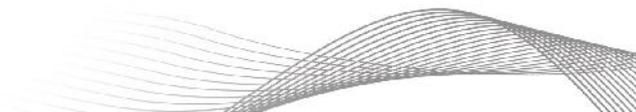


## EDPS record of processing activity

Record of EDPS activities processing personal data, based on Article 31 of Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC.

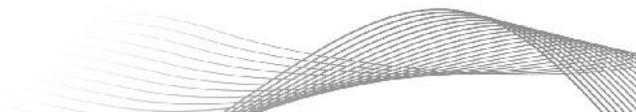
Nr.	Item	Description
		<b>EDPS use of social media</b>
1.	Last update of this record	28/03/2022
2.	Reference number	<b>54</b>
		<i>Part 1 - Article 31 Record (specific legal obligation to publish – see Article 31(5)) &lt; row to be deleted when filled in &gt;</i>
3.	Name and contact details of controller	<p>The European Data Protection Supervisor (EDPS) is data controller for the processing of personal data as described in this record.</p> <p><a href="#">European Data Protection Supervisor</a> <b>Postal address:</b> Rue Wiertz 60, B-1047 Brussels <b>Office address:</b> Rue Montoyer 30, B-1000 Brussels <b>Telephone:</b> +32 2 283 19 00 <b>Email:</b> <a href="mailto:edps@edps.europa.eu">edps@edps.europa.eu</a></p> <p>Responsible department or role: Information and Communication Sector, email: <a href="mailto:press@edps.europa.eu">press@edps.europa.eu</a></p> <p>Contact form for enquiries on processing of personal data to be preferably used: <a href="https://edps.europa.eu/node/759">https://edps.europa.eu/node/759</a></p>



		<p>Social media platforms are separate controllers for the processing of personal data on which they determine the means and the purposes. Privacy policies of the platforms:</p> <ul style="list-style-type: none"> <li>) LinkedIn: <a href="https://www.linkedin.com/legal/privacy-policy">https://www.linkedin.com/legal/privacy-policy</a></li> <li>) Twitter: <a href="https://twitter.com/en/privacy">https://twitter.com/en/privacy</a></li> <li>) YouTube: <a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a></li> <li>) EU Voice: <a href="https://social.network.europa.eu/terms">https://social.network.europa.eu/terms</a></li> <li>) EU Video: <a href="https://tube.network.europa.eu/about/instance">https://tube.network.europa.eu/about/instance</a></li> </ul> <p>Before accessing the above-mentioned social media platforms, users are asked whether they accept or not their respective policies.</p>
4.	Name and contact details of DPO	<a href="mailto:dpo@edps.europa.eu">dpo@edps.europa.eu</a>
5.	Name and contact details of joint controller (where applicable)	Not applicable
6.	Name and contact details of processor (where applicable)	No data are used by the EDPS
7.	Short description and purpose of the processing	<p>The purpose of the processing is to disseminate information on our activities to the public and thus facilitate online communication activities of the EDPS through various social media platforms. The EDPS uses the above mentioned social media channels to regularly inform its stakeholders about the EDPS activities, raise awareness about data protection issues and engage directly with citizens by replying to their comments and questions. Social media platforms are only an alternative means of communication. All information is available also on the EDPS website, which is the EDPS main means of communication to the public. As such, citizens do not need to access social media platforms in order to be informed about the EDPS' activities. Data gathered through the social media channels is used solely for statistical and analytical purposes such as analysing social media users' reactions to the EDPS communication activities.</p> <p>This helps EDPS improve its communication activities and coordination of social media</p>



		<p>presence. The EDPS does not use of any external social media monitoring tools. When monitoring EDPS social media accounts, the EDPS relies solely on the analytics built in the platforms and on statistics available publicly such as number of likes under a post. Social media users who interact with the EDPS (for example commenting the EDPS posts) do so after having agreed the policies of those platforms.</p>
8.	<p>Description of categories of persons whose data the EDPS processes and list of data categories</p>	<p><u>Categories of persons</u></p> <ul style="list-style-type: none"> <li>- Internal to the organisation (staff members of the EDPS who engage on social media platforms)</li> <li>- External to the organisation (any natural person, external to the EDPS, who engages on social media platforms, e.g. staff of other EU institutions, agencies or bodies, journalists, citizens, etc).</li> </ul> <p><u>Categories of data</u></p> <p>Depending on the circumstances and on the social media platform in question, the EDPS has access to the following categories of data:</p> <ol style="list-style-type: none"> <li>1) Personal data derived from the user profiles may include: name and surname, username, geographical area, age, gender and other personal characteristics such as the marital status, nationality, occupation or academic record, etc.</li> <li>2) Personal data available about users of social media platforms through their networks and connections: engagement, reach and sentiment, comments, shares of users on a specific topic, networks and connections</li> <li>3) Personal data available via audiovisual content that might be published on the social media platforms: information in or about the content provided by a user (e.g. metadata), such as the location of a photo or the date a file was created, voice recordings, video recordings, or an image of a data subject</li> </ol> <p>However, for statistical, analytical and monitoring purposes, we only use aggregated data such as numbers of followers, number of interactions (likes, comments, shares), etc. We do not collect or store any other data.</p>



		In order to protect users' privacy, our social media buttons to connect to those services do not set cookies when our website pages are loaded on users' devices, nor there is an immediate redirection of users to social media or other websites.
9.	Time limit for keeping the data	Only aggregated and numeric values of performance measurement will be stored by the data controller in order to be able to compare the performance over the maximum of 10 years.
10.	Recipients of the data	Only authorised staff of the EDPS Information and Communication are involved in the social media monitoring and related communication activities.
11.	Are there any transfers of personal data to third countries or international organisations? If so, to which ones and with which safeguards?	The EDPS does not transfer any data outside of EU and EEA.
12.	General description of security measures, where possible.	In order to protect personal data necessary for the purpose of the processing operation in question, the EDPS has put in place the following measures: <ul style="list-style-type: none"> <li>- All EDPS social media accounts are password protected.</li> <li>- Only authorised personnel of the EDPS has access to social media accounts and their monitoring. Such staff abide by statutory, and when required, additional confidentiality agreements.</li> </ul>
13.	For more information, including how to exercise your rights to access, rectification, object and data portability (where applicable), see the data protection notice:	<a href="https://edps.europa.eu/about-edps/data-protection-within-edps/data-protection-legal-notices_en">https://edps.europa.eu/about-edps/data-protection-within-edps/data-protection-legal-notices_en</a>  <a href="https://edps.europa.eu/system/files/2021-03/54-edps-data-protection-notice-edps-use-of-social-media_en.pdf">https://edps.europa.eu/system/files/2021-03/54-edps-data-protection-notice-edps-use-of-social-media_en.pdf</a>

