

Information according to Art. 26 II, sentence 2 GDPR

What is the reason for shared responsibility?

In "using the Pinterest tag" Villeroy & Boch AG and Pinterest Europe Ltd. work closely together. This includes the processing of your personal data. The parties have jointly determined the order in which this data will be processed at each stage of the process. They are therefore jointly responsible for the protection of your personal data within the process stages described below (Art. 26 DS-GVO).

For which process stages is there joint responsibility?

The Pinterest tag is a snippet of code that Villeroy & Boch AG incorporates into their website and that allows Pinterest to track visitors to the Villeroy & Boch website and the actions that visitors take on the website after seeing a Villeroy & Boch Pinterest ad (so called "conversion tracking").

What have the parties agreed?

As part of their joint responsibility under data protection law, Villeroy und Boch AG and Pinterest Europe Ltd. have agreed which of them will fulfil which obligations under the DS Block Exemption Regulation. This concerns in particular the exercise of the rights of the data subjects and the fulfilment of the information obligations under Articles 13 and 14 of the DS-BER.

This agreement is necessary because with using the Pinterest tag personal data are processed in different process sections and systems that are operated either by Villeroy und Boch AG or Pinterest Europe Ltd..

Process section / EDP system	Fulfilment of obligations by
Pinterest.com → Targeted control of advertisements based on the anonymized data transmitted by the Pinterest tag, based on different events	Pinterest Europe Ltd.
Villeroy-boch.com (and all related country-URLs) → Using customer events (page visit, view category, search on website, add to cart, checkout, watch video, signup, lead, and customized events) on this website for giving the relevant anonymized informations to the tag	Villeroy und Boch AG

What does this mean for those affected?

Even if there is a joint responsibility, the parties fulfil the data protection obligations in accordance with their respective responsibilities for the individual process stages as follows:

- Within the scope of the joint responsibility

o Villeroy und Boch AG is responsible for the processing of the personal data in Villeroy-boch.com and all related country URLs; and

o Pinterest Europe Ltd. is responsible for the processing of personal data in pinterest.com.

- Villeroy und Boch AG and Pinterest Europe Ltd. make the information required under Articles 13 and 14 of the DPA available to data subjects free of charge in a precise, transparent, comprehensible and easily accessible form in clear and simple language. Each party shall provide the other party with all necessary information from its sphere of activity.

- The parties shall inform each other immediately of any legal positions asserted by affected parties. They shall provide each other with all the information necessary to respond to requests for information.

- Data protection rights can be asserted both with Villeroy und Boch AG and Pinterest Europe Ltd.. In principle, data subjects receive the information from the body from which rights have been asserted.