

DATA PROTECTION NOTICE



FRA's use of social media

The European Union Agency for Fundamental Rights (FRA) processes the personal data of a natural person in compliance with Regulation 2018/1725 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.

This data protection explains FRA's policies and practices regarding its collection and use of your personal data, and sets forth your privacy rights. We recognise that information privacy is an ongoing responsibility, and we will update this notice where necessary.

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1. Why do we collect personal data?

We process this personal data in order to share information about FRA activities to the public through social media platforms. Using social media platforms is only one way of communicating to the public. All information is also available on the FRA website, which is FRA's 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 FRA activities.

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

When monitoring FRA social media accounts, FRA relies mainly on the analytics embedded in the platforms and on statistics publicly available, such as number of likes that a post has generated. FRA also uses a third-party provider (i.e. Hootsuite) to aggregate and visualise publicly available data gathered through the social media networks. The aggregated data is used for the communication activities, such as coordinating social media presence, statistical and analytical purposes, as well as the promotion of the Commission's communication campaigns and related activities. Social media users who interact with FRA (for example commenting on FRA's posts) do so after having agreed the policies of those platforms.

2. What kind of personal data does the Agency collect?

Depending on the circumstances and, on the social media platform in question, FRA or its processors may collect and further process the following categories of data:

1) Personal data derived from the user profiles:

- identification data: name and surname, username, user identification, geographical area, age, gender and other personal characteristics such as the marital status, nationality
- professional and educational background: occupation, employment history, academic record etc.

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

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

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.

To protect users' privacy, FRA 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.

3. How do we collect your personal data?

Users sign up to social media platforms on a voluntary basis, subject to the policies of social media platforms.

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

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Only authorised staff of the FRA Communications and Events Unit are involved in the social media monitoring and related communication activities.

4. Who is responsible for the processing your personal data?

The Agency is the legal entity responsible for the processing of your personal data and determines the objective of this processing activity. The Head of Communications & Events Unit is responsible for this processing operation. .

The data may also be processed by FRA external contractors providing communications services for events if, and when, running advertising campaigns on FRA's behalf. FRA also uses a third-party provider (i.e. [Hootsuite](#)) to aggregate and visualise publicly available data gathered through the social media networks.

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:

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

5. Which is the legal basis for this processing operation?

This processing operation is necessary for the management and functioning of the Agency. More specifically, it is needed in order to share information about the Agency's activities to the public. Using social media platforms is only one way of communicating to the public. All information is also available on the Agency's website, which is the Agency's 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 FRA's activities. This processing operation is also in line with the Agency's task to develop a communication strategy and promote dialogue with civil society, in order to raise public awareness of fundamental rights and actively disseminate information about its work, according to Article 4.1.(h) of its Founding Regulation (COUNCIL REGULATION (EC) No 168/2007 of 15 February 2007 establishing a European Union Agency for Fundamental Rights)

Therefore, the processing is lawful under Article 5.1.(a) of the Regulation (EU) No 2018/1725.

6. Who can see your data?

During this process, your personal data can be accessed by:

- selected FRA staff of the relevant units (Communications and Events Unit staff members responsible for FRA social media accounts)
- authorised staff of the FRA contractors based in EU countries that are compliant with the EU Data Protection Regulation.
- Outside the Agency, recipients can include the respective social media platforms, as per their own specific policies, which we encourage you to read (See under Section 4 above)

7. Do we share your data with other organisations?

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Personal data is processed by the Agency only. In case that we need to share your data with third parties, you will be notified to whom your personal data has been shared with.

8. Do we intend to transfer your personal data to Third Countries/International Organisations?

The Agency does not transfer any data outside of EU and EEA.

We encourage you to read the specific privacy policy of Hootsuite, for further information on possible transfers to third countries or international organisations in this particular regard.

Moreover, in the context of the social media platforms, which act as separate controllers for the personal data they process, transfers outside of the EU and EEA might take place. To learn more on the specific categories of personal data which might be transferred in each case, we encourage you to read their respective privacy policies (please refer to Section 4 above).

9. When will we start the processing operation?

The date when the data subject visits the platform and, where applicable, the data subject submits personal data (e.g. comments on posts, etc.).

10. How long do we keep your data?

FRA 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.

11. How can you control your data?

Under Regulation 2018/1725, you have rights we need to make you aware of. The rights available to you depend on our reason for processing your information. You are not required to pay any charges for exercising your rights except in cases where the requests are manifestly unfounded or excessive, in particular because of their repetitive character.

We will reply to your request without undue delay and in any event within one month of receipt of the request. That period may be extended by two further months where necessary, taking into account the complexity and number of the requests.

You can exercise your rights described below by sending an email request to communications@fra.europa.eu.

11.1. The value of your consent

Since this processing operation is lawful, in accordance with the applicable legal framework, and concretely under Article 5.1.(a) of the Regulation (EU) No 2018/1725 (please refer to Section 5 above), you are not required to provide your consent.

11.2 Your data protection rights

a. Can you access your data?

You have the right to receive information on whether we process your personal data or not, the purposes of the processing, the categories of personal data concerned, any recipients to whom the personal data have been disclosed and their storage period. Furthermore, you can have access to such data, as well as obtain copies of your data undergoing processing.

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b. Can you modify your data?

You have the right to ask us to rectify your data you think is inaccurate or incomplete at any time.

c. Can you restrict us from processing your data?

You have the right to block the processing of your personal data when you contest the accuracy of your personal data or when the Agency no longer needs the data for completing its tasks. You can also block the processing activity when the operation is unlawful, and you oppose to the erasure of the data under specific legitimate grounds.

d. Can you delete your data?

You have the right to ask us to delete your data when the personal data are no longer necessary for the purposes for which they were collected, when you have withdrawn your consent or when the processing activity is unlawful. In certain occasions we will have to erase your data in order to comply with a legal obligation to which we are subject.

We will notify to each recipient to whom your personal data have been disclosed of any rectification or erasure of personal data or restriction of processing carried out in accordance with the above rights unless this proves impossible or involves disproportionate effort from our side.

e. Are you entitled to data portability?

Data portability is a right guaranteed under Regulation 1725/2018 and consists in the right to have your personal data transmitted to you or directly to another controller of your choice.

In this case, this does not apply for two reasons: I) in order for this right to be guaranteed, the processing should be based on automated means, however we do not base our processing on any automated means; II) this processing operation is carried out in the public interest, which is an exception to the right to data portability in the Regulation.

f. Do you have the right to object?

When the legal base of the 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” which is the case in most of our processing operations, you have the right to object to the processing. In case you object, we have to stop the processing of your personal data, unless we demonstrate a compelling reason that can override your objection.

g. Do we do automated decision making, including profiling?

No.

12. What security measures are taken to safeguard your personal data?

The Agency has several security controls in place to protect your personal data from unauthorised access, use or disclosure. We keep your data stored on computer systems with limited access to a specified audience only.

In the context of this particular processing operation, we also ensure that all FRA social media accounts are password protected. Furthermore, only authorised FRA staff has access to social media accounts and their monitoring. Such staff abide by statutory, and when required, additional confidentiality agreements.

13. What can you do in the event of a problem?

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1. The first step is to notify the Agency by sending an email to communications@fra.europa.eu and ask us to take action.
2. The second step, if you obtain no reply from us or if you are not satisfied with it, contact our data protection officer (DPO) at dpo@fra.europa.eu.
3. At any time you can lodge a complaint with the EDPS at <http://www.edps.europa.eu>, who will examine your request and adopt the necessary measures.

14. How do we update our data protection notice?

We keep our data protection notice under regular review to make sure it is up to date and accurate.