

PRIVACY NOTICE - EIGE's use of social media

The European Institute for Gender Equality (EIGE) informs about processing of personal data 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.

Purpose of processing

EIGE processes the personal data in order to share information about EIGE activities to the public through social media platforms. Using social media platforms is one of the most important and viable ways to communicate to the public.

All information shared on social media is also available on the EIGE website, which is the 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 EIGE activities: <https://eige.europa.eu/>. When monitoring EIGE's website usage, EIGE uses softwares Matomo and HotJar to monitor the usage.

Data gathered via social media channels is used solely for statistical and analytical purposes, such as analysing social media users' reactions, comments and feedback to EIGE communication activities.

EIGE relies mainly on the analytics embedded in the platforms and on statistics publicly available, such as number of likes that a post has generated when monitoring social media accounts.

Social media users who interact with EIGE (for example commenting on the Institute's posts) do so after having agreed the policies of those platforms.

Legal basis

- I. Establishment Regulation of EIGE (EC) No 1922/2006;
- II. Regulation (EU) 2018/1725, in particular Article 5.1 (a).

Lawfulness of processing

This processing operation is necessary for the management and functioning of the Institute.

This processing operation is also in line with EIGE's task to provide information to the Community Institutions on gender equality, to raise public awareness and actively disseminate information about its work, according to Article 3 of its Establishment Regulation. Therefore, the processing is lawful under Article 5.1 (a) of the Regulation (EU) No 2018/1725.

Data Categories

- I. Personal data collected depending on the social media platform in question might be: 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
- II. 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
- III. 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

We do not collect or store any other data. To protect users' privacy, EIGE 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.

Data Controller

EIGE is the legal entity responsible for the processing of your personal data and determines the objective of collecting the data. The Data Controller is primarily the Head of Outreach and Engagement (O&E) Unit of EIGE.

,X LinkedIn, Facebook and YouTube are separate controllers for the personal data they process.

Where did we get your personal data?

Data comes from the indicated 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.

Access and storage of the data

Personal data are stored within the European Union. EIGE does not intend to share data to Third Countries/International Organisations for direct marketing purposes; there are no third country transfers. 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.

The Institute has several security controls in place to protect your personal data from unauthorised access, use or disclosure. In addition, selected members of EIGE staff of the relevant units responsible for EIGE social media accounts • authorised staff of EIGE contractors based in EU countries that are compliant with the EU Data Protection Regulation.

When processing starts

The date when the data subject visits the website and, where applicable, the data subject submits personal data e.g. filling-in registration form.

Retention policy

EIGE stores aggregated and numeric values of performance measurement in order to be able to compare its performance over a maximum period of 10 years.

You have specific rights as a 'data subject' under Chapter III (Articles 14-25) of Regulation (EU) 2018/1725

Right to access data – data subjects have the right to access data at any time by sending an email request to communications@eige.europa.eu.

Right to rectify – data subjects have the right to rectify their data without delay of inaccurate or incomplete personal data by sending an email request to communications@eige.europa.eu.

Right to restrict – data subjects have the right to restrict the processing of their personal data at any moment by sending by sending an email request to communications@eige.europa.eu.

Right to erasure – data subjects have the right to obtain from the Controller the erasure of data if their processing is unlawful by sending an e-mail to communications@eige.europa.eu.

If the data subjects have any queries concerning the processing of their personal data, they may address them to the Data Protection Officer or to the Data Controller (Head of KMC Unit) of EIGE by contacting dpo@eige.europa.eu.

Other rights – Where applicable, data subjects have the right to object to the processing or the right to data portability. 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.

You have the right to object to the processing of your personal data, which is lawfully carried out pursuant to Article 5 (1)(a) on legitimate compelling grounds by sending an e-mail to dpo@eige.europa.eu.

Transfer – data subjects have a right to ask to transfer personal data from one organisation to another only if we are processing information based on your consent or under, or in talks about entering into a contract and the processing is automated. Data subjects are not required to pay any charges for exercising your rights. We have within adequate time period to respond to you.

Data subjects are also entitled to have recourse at any time to the European Data Protection Supervisor:

Website: <http://www.edps.europa.eu>

Email: edps@edps.europa.eu

Contact information:

Data Protection Officer of EIGE, e-mail dpo@eige.europa.eu

EIGE Outreach and Engagement (O&E) Unit, e-mail communications@eige.europa.eu