

Privacy Notice for Instagram (@mikemcalpine_comedy)

(Compliant with UK General Data Protection Regulation – UK GDPR)

This Privacy Notice informs you about the processing of personal data when interacting with the Instagram profile [@mikemcalpine_comedy].

1. Data Controller

Name: Michael Stephen (stage name: Mike McAlpine)

Address: Am Plattenbusch 3, 51381 Leverkusen, Germany

Email: mike@mikemcalpine.com

Phone: +49 179 3924899

2. Joint Responsibility with Meta Platforms

Instagram is a service of Meta Platforms Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland (“Meta”). When you visit or interact with this Instagram profile, personal data may be processed by both Meta and the profile operator (Mike McAlpine) as joint controllers pursuant to Article 26 UK GDPR.

Meta is primarily responsible for the processing of “Instagram Insights” and technical platform data. You can find Meta’s privacy policy and details about the joint controllership agreement here:

-  Privacy Policy: <https://privacycenter.instagram.com/policy>
 -  Joint Controller Agreement: https://www.facebook.com/legal/terms/page_controller_addendum
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3. Purpose and Legal Basis for Processing

The following types of personal data may be processed via this Instagram profile:

- Public interactions (likes, comments, mentions)
- Messages via Instagram Direct
- Engagement metrics (e.g. reach, demographics via Instagram Insights)

These are processed for the following purposes:

- To communicate with users and respond to messages or comments
- To analyse reach and optimise content
- To manage our online presence and audience interactions
- To conduct marketing activities (e.g. sponsored posts, Meta ads)

Legal bases under UK GDPR:

- **Art. 6(1)(f) UK GDPR** – legitimate interests (communication, community management, visibility)
 - **Art. 6(1)(a) UK GDPR** – consent, where applicable (e.g. targeted advertising with Meta Pixel)
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4. Data Transfers to Third Countries

Meta may transfer personal data to the United States. Meta Platforms Inc. is certified under the **UK Extension to the EU–U.S. Data Privacy Framework**, which ensures an adequate level of protection for international data transfers.

5. Retention Period

We regularly review and delete personal data received directly via Instagram (such as comments or messages) if they are no longer necessary for communication purposes or subject to statutory retention obligations.

6. Data Subject Rights

You have the following rights under the UK GDPR:

- Right of access (Art. 15)
- Right to rectification (Art. 16)
- Right to erasure (Art. 17)
- Right to restriction of processing (Art. 18)
- Right to data portability (Art. 20)
- Right to object (Art. 21)

- Right to lodge a complaint with the UK Information Commissioner's Office (ICO):
 <https://ico.org.uk/make-a-complaint/>

Please note that for data collected directly by Meta, data subject rights should be exercised with Meta.

7. Advertising and Tracking

We may use advertising tools such as Instagram Ads or the Meta Ads Manager to analyse the reach of our content or to deliver targeted advertising. The processing is based on our legitimate interest under Article 6(1)(f) UK GDPR or – where required – your consent in accordance with Article 6(1)(a) UK GDPR.