



EUROPEAN DATA PROTECTION SUPERVISOR

EDPS CORPORATE ACCOUNT ON INSTAGRAM

DATA PROTECTION NOTICE

The EDPS uses Instagram 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.

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.

The EDPS processes personal data based on [Regulation \(EU\) 2018/1725](#) ('the Regulation').

We provide you with the information that follows based on Articles [15](#) and [16](#) of the Regulation.

Who is the controller?

The EDPS is the data controller for the processing of personal data as described in this data protection notice.

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

Responsible department or role: Information and Communication Unit, contact: presseedps@edps.europa.eu

Contact form for enquiries on processing of personal data to be preferably used: https://edps.europa.eu/about-edps/contact_en.

For more information on the EDPS please consult our website: <https://edps.europa.eu>.

Meta Platforms Ireland Limited is a separate controller for the personal data that it processes. To learn more about how Meta Platforms processes your data, we encourage you to read the [privacy policy](#).

What personal data do we process and who has access to this personal data?

Depending on the circumstances, the EDPS has access to the following categories of data.

- 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.
- 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.
- 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.

However, for statistical, analytical and monitoring purposes, the EDPS only use aggregated data, such as numbers of followers, number of interactions (likes, comments, shares) is used. No other data is processed.

Only authorised staff of the EDPS Information and Communication team are involved in social media monitoring and related communication activities.

Before accessing Instagram, users are asked to accept or decline its policies. Instagram users who interact with the EDPS (for example, commenting on the EDPS' posts) do so after having agreed to the policies of those platforms.

Where did we get your personal data?

Data comes from Instagram and it is publicly accessible. For monitoring purposes, the EDPS may collect aggregated data on users' behaviour on social media, such as numbers of interactions or comments.

Why do we process your personal data and under what legal basis?

The EDPS processes this personal data in order to share information about its activities to the public. 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.

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.

Legal basis of the processing:

Article 5(1)(a) of the Regulation: ‘*processing is necessary for the performance of a task carried out in the public interest* [...]’ .

More specifically, in accordance with Article 57(1), defining its tasks, the EDPS (b) ‘shall [...] promote public awareness and understanding of the risks, rules, safeguards and rights in relation to processing.’ and (c) ‘promote the awareness of controllers and processors of their obligations under this Regulation’.

For the purpose of publication and dissemination of information, the EDPS relies on consent (Article 5(1)(d) and Article 7 of the Regulation).

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.

In order to protect users’ privacy, the EDPS’ social media button to connect to Instagram does not set cookies when EDPS website pages are loaded on your device, and users are not immediately redirected to the social media platform or other websites.

How long do we keep your personal 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.

What are your rights regarding your personal data?

You have the right to request access to your personal data and to relevant information about how we use it. You have the right to request rectification of your personal data. You have the right to ask for the erasure of your personal data or to restrict its processing. You have the right to object to the processing of your personal data, on grounds relating to your particular situation, at any time.

Please note that, in certain cases, as provided in Article 25 of the Regulation, restrictions of data subjects’ rights may apply.

We will consider your request, take a decision and communicate it to you. The time limit for treating your request is one (1) month. This period may be extended by two (2) further months where necessary, taking into account the complexity and the number of the requests. In those cases, the EDPS will inform you of the extension within one (1) month of receipt of your request and will provide reasons for the delay.

You can send your request to the EDPS electronically or by post (see section on contact details below).

How to withdraw your consent and the consequences of doing this

Consent can be withdrawn at any time by notifying the EDPS. Withdrawing consent does not affect the lawfulness of processing based on consent before the withdrawal.

Automated decision-making

Your personal data is not subject to automated decision-making.

You have the right to lodge a complaint

If you have any remarks or complaints regarding the way EDPS processes your personal data, we invite you to contact the responsible department or role or the EDPS DPO (see section on contact details on the first page and below).

You have, in any case, the right to lodge a complaint with the EDPS as a supervisory authority: https://edps.europa.eu/data-protection/our-role-supervisor/complaints_en.

Contact details for enquiries regarding your personal data

We encourage you to contact us using the EDPS contact form, selecting 'My personal data' as the relevant subject: https://edps.europa.eu/about-edps/contact_en.

If you wish to contact the EDPS DPO personally, you can send an e-mail to DPO@edps.europa.eu or a letter to the EDPS postal address marked for the attention of the EDPS DPO.

EDPS postal address: European Data Protection Supervisor, Rue Wiertz 60, B-1047 Brussels, Belgium

You can also find contact information on the EDPS website: https://edps.europa.eu/about-edps/contact_en.