saved?

Amazon saves personal data for as long as it is required for both Amazon's business services, and for legal reasons. As the company's headquarters are in the USA, any collected data is stored on American servers.

How can I delete my data or prevent data retention?

You always have the right to access your personal data and clear it. If you have an Amazon account, you can manage or delete many of the collected data.

Furthermore, your browser offers another option for managing Amazon's processing and retention of data according to your preferences. There you can manage, clear or delete cookies.

This works a little different on every browser. Here you can find instructions for the most common browsers:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Amazon is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct transfer of personal data between the USA and EU. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000TOWQAA4>. We hope we could make you more familiar with the most important information on data transfer concerning the Amazon Associates Program. You can find more information at <https://www.amazon.co.uk/gp/help/customer/display.html?nodeId=201909010>.

Facebook Data Policy

We use selected Facebook tools on our website. Facebook is a social media network of the company Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With the aid of this tool we can provide the best possible offers to you and anyone interested in our products and services. In the following we will give you an overview on the different Facebook tools, as well as on what data is sent to Facebook and how you can delete these data.

What are Facebook tools?

Along with many other products, Facebook also offers so called “Facebook Business Tools”. This is Facebook’s official name for the tools, but it is not very common. Therefore, we decided to merely call them “Facebook tools”. They include the following:

- Facebook-Pixel
- social plugins (e.g. the “Like” or “Share“ button)
- Facebook Login
- Account Kit
- APIs (application programming interface)
- SDKs (Software development kits)
- Platform-integrations
- Plugins
- Codes
- Specifications
- Documentations
- Technologies and Services

With these tools Facebook can extend its services and is able to receive information on user activities outside of Facebook.

Why do we use Facebook tools on our website?

We only want to show our services and products to people who are genuinely interested in them. With the help of advertisements (Facebook Ads) we can reach exactly these people. However, to be able to show suitable adverts to users, Facebook requires additional information on people’s needs and wishes. Therefore, information on the user behaviour (and contact details) on our website, are provided to Facebook. Consequently, Facebook can collect better user data and is able to display suitable adverts for our products or services. Thanks to the tools it is possible to create targeted, customised ad campaigns of Facebook.

Facebook calls data about your behaviour on our website “event data” and uses them for analytics services. That way, Facebook can create “campaign reports” about our ad campaigns’ effectiveness on our behalf. Moreover, by analyses we can get a better insight in how you use our services, our website or our products. Therefore, some of these tools help us optimise your user experience on our website. With the social plugins for instance, you can share our site’s contents directly on Facebook.

What data is saved by the Facebook tools?

With the use of the Facebook tools, personal data (customer data) may be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address may be transmitted.

Facebook uses this information to match the data with the data it has on you (if you are a Facebook member). However, before the customer data is transferred to Facebook, a so called “Hashing” takes place. This means, that a data record of any size is transformed into a string of characters, which also has the purpose of encrypting data.

Moreover, not only contact data, but also “event data“ is transferred. These data are the information we receive about you on our website. To give an example, it allows us to see what subpages you visit or what products you buy from us. Facebook does not disclose the

obtained information to third parties (such as advertisers), unless the company has an explicit permission or is legally obliged to do so. Also, “event data“ can be linked to contact information, which helps Facebook to offer improved, customised adverts. Finally, after the previously mentioned matching process, Facebook deletes the contact data.

To deliver optimised advertisements, Facebook only uses event data, if they have been combined with other data (that have been collected by Facebook in other ways). Facebook also uses event data for the purposes of security, protection, development and research. Many of these data are transmitted to Facebook via cookies. Cookies are little text files, that are used for storing data or information in browsers. Depending on the tools used, and on whether you are a Facebook member, a different number of cookies are placed in your browser. In the descriptions of the individual Facebook tools we will go into more detail on Facebook cookies. You can also find general information about the use of Facebook cookies at <https://www.facebook.com/policies/cookies>.

How long and where are the data saved?

Facebook fundamentally stores data, until they are no longer of use for their own services and products. Facebook has servers for storing their data all around the world. However, customer data is cleared within 48 hours after they have been matched with their own user data.

How can I delete my data or prevent data retention?

In accordance with the General Data Protection Regulation (GDPR) you have the right of information, rectification, transfer and deletion of your data.

The collected data is only fully deleted, when you delete your entire Facebook account. Deleting your Facebook account works as follows:

- 1) Click on settings in the top right side in Facebook.
- 2) Then, click “Your Facebook information“ in the left column.
- 3) Now click on “Deactivation and deletion”.
- 4) Choose “Permanently delete account“ and then click on “Continue to account deletion“.
- 5) Enter your password, click on “continue“ and then on “Delete account“.

The retention of data Facebook receives via our site is done via cookies (e.g. with social plugins), among others. You can deactivate, clear or manage both all and individual cookies in your browser. How this can be done differs depending on the browser you use. The following instructions show, how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies at all, you can set up your browser to notify you whenever a cookie is about to be set. This gives you the opportunity to decide upon the permission or deletion of every single cookie.

Facebook is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. You can find more information at <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>. We hope we could give you an understanding of the most important information about the use of Facebook tools and data processing. If you want to find out more on how Facebook use your data, we recommend reading the data policies at <https://www.facebook.com/about/privacy/update>.

Instagram Privacy Policy

We have integrated functions of Instagram to our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Since 2012, Instagram is a subsidiary company of Facebook Inc. and is a part of Facebook's products. The inclusion of Instagram's contents on our website is called embedding. With this, we can show you Instagram contents such as buttons, photos or videos directly on our website. If you open websites of our online presence, that have an integrated Instagram function, data gets transmitted to, as well as stored and processed by Instagram. Instagram uses the same systems and technologies as Facebook. Therefore, your data will be processed across all Facebook firms.

