

**RECORD OF PROCESSING ACTIVITY  
ACCORDING TO ARTICLE 31 REGULATION 2018/1725<sup>1</sup>  
NOTIFICATION TO THE DATA PROTECTION OFFICER**

**NAME OF PROCESSING OPERATION<sup>2</sup>: FRA's use of social media**

Reference number: DPR-2022-152
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**Part 1 (Publicly available)**

<b>1) Controller(s)<sup>3</sup> of data processing operation (Article 31.1(a))</b>
<p>Controller: European Union Agency for Fundamental Rights (FRA)          Schwarzenbergplatz 11, A-1040 Vienna, Austria          Telephone: +43 1 580 30 – 0          Email: <a href="mailto:contact@fra.europa.eu">contact@fra.europa.eu</a>          Organisational unit <b>responsible<sup>4</sup></b> for the processing activity: Communications and Events          Contact details: <a href="mailto:communications@fra.europa.eu">communications@fra.europa.eu</a>          Data Protection Officer (DPO): <a href="mailto:dpo@fra.europa.eu">dpo@fra.europa.eu</a></p>

<b>2) Who is actually conducting the processing? (Article 31.1(a))<sup>5</sup></b>
<p>The data is processed by the FRA itself <input checked="" type="checkbox"/></p> <p>Social media platforms (<a href="#">Facebook</a>, <a href="#">LinkedIn</a>, <a href="#">Twitter</a>, <a href="#">Instagram</a>, <a href="#">YouTube</a>) are separate controllers for the personal data they process. <input checked="" type="checkbox"/></p> <p>Contact point at external third party (please refer to the Privacy Notices of the respective social media platforms)</p>

<sup>1</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32018R1725>

<sup>2</sup> **Personal data** is any information relating to an identified or identifiable natural person, i.e. someone who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity. This information may, for example, be the name, date of birth, a telephone number, biometric data, medical data, a picture, professional details, etc.

**Processing** means any operation or set of operations which is performed on personal data, whether or not by automatic means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

<sup>3</sup> In case of more than one controller (e.g. joint FRA research), all controllers need to be listed here

<sup>4</sup> This is the unit that decides that the processing takes place and why.

<sup>5</sup> Is the FRA itself conducting the processing? Or has a provider been contracted?

The data may also be processed by FRA external contractors providing communications services 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.

### 3) Purpose of the processing (Article 31.1(b))

*Why are the personal data being processed? Please provide a very concise description of what you intend to achieve with the processing operation. Specify the rationale and underlying reason for the processing and describe the individual steps used for the processing. If you do this on a specific legal basis, mention it as well (e.g. staff regulations for selection procedures).*

The purpose of the processing of the personal data is to share information about FRA activities to the public through social media platforms. Moreover, the Agency uses social media platforms to 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. Social media platforms are only an alternative means of communication. All information is available also on the FRA website, which is the FRA's 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 FRA's 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.

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 FRA's posts) do so after having agreed the policies of those platforms.

### 4) Description of the categories of data subjects (Article 31.1(c))

*Whose personal data are being processed?*

FRA staff (i.e. staff members of the Agency who engage in social media platforms)

Non-FRA staff (any natural person, external to the Agency, who engages on social media platforms,.)

## 5) Categories of personal data processed (Article 31.1(c))

*Please tick all that apply and give details where appropriate*

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.

In order 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.

## 6) Recipient(s) of the data (Article 31.1 (d))

*Recipients are all parties who have access to the personal data. Who will have access to the data **within** FRA? Who will have access to the data **outside** FRA? No need to mention entities that may have access in the course of a particular investigation (e.g. OLAF, EO, EDPS).*

Designated **FRA** staff members

Communications and Events Unit staff members responsible for FRA social media accounts

Recipients **outside** FRA:



-The respective social media platforms, as per their own specific policies

- In the context of FRA events, FRA contracts the logistics and social media promotion to external providers. FRA grants access to our social media accounts as they manage the social media advertising campaigns in the run up and during the event. Access is then cut. These events are governed by their own standalone data protection notices and records.

7) Transfers to third countries or international organisations (Article 31.1 (e))<sup>6</sup>

*If the personal data are transferred outside the European Economic Area or to international organisations, this needs to be specifically mentioned, since it increases the risks of the processing operation.*

**Transfer outside of the EU or EEA**

Yes

No

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

Users are referred and should have due regard to the specific privacy policy of [Hootsuite](#), for further information on possible transfers to third countries or international organisations.

