Processing activity: Social media monitoring

General information

Reference number	
Status	approved
Actions	No actions
Lead	Florian Guillermet
Purposes	The (SJU) monitors social media in order to understand how the SJU is discussed and perceived in social media so that we can take into account the needs of the general public in our communications. To this end, like other public institutions, we analyse social media activity related to our tasks and monitor the use of our own social media channels. The conclusions drawn from this processing help shape the SJU's reputation, communication strategy and a more effective and efficient public communication.
General description	The external provider collects and analyses data from public posts by social media users on different social media channels, and tracks different online sources including fora, blogs and online news websites. The external provider only processes information that is publicly available: https://www.talkwalker.com/author-privacy-policy

While the external provider collects the categories of personal data listed, SESAR JU only analyses some of these data. We mostly use aggregate data for this analysis. However, individual quotes may be captured as examples and used to describe the general attitude towards the SESAR JU in social media. These quotes will be limited to those of individuals who publish posts about the SESAR JU in their professional capacity or those of influencers. |
| **Data subject categories** | Internet users whose posts and other social media activity are analysed |
Holders of access rights	Designated SJU staff members on a need to know basis
Source	Data subjects themselves
Active	yes
Joint controllership	no
Privacy policy url	https://www.sesarju.eu/dataprotection
Restrictions of data subject rights	Possible restrictions as laid down in Article 25 of Regulation (EU) 1725/2018 may apply, only if necessary to safeguard the rights of the data subjects and/or the rights and freedom of other data subjects, and forseen in the upcoming SJU Decision on Restrictions.
Internal reference	
internal / external	external

Stored inside EEA	yes

[×]

Processing activity status

[Close]
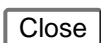
Personal data processed

Type	Data security assessment	Legal basis	Additional information	Storage/processing medium	Retention time
Other			Native language, geographical are, consumer habits, quotes, likes, posts, comments, (hashtags used, etc), photos and videos.	• SJU network shared drive • SJU IDMS • Servers of external provider: Web server, Twitter, Youtube, Mobile App, LinkedIn	Reports containing personal data will be stored for a maximum of five years and will then be destroyed/deleted. Upon the instructions of the SESAR JU, the external provider will delete the results of searches after a period of six months. Automatic backups will also be deleted from the provider's servers after six months. days
Personal details	personal data	• Public Interest Article 5 a) of Regulation 2018/1725	Name, surname, user id, age, gender, family status	• SJU IDMS • Servers of external provider: Web server, Twitter, Youtube, Mobile App, LinkedIn • SJU network shared drive	

Sensitive personal data

No sensitive personal data processed

Rights of the data subject

How is the data subject informed about processing with regards to data retrieved from the data subject

If applicable, information will be available in the privacy notice https://www.sesarju.eu/dataprotection

How is the data subject informed about processing with regards to data not retrieved from the data subject

Should you have any complaint or concern you may contact:

- the data protection officer of the SJU: sju.data-protection@sesarju.eu,
- and, The Communications team at communications@sesarju.eu

In addition, as a data subject, you have a right to recourse to the European Data Protection Supervisor (EDPS) at any time edps@edps.europa.eu

How can the data subject exercise their rights

https://www.sesarju.eu/dataprotection

Security measures

- Staff dealing with this processing operation is designated on a need-to-know basis
- Obligation of confidentiality of the staff
- Secure communication channel between server and client

Recipients

Data is not shared with other recipients

Joint controllers

There is no joint controllership yet

Add Joint Controller