



## DATA PROTECTION NOTICE

### *For social media use of Eurojust*

As Eurojust collects and further processes personal data, it is subject to *Regulation (EU) 2018/1725 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* ('the Regulation').

The following information is provided as per Article 15 of the Regulation.

#### **1. Context of the processing activity and Controller**

As part of the Corporate Department at Eurojust, the Corporate Communications Unit (CCU) is managing Eurojust's social media channels.

Social media plays an important role in ensuring transparency, increasing awareness of Eurojust's activities, building credibility and reaching specialised audiences such as practitioners, policymakers, journalists and partner organisations across the EU and beyond.

Eurojust is present on Facebook, LinkedIn, X (Twitter), Instagram, YouTube, BlueSky, Flickr and Mastodon.

All information is also available on the Eurojust's website, which is the Agency's 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 Eurojust's activities.

Data gathered via social media channels is used solely for statistical and analytical purposes, such as analysing social media users' reactions to Eurojust communication activities. This helps Eurojust to improve its communication activities and to coordinate its social media presence.

When monitoring social media accounts, Eurojust relies mainly on the analytics embedded in the platforms and on statistics publicly available, such as number of likes that a post has generated. Eurojust also uses a third-party provider (i.e. Hootsuite) to aggregate and visualise publicly available data gathered through the social media networks.

The aggregated data is used for the communication activities, such as coordinating social media presence, statistical and analytical purposes, as well as the promotion of Eurojust and its partners' communication campaigns and related activities. Social media users who interact with Eurojust (for example commenting on Eurojust's posts) do so after having agreed with the policies of those platforms.

Collection and processing of personal data within CCU are under the responsibility of the Controller, who is the Head of CCU, and can be reached at the address [DP\\_comms@eurojust.europa.eu](mailto:DP_comms@eurojust.europa.eu).

#### **2. What personal information do we collect, for what purpose, under which legal bases and through which technical means?**

##### ***Purpose of the processing***

Social media is used for one of the following purposes:

1. To promote Eurojust work and visibility as part of the Eurojust Multiannual Strategy and Communication Strategy 2026-2030:
  - a. To increase the external visibility of Eurojust as a key player in the EU's security architecture and ensure its impact and indispensable contributions are recognised
  - b. To increase awareness, trust and engagement among stakeholders and partners.
2. Educational purposes: tailor-made corporate AV products for stakeholders and practitioners.



### ***Types of personal data***

The personal data collected, stored and further processed if needed is names, job titles, photos, videos and voice recordings as well as the location and date the material was captured. This information is used to identify the subject (when this information is relevant), and/or to ensure the proper storage/identification of the materials.

Eurojust also may process personal data of social media users who follow the Agency social media channels or otherwise interact with its social media presence. This is dependent on the social media platform in question and may include:

1) Personal data derived from the user profiles (set up by the users):

- identification data: name and surname, username, user identification, geographical area, age, gender and other personal characteristics such as nationality
- professional and educational background: occupation, employment history, academic record etc.

2) 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

3) 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

However, for statistical, analytical and monitoring purposes, Eurojust only uses aggregated data such as numbers of followers, number of interactions (likes, comments, shares), etc. We do not collect or store any other data.

### ***Legal basis***

The processing of personal data is subject to [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.](#)

**The personal data included in social media content published by Eurojust will be only processed on the basis of your consent.** Please note that you have the right to withdraw your consent at any time. To do that, please contact the Corporate Communications Unit via the following e-mail address: DP\_comms@eurojust.europa.eu, and we will do what is technically and organisationally possible to accomplish your request as soon as possible.

**Users sign up to social media platforms on a voluntary basis**, subject to the policies of social media platforms.

Before accessing social media platforms, users are asked to accept or decline their respective policies. Social media users who interact with Eurojust (for example commenting on Eurojust's posts) do so after having agreed the policies of those platforms.

### ***Technical means***

Eurojust social media content is processed via the platforms of Facebook, LinkedIn, X (Twitter), Instagram, YouTube and BlueSky, as well as in Hootsuite.

### **3. Who has access to your personal data and to whom is it disclosed?**



For the purposes detailed above in section 2, access to your personal data is possible for the authorised staff members working in the Corporate Communications Unit.

Outside of Eurojust, recipients can include the respective social media platforms, as per their own specific policies, which we encourage you to read

Information selected for publication on Eurojust social media channels is available to the general public.

#### **4. How do we protect and safeguard your information?**

To protect your personal data, a number of technical and organisational measures have been put in place. Eurojust has put in place, based on a Risk Assessment, appropriate security measures to ensure confidentiality.

Concerning unauthorised access to equipment and data, Eurojust's secure premises are protected by Eurojust-specific physical security measures. Administrative measures include the obligation for all authorised personnel having access to personal data stored on Eurojust servers to be security screened or sign a confidentiality agreement, and for service providers maintaining the equipment and systems to be individually security cleared and to have signed non-disclosure and confidentiality agreements.

#### **5. How can you verify, modify or delete your information?**

You have the right to access your personal data and to relevant information concerning how we use your personal data. You have the right to request rectification of your personal data. You have the right to ask that we delete your personal data or restrict its use. Where applicable, you have the right to object to our processing of your personal data, on grounds relating to your particular situation. Where applicable, you have the right to your data portability. We will consider your request, take a decision, and communicate it to you. For more information, please see Articles 14 to 21, 23 and 24 of Regulation (EU) 2018/1725. Please note that in some cases restrictions under Article 25 of Regulation (EU) 2018/1725 may apply (see College Decision 2020-04 of 15 July 2020 on internal rules concerning restrictions of certain data subjects' rights in relation to the processing of personal data in the framework of activities carried out by Eurojust, available [on the Eurojust website](#)).

Any such request should be directed to the Controller, by using the following email address: [DP\\_comms@eurojust.europa.eu](mailto:DP_comms@eurojust.europa.eu).

#### **6. How long do we keep your personal data?**

Eurojust will only store aggregated and numeric values of performance measurement, with personal data not included, in order to be able to compare its performance over a maximum period of 10 years.

#### **7. Contact information**

In case of queries regarding the processing of personal data you may also contact the Data Protection Officer of the Eurojust ([dpo@eurojust.europa.eu](mailto:dpo@eurojust.europa.eu)).

#### **8. Recourse**

You have the right to lodge a complaint to the European Data Protection Supervisor via the email [edps@edps.europa.eu](mailto:edps@edps.europa.eu) or [https://edps.europa.eu/data-protection/our-role-supervisor/complaints\\_en](https://edps.europa.eu/data-protection/our-role-supervisor/complaints_en) if you consider that your rights under Regulation (EU) 2018/1725 have been infringed as a result of the processing of your personal data.