

Product Copilot Social Media Presences – Privacy Policy

Effective date: May 5th 2026

1 Introduction

For active communication with users and to provide information about our activities, we, Prio 0 GmbH, maintain a number of different social media presences, in some cases under joint controllership with the operators of the social networks listed below. With the following privacy information, we, explain which personal data we process when you interact with those social media presences.

You can find the data protection information for the processing of personal data on our website at the following link: <https://product-copilot.ai/legal>

We reserve the right to occasionally update this privacy information to keep it in line with current legal requirements or to reflect changes to our services.

Controller

Prio 0 GmbH
Kaitzer Straße 36
01187 Dresden

Email: info@prio0.com

Data Protection Officer

Dresdner Institut für Datenschutz
Hospitalstraße 4
01097 Dresden

Email: zentrale@dids.de

2 Data Protection Information on Our Social Media Presences

When users access and use our presences on the social networks named below, we would like to point out that users' personal data may also be processed by the operators of the social networks outside the European Union and outside the European Economic Area. This may result in risks for users, for example, making it more difficult to enforce data subject rights under data protection law. At the same time, we would like to point out that, where supported by the operators of the social networks, agreements on joint controllership pursuant to Art. 26 GDPR and standard data protection clauses pursuant to Art. 46(2)(c) GDPR are concluded.

In addition, we would like to point out that users' personal data is generally also processed by the operators of the social networks for their own market research and advertising purposes. Any usage profiles generated from user behavior may be used to display interest-based advertisements, including outside the social networks. For this purpose, the operators of the social networks generally store cookies on users' devices so that device information, user behavior, and user interests can be processed even if the user does not have a profile on the respective network. For further information and possible options to object, please refer to the data protection information and additional notices of the respective social network operators, which we have linked below.

The following also applies to the processing of personal data:

3 Categories of data processed

The categories of data processed include master data (e.g., names, profiles), contact data (e.g., email addresses), content data (e.g., text entries), usage data (e.g., interest in content), and metadata and communication data (e.g., device information and IP addresses).

4 Purpose and legal basis of processing

Where processing falls within our responsibility, data processing is carried out for the purposes of providing information, communication, marketing, and reach measurement. The operation of social media presences is based on a legitimate interest pursuant to Art. 6(1) sentence 1 lit. f GDPR, with the respective interests resulting from the aforementioned purposes.

5 Storage period

Data categories processed by us are stored within the respective social network. In most cases, we have no influence on the specific storage period, as this is determined by the providers of the social networks. Information on this can be found in the respective provider's data protection information. Where we can influence storage periods in individual cases, deletion is carried out after the purpose has been fulfilled, taking statutory retention obligations into account.

6 Services and service providers used by us, and network-specific information

Below we provide information on the services and service providers used by us, as well as network-specific information, naming the respective responsible entities within the EU/EEA and outside of it. No further data transfer is carried out by us.

LinkedIn, LinkedIn Ireland Unlimited Company / LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA

- [Privacy Policy](#)
- [Agreement on joint processing of personal data on LinkedIn Pages](#)
- [Option to object to targeted advertising](#)

Instagram, Meta Platforms Ireland Limited / Meta Platforms Inc., 1 Hacker Way, Menlo Park, CA 94025, USA

- [Privacy Policy](#)

Facebook, Meta Platforms Ireland Limited / *Meta Platforms Inc., 1 Hacker Way, Menlo Park, CA 94025, USA*

- [Privacy Policy](#)
- [Agreement on joint processing of personal data on Facebook Pages](#)
- [Advertising Settings](#)

TikTok, TikTok Technology Limited / musical.ly Inc., 10351 Santa Monica Blvd. #310, Los Angeles, CA 90025, USA

- [Privacy Policy](#)
- [Contact option / request for data protection information](#)

YouTube, Google Ireland Limited / Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

- [Privacy Policy](#)
- [Option to object to targeted advertising](#)
- [Browser add-on to deactivate Google Analytics](#)

7 Information on data subject rights

Data subjects affected by data processing may at any time request information about personal data concerning them and, subject to the statutory requirements, assert their right to rectification, erasure, restriction of processing, or data portability. If processing is based on the legal basis of legitimate interest, there is also a right to object. In addition, where data processing is carried out on the basis of consent, that consent may be revoked at any time with effect for the future. To exercise data subject rights, you may contact the controller or the data protection officer.

Furthermore, under Art. 77 GDPR, every data subject has the right to lodge a complaint with a data protection supervisory authority if they believe that the processing of their personal data is unlawful.

With regard to asserting data subject rights, we would like to point out that, in order to obtain comprehensive measures, these should ideally be directed directly to the respective social network operator. Only the operators have access to all processed personal data of users and can therefore provide more comprehensive information and take appropriate measures. If you need assistance with this, you can of course contact the controller or the data protection officer at the contact details provided above at any time.

8 Contact Us

If you have any questions about this Privacy Policy, please contact us by email: info@product-copilot.ai