In the following, we want to give you a more detailed insight on why Instagram collects data, what data these are and how you can control data processing. As Instagram belongs to Facebook Inc., we have, on the one hand received this information from the Instagram guidelines, and on the other hand from Facebook's Data Policy.

What is Instagram?

Instagram is one of the most famous social media networks worldwide. Instagram combines the benefits of a blog with the benefits of audio-visual platforms such as YouTube or Vimeo. To "Insta" (how the platform is casually called by many users) you can upload photos and short videos, edit them with different filters and also share them to other social networks. Also, if you do not want to be active on Instagram yourself, you can just follow other interesting users.

Why do we use Instagram on our website?

Instagram is a social media platform whose success has skyrocketed within recent years. Naturally, we have also reacted to this boom. We want you to feel as comfortable as possible on our website. Therefore, we attach great importance to diversified contents. With the embedded Instagram features we can enrich our content with helpful, funny or exciting Instagram contents. Since Instagram is a subsidiary company of Facebook, the collected data can also serve us for customised advertising on Facebook. Hence, only persons who are genuinely interested in our products or services can see our ads.

Instagram also uses the collected data for tracking and analysis purposes. We receive summarised statistics and therefore more insight to your wishes and interests. It is important to mention that these reports do not identify you personally.

What data is saved by Instagram?

Whenever you land on one of our sites, which have Instagram functions (i.e. Instagram photos or plugins) integrated to them, your browser automatically connects with Instagram's servers. Thereby, data is sent to, as well as saved and processed by Instagram. This always happens, whether you have an Instagram account or not. Moreover, it includes information on our website, your computer, your purchases, the advertisements you see and on how you use our offer. The date and time of your interaction is also stored. If you have an Instagram account or are logged in, Instagram saves significantly more data on you.

Facebook distinguishes between customer data and event data. We assume this is also the case for Instagram. Customer data are for example names, addresses, phone numbers and IP addresses. These data are only transmitted to Instagram, if they have been "hashed" first. Thereby, a set of data is transformed into a string of characters, which encrypts any contact data. Moreover, the aforementioned "event data" (data on your user behaviour) is transmitted as well. It is also possible, that contact data may get combined with event data. The collected data data is matched with any data Instagram already has on you.

Furthermore, the gathered data are transferred to Facebook via little text files (cookies) which usually get set in your browser. Depending on the Instagram function used, and whether you have an Instagram account yourself, the amount of data that gets stored varies.

We assume data processing on Instagram works the same way as on Facebook. Therefore, if you have an account on Instagram or have visited www.instagram.com, Instagram has set at least one cookie. If this is the case, your browser uses the cookie to send information to Instagram, as soon as you come across an Instagram function. No later than 90 days (after matching) the data is deleted or anonymised. Even though we have studied Instagram's data processing in-depth, we cannot tell for sure what exact data Instagram collects and retains.

In the following we will show you a list of the least cookies placed in your browser when click on an Instagram function (e.g. button or an Insta picture). In our test we assume you do not have an Instagram account, since if you would be logged in to your Instagram account, your browser would place significantly more cookies.

The following cookies were used in our test:

Name: csrftoken

Value: ""

Purpose: This cookie is most likely set for security reasons to prevent falsifications of requests. We could not find out more information on it.

Expiry date: after one year

Name: mid

Value: ""

Purpose: Instagram places this cookie to optimise its own offers and services in- and outside of Instagram. The cookie allocates a unique user ID.

Expiry date: after end of session

Name: fbser_111371601124024

Value: no information

Purpose: This cookie stores the login request of Instagram app users.

Expiry date: after end of session

Name: rur

Value: ATN

Purpose: This is an Instagram cookie which guarantees functionality on Instagram.

Expiry date: after end of session

Name: urlgen

Value: “{”194.96.75.33”: 1901}:1iEtYv:Y833k2_UjKvXgYe111371601”

Purpose: This cookie serves Instagram’s marketing purposes.

Expiry date: after end of session

Note: We do not claim this list to be exhaustive. The cookies that are placed in each individual case, depend on the functions embedded as well as on your use of Instagram.

How long and where are these data stored?

Instagram shares the information obtained within the Facebook businesses with external partners and persons you are globally connected with. Data processing is done according to Facebook’s internal data policy. Your data is distributed to Facebook’s servers across the world, partially for security reasons. Most of these servers are in the USA.

How can I delete my data or prevent data retention?

Thanks to the General Data Protection Regulation (GDPR), you have the right of information, rectification, transfer and deletion of your data. Furthermore, you can manage your data in Instagram’s settings. If you want to delete your data on Instagram completely, you will have to delete your Instagram account permanently.

And this is how an Instagram account can be deleted:

First, open the Instagram app. Then, navigate to your profile page, select the three bars in the top right, choose “Settings” and then click “Help”. Now, you will be redirected to the company’s website, where you must click on “Managing Your Account” and then “Delete Your Account”.

When you delete your account completely, Instagram deletes posts such as your photos and status updates. Any information other people shared about you are not a part of your account and do therefore not get deleted.

As mentioned before, Instagram primarily stores your data via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, managing them varies a bit. We will show you the instructions of the most relevant browsers here.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Generally, you can set your browser to notify you whenever a cookie is about to be set. Then you can individually decide upon the permission of every cookie.

Instagram is a subsidiary company of Facebook Inc. and Facebook is an active participant in the EU-U.S. Privacy Shield Framework. This framework regulates correct transfer between the USA and the European Union. At

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC> you can find out more about this. We gave our best to make you familiar with the most important information on data processing by Instagram. At <https://help.instagram.com/519522125107875> you can find out more on Instagram's data policies.

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