



EDPS USE OF SOCIAL MEDIA

DATA PROTECTION NOTICE

The EDPS uses social media channels (namely, Twitter, LinkedIn and YouTube) to regularly inform the public about its activities, raise awareness about data protection issues and engage directly with citizens by replying to their comments and questions. Users sign up to social media platforms on a voluntary basis, subject to the policies of social media platforms.

We process your personal data based on [Regulation \(EU\) 2018/1725 of the European Parliament and of the Council](#) on the protection of individuals with regard to the processing of personal data by the Union institutions and 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 (hereinafter ‘the Regulation’).

We provide you with the information that follows based on Articles [15](#) and [16](#) of the Regulation. More specifically, the information provided by the EDPS concerns the processing of personal data, detailing the means and purpose for which individuals’ data is processed.

Who is the controller?

The European Data Protection Supervisor (EDPS) is the data controller for the processing of personal data as described in this data protection notice. For more information on the EDPS, please consult our website: <https://edps.europa.eu>.

Social media platforms are separate controllers for the personal data they process. To learn more on how the following social media platforms process your data, we encourage you to read the privacy policies of:

- [LinkedIn](#)
- [Twitter](#)
- [YouTube](#)

What personal data do we process and who has access to this personal data?

Depending on the circumstances, and depending on the social media platforms used, the EDPS has access to the following categories of data:

1) Personal data derived from the users’ profile may include: name and surname, username, geographical area, age, gender and other personal characteristics, such as marital status, nationality, occupation or academic record..

2) Personal data about users of social media platforms that is available through their networks and connections: engagement, reach and sentiment, comments, shares of users on a specific topic, networks and connections

3) Personal data available via audio-visual content that might be published on 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 of when a file was created, voice recordings, video recordings, or an image of an individual.

However, for statistical, analytical and monitoring purposes, we only use aggregated data, such as numbers of followers, number of interactions (likes, comments, shares). We do not collect or store any other data.

Only authorised staff of the EDPS Information and Communication team are involved in the social media monitoring and related communication activities.

Before accessing the above-mentioned social media platforms, users are asked to accept or decline their respective policies. Social media users who interact with the EDPS (for example, commenting on the EDPS' posts) do so after having agreed to the policies of those platforms.

Where did we get your personal data?

Data comes from social media platforms and is publicly accessible. For monitoring purposes, we may collect aggregated data on users' behaviour on social media, such as numbers of interactions or comments.

Why do we process your personal data and under what legal basis?

We process this personal data in order to share information about EDPS activities to the public. Using social media platforms is only one way of communicating to the public. All information is also available on the EDPS website, which is the EDPS' main platform used to communicate with the public. As such, citizens do not need to access social media platforms in order to be informed about the EDPS' activities.

Data gathered via social media channels is used solely for statistical and analytical purposes, such as analysing social media users' reactions to the EDPS' communication activities. This helps the EDPS to improve its communication activities and to coordinate its social media presence.

The EDPS does not use any external social media monitoring tools. When monitoring EDPS social media accounts, the EDPS relies solely on the analytics embedded in the platforms and on statistics publicly available, such as number of likes that a post has generated. We use this aggregated data for the coordination of our communication activities on social media or for statistical and analytical purposes.

Legal basis and necessity for processing (see Article 5 of the Regulation):

(a) processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Union institution or body.

In order to protect users' privacy, the EDPS' social media buttons to connect to those services do not set cookies when our website pages are loaded on your device, and you are not immediately redirected to social media platforms or other websites.

How long do we keep your personal data?

The EDPS will only store aggregated and numeric values of performance measurement in order to be able to compare its performance over a maximum period of 10 years.

What are your rights regarding your personal data?

You have the right:

- to request access to your personal data and to relevant information about how we use your data;
- to request the rectification of your personal data;
- to ask that we delete your personal data or restrict the use of your data;
- to object to our processing of your personal data, on grounds relating to your particular situation, at any time.

We will consider your request, take a decision and communicate this to you.

You have the same rights regarding your personal data that is processed directly by the social media platforms.

You can send your request to the EDPS by post in a sealed envelope or use our contact form on the EDPS website (see section on contact details [below](#)).

You can also contact directly the social media platforms to exercise your rights.

Automated decision-making

The EDPS will not use your personal data for any automated decision-making or profiling.

You have the right to lodge a complaint

If you have any remarks or complaints regarding the way we process your personal data, we invite you to contact the EDPS DPO (see section on contact details [below](#)).

You have, in any case, the right to lodge a complaint with the EDPS, as the supervisory authority: https://edps.europa.eu/data-protection/our-role-supervisor/complaints_en.

Contact details for enquiries regarding your personal data

We encourage you to contact us using the EDPS contact form. When doing so we recommend that you select 'My personal data' as the relevant subject:

<https://edps.europa.eu/node/759>.

If you wish to contact the EDPS DPO personally, you can send an e-mail to DPO@edps.europa.eu or a letter to the EDPS postal address marked for the attention of the EDPS DPO.

EDPS postal address:

European Data Protection Supervisor

Rue Wiertz 60

B-1047 Brussels, Belgium

You can also find our contact details on the EDPS website: https://edps.europa.eu/about-edps/contact_en.