

**EN**

Use of the Emplifi software platform for social media community management and analysis

**Data Protection Notice**

1. **Introduction**

The European Economic and Social Committee (EESC) is committed to respecting and protecting your personal data in accordance with [Regulation (EU) 2018/1725](http://data.europa.eu/eli/reg/2018/1725/oj) (EUDPR).

Your personal data may be collected and processed for statistical and analytical purposes, such as analysing social media users’ reactions to the EESC’s communication activities. The EESC uses the Emplifi software platform to carry out these tasks.

1. **Who is responsible for the processing of personal data?**

The EESC is responsible (as controller) for the processing of personal data. The responsible service (delegated controller) is the Online Information Unit, which can be contacted at eesc-social-media@eesc.europa.eu.

1. **What is the purpose of the processing?**

The collection and processing of social media data helps the EESC to improve its communication activities and to coordinate its social media presence.

1. **What is the legal basis for the processing?**

The legal basis for the processing of personal data is Article 5.1.a of the EUDPR, according to which "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".

1. **What personal data are processed?**

The personal data processed come from the social media platforms used by the EESC and are publicly accessible.

Depending on the circumstances, and depending on the social media platforms used, the EESC may process the following categories of data:

* 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.
* 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.
* 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.

Before accessing the social media platforms on which the EESC is present (Facebook, X, LinkedIn, Instagram, Mastodon, YouTube), users are asked to accept or decline their respective policies. Social media users who interact with the EESC (for example, commenting on the EESC’s posts) do so after having agreed to the policies of those platforms.

1. **Who are the recipients or categories of recipients of your personal data?**

The recipients of your personal data are the staff and in-house service-providers working on social media management in the EESC's Online Information Unit, as well as in the sections, groups, and other units of the EESC that manage official EESC social media accounts. The company responsible for the provision of the Emplifi software platform to the EESC is also a recipient of your personal data.

1. **Are your personal data transferred to a third country or international organisation?**

Your personal data are transferred to the United States, where the Social Marketing Cloud used by the Emplifi software platform is hosted in the AWS Cloud. The European Commission has adopted a decision that determined that the United States (commercial organisations participating in the EU-US Data Privacy Framework) offers an adequate level of data protection (see relevant Adequacy Decision in the following link:

<https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en>

and relevant records in the Data Privacy Framework List in the following link <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000GnS9AAK&status=Active>

and

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000TOWQAA4&status=Active>).

1. **How can you exercise your rights?**

You have the right to access your personal data, to rectify any inaccurate or incomplete personal data, to restrict (under certain conditions) the processing of your personal data, to request the deletion of your personal data (if processed unlawfully) and, where applicable, the right to data portability. You have the right to object to the processing of your data on grounds relating to your particular situation, at any time.

You can direct your queries to eesc-social-media@eesc.europa.eu. Your query will be dealt with 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.

You have the right of recourse to the [European Data Protection Supervisor](https://edps.europa.eu/) if you consider that your rights under the EUDPR have been infringed as a result of the processing of your personal data by the EESC.

1. **How long are your personal data kept for?**

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

1. **Are the personal data collected used for automated decision-making, including profiling?**

The EESC will not use your personal data to make automated decisions about you. "Automated decisions" are defined as decisions made without human intervention.

1. **Will your personal data be further processed for a purpose other than that for which data have been obtained?**

Your personal data will not be further processed for a different purpose.

1. **Who do I contact if I have queries or complaints?**

If you have any further questions about the processing of your personal data, please contact first of all the data controller (eesc-social-media@eesc.europa.eu).

You may also contact the EESC data protection officer by using the relevant [contact form](https://www.eesc.europa.eu/en/general-contact-form?contact_person_group=61) and/or the European Data Protection Supervisor by using the relevant [contact form](https://edps.europa.eu/form/edpsweb-contact-form_en_en) at any time.