

Information on joint controllership

pursuant to Article 26 (2) 2 of the General Data Protection Regulation (GDPR)

Why do we use joint controllership?

The parties Villeroy & Boch AG and TikTok Technology Limited work closely together in "the implementation and use of TikTok Pixel". This also applies to the processing of your personal data. The parties have jointly determined the order of the processing of your personal data in each section of processing. Therefore they are so-called joint controllers (Article 26 GDPR) for the protection of your personal data within the sections of processing described below.

In which sections of processing exists a joint controllership?

- Collection and transmission of Developer Data and/or Event Data:

When you click on an ad on TikTok and the advertiser's page loads, the TikTok Pixel is fired. This Pixel collects information about the ad, IP address, user agent, and the time the pixel was fired.

Data collected from the pixel is used to match website actions to people who saw an ad on TikTok, and processed to show attribution in reporting.

- Measurement and Insight Reporting:

This process is used to create and provide reports to measure the impact and performance of our advertising campaigns across TikTok business products.

What did the Parties agree on?

Villeroy & Boch AG and TikTok Technology Limited jointly agreed on which obligations each party fulfills under the GDPR. This particularly concerns the exercise of the rights of data subjects and the fulfilment of information obligations under Articles 13 and 14 of the GDPR.

This agreement is necessary because the TikTok Pixel processes personal data in different sections of processing and different systems operated by either Villeroy & Boch or TikTok.

Process section / EDP system	Fulfillment of obligations by:
Villeroy-boch.com (and all related country URLs) → Integration of TikTok Pixel in adherence to applicable regulations (consent to use of cookies or similar technology, information of users in privacy policy) → collection of customer events on this website	Villeroy & Boch AG
TikTok.com → Transfer of user data to and	TikTok Technology Limited

processing of user data on TikTok server systems	
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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

- Villeroy & Boch AG is responsible for the processing of the personal data on Villeroy-boch.com and all related country URLs; and
- TikTok Technology Limited is responsible for the processing of personal data on tiktok.com.

Villeroy & Boch AG and TikTok Technology Limited 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 TikTok Technology Limited. In principle, data subjects receive the information from the body from which rights have been asserted.