Users are also referred and should have due regard to the specific privacy policies of the respective social media platform(s) they used, for further information on possible transfers to third countries or international organisations. Social media platforms are separate controllers for the personal data they process. FRA uses [Facebook](#), [LinkedIn](#), [Twitter](#), [Instagram](#), and [YouTube](#) for its social media.

**If yes, specify to which country:**

**Transfer to international organisation(s)**

Yes

No

If yes specify to which organisation:

**Legal base for the data transfer**

Transfer on the basis of the European Commission's adequacy decision (Article 47)

Transfer subject to appropriate safeguards (Article 48.2 and .3), specify:

a)  A legally binding and enforceable instrument between public authorities or bodies.

Standard data protection clauses, adopted by

b)  the Commission, or

c)  the European Data Protection Supervisor and approved by the Commission, pursuant to the examination procedure referred to in Article 96(2) .

d)  Binding corporate rules,  Codes of conduct ,  Certification mechanism pursuant to points (b), (e) and (f) of Article 46(2) of Regulation (EU) 2016/679, where the processor is not a Union institution or body.

<sup>6</sup> Processor in a third country using standard contractual clauses, a third-country public authority you cooperate with based on a treaty. If needed, consult your DPO for more information on how to ensure safeguards.

Subject to the authorisation from the European Data Protection Supervisor:

Contractual clauses between the controller or processor and the controller, processor or the recipient of the personal data in the third country or international organisation.

Administrative arrangements between public authorities or bodies which include enforceable and effective data subject rights.

Transfer based on an international agreement (Article 49), specify:

***Derogations for specific situations (Article 50.1 (a) –(g))***

N /A

Yes, derogation(s) for specific situations in accordance with article 50.1 (a) –(g) apply In the absence of an adequacy decision, or of appropriate safeguards, transfer of personal data to a third country or an international organisation is based on the following condition(s):

(a) The data subject has explicitly consented to the proposed transfer, after having been informed of the possible risks of such transfers for the data subject due to the absence of an adequacy decision and appropriate safeguards

(b) The transfer is necessary for the performance of a contract between the data subject and the controller or the implementation of pre-contractual measures taken at the data subject's request

(c) The transfer is necessary for the conclusion or performance of a contract concluded in the interest of the data subject between the controller and another natural or legal person

(d) The transfer is necessary for important reasons of public interest

(e) The transfer is necessary for the establishment, exercise or defense of legal claims

(f) The transfer is necessary in order to protect the vital interests of the data subject or of other persons, where the data subject is physically or legally incapable of giving consent

(g) The transfer is made from a register which, according to Union law, is intended to provide information to the public and which is open to consultation either by the public in general or by any person who can demonstrate a legitimate interest, but only to the extent that the conditions laid down in Union law for consultation are fulfilled in the particular case

**8) Retention time (Article 4(e))**

*How long will the data be retained and what is the justification for the retention period? Please indicate the starting point and differentiate between categories of persons or data where needed (e.g. in selection procedures candidates who made it onto the reserve list vs. those who didn't).*

*Are the data limited according to the adage "as long as necessary, as short as possible"?*

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.

9) Technical and organisational security measures (Article 31.1(g))

*Please specify where/how the data are stored during and after the processing; please describe the security measures taken by FRA or by the contractor*

**How is the data stored?**

- |   |                                     |
|---|-------------------------------------|
| Document Management System (DMS)          | <input type="checkbox"/>            |
| FRA network shared drive                  | <input checked="" type="checkbox"/> |
| Outlook Folder(s)                         | <input type="checkbox"/>            |
| CRM                                       | <input type="checkbox"/>            |
| Hardcopy file                             | <input type="checkbox"/>            |
| Cloud (give details, e.g. cloud provider) | <input type="checkbox"/>            |
| Servers of external provider              | <input type="checkbox"/>            |

10) Exercising the rights of the data subject (Article 14 (2))

*How can people contact you if they want to know what you have about them, want to correct or delete the data, have it blocked or oppose to the processing? How will you react?*

See further details in the Data Protection notice: e-mail [communications@fra.europa.eu](mailto:communications@fra.europa.eu)

**Data subject rights**

- Right of access
- Right to rectification
- Right to erasure (right to be forgotten)
- Right to restriction of processing
- Right to data portability
- Right to object
- Notification obligation regarding rectification or erasure of personal data or restriction of processing
- Right to have recourse
- Right to withdraw consent at any time