

EDPS record of processing activity

Record of EDPS activities processing personal data, based on Article 31 of Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 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.

Nr.	Item	Description
		EDPS corporate account on Instagram
1.	Last update of this record	12/02/2024
2.	Reference number	80
3.	Name and contact details of controller	<p>European Data Protection Supervisor (EDPS) Postal address: Rue Wiertz 60, B-1047 Brussels Office address: Rue Montoyer 30, B-1000 Brussels Telephone: +32 2 283 19 00 Email: edps@edps.europa.eu</p> <p>Responsible department or role: Information and Communication Unit. Email: presseedps@edps.europa.eu</p> <p>Contact form for enquiries on processing of personal data to be preferably used: https://edps.europa.eu/about-edps/contact_en.</p> <p>Meta Platforms Ireland Limited is a separate controller for the personal data that it processes (Meta Platforms - privacy policy).</p>



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4.	Name and contact details of DPO	dpo@edps.europa.eu
5.	Name and contact details of joint controller (where applicable)	
6.	Name and contact details of processor (where applicable)	EDPS does not employ any processor for this processing activity.
7.	Short description and purpose of the processing	<p>The EDPS uses its Instagram account to publish multimedia content in order to inform the public regularly about its activities, raise awareness about data protection issues and promote content of public interest.</p> <p>Users can see the content published on the EDPS Instagram account if they have already an Instagram account or can sign up, on a voluntary basis, subject to the applicable policy of the social media platform, in order to see the content of the EDPS Instagram account.</p> <p>Using Instagram is only one way of communicating to the public. All information is also available on other social media networks as well as the EDPS website, which is the EDPS' main platform used to communicate with the public. As such, citizens do not need to access Instagram in order to be informed about the EDPS' activities.</p> <p>The EDPS does not use any external social media monitoring tools. When monitoring its Instagram account, the EDPS relies solely on the analytics embedded in the platform and on statistics publicly available, such as number of likes that a post has generated. Aggregated data is used for the coordination of EDPS communication activities on social media or for statistical and analytical purposes.</p>
8.	Description of categories of persons whose data the EDPS processes and list of data categories	<p>The EDPS only processes aggregated data (such as numbers of followers, number of interactions (likes, comments, shares)).</p> <p>Depending on the circumstances, the EDPS has access to the following categories of data:</p>



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		<p>1) Personal data derived from the users' profile may include: name and surname, username, geographical location, age, gender and other personal characteristics, such as marital status, nationality, occupation or academic record;</p> <p>2) Personal data about users of Instagram that is available through their networks and connections: engagement, reach and reactions, comments, shares of users on a specific topic, networks and connections;</p> <p>3) Personal data available via audio-visual content that might be published on Instagram: 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.</p>
9.	Time limit for keeping the data	The EDPS only stores aggregated and numeric values of performance measurement in order to be able to compare its performance over a maximum period of 10 years.
10.	Recipients of the data	Once personal data are uploaded online, it can be used by third parties for their own purposes, in their own platforms, and sometimes without the EDPS being informed.
11.	Are there any transfers of personal data to third countries or international organisations? If so, to which ones and with which safeguards?	<p>Publishing content will entail transfers of personal data outside of the EU/EEA areas. According to Meta Platforms privacy policy¹, <i>'Information controlled by Meta Platforms Ireland Limited will be transferred or transmitted to, or stored and processed in:</i></p> <ul style="list-style-type: none"> - <i>Places we have infrastructure or data centers, including the United States, Ireland, Denmark and Sweden, among others</i> - <i>Countries where Meta Company Products are available</i> - <i>Other countries where our partners, vendors, service providers and other third parties are located outside of the country where you live, for purposes as described in this Policy'</i>

¹ <https://privacycenter.instagram.com/policy/>

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		Meta Platforms are self-certified under the EU-US Data Privacy Framework.
12.	General description of security measures, where possible.	<p>To protect personal data processed in this context, the EDPS has put in place the following measures:</p> <ul style="list-style-type: none"> • Only authorised staff of the EDPS Information and Communication team are involved in social media monitoring and related communication activities. • EDPS Information Security Policy applies.
13.	For more information, including how to exercise your rights to access, rectification, object and data portability (where applicable), see the data protection notice:	https://www.edps.europa.eu/data-protection/our-work/publications/data-protection-notices-records/2024-02-09-data-protection-notice-edps-corporate-account-instagram_en

