

PRIVACY STATEMENT

regarding the processing of personal data related to use of social media channels

ECHA uses the social media channels Facebook, LinkedIn, Twitter and YouTube to inform the public about its activities, improve networking/collaboration and public engagement with the audience. The users sign up to social media platforms on a voluntary basis, subject to the policies of the social media platform of their choice.

The Agency also makes use of social media monitoring service providers (Talkwalker) in order to measure its outreach on social media and uses a service provider (Hailo) to provide its staff with targeted communications for further sharing on social media platforms (employee advocacy).

What is the purpose of the collection of personal data?

The personal data shall be processed by ECHA for the purpose of disseminating information on the Agency's activities to the public and facilitating online communication activities of ECHA through various social media platforms.

What is the legal basis for processing your personal data?

The legal basis for the processing can be found in Article 5.1(a) and (d) of Regulation (EU) 2018/1725.

What personal data is collected?

The following categories of personal data are collected depending on the circumstances and depending on the media platforms used:

- Personal data derived from the users' profile (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 these 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 these social media platforms (information in or about the content provided by a user, 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).

Who has access to your personal data and to whom is it disclosed?

The personal data related to the monitoring of use of social media channels can be accessed by:

- Only authorised staff of the Communications team involved in the social media monitoring and related communications activities.
- Contractors working under the authority of the Agency, in the form of social media monitoring service providers and a tool for employee advocacy.

Who is the data controller?

The Head of the Communications Unit shall exercise the tasks of the data controller for the purpose of this processing operation.

Facebook, LinkedIn, Twitter and YouTube are separate controllers for the personal data they process (see privacy policies for [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#)).

How long are your personal data kept and how are they protected?

ECHA 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. State-of-the-art security measures are applied within the IT systems used.

What are your rights?

Any person concerned has the right to be informed about the processing of his/her personal data and is entitled to access and rectify the data collected. Under certain conditions, a right to erasure, restriction, objection and/or data portability also applies.

To exercise the above-mentioned rights, contact the data controller at social-media@echa.europa.eu.

However, if you feel your Data Protection rights have been breached you can always file a complaint with ECHA's Data Protection Officer (data-protection-officer@echa.europa.eu) or have recourse to the European Data Protection Supervisor.