

DATA PROTECTION NOTICE – Social media monitoring

Social media monitoring involves processing of personal data, which shall comply with Regulation (EU) N° 2018/1725¹ (the “Regulation”).

This data protection notice explains how the SESAR JU uses any information you give to us, and the way we protect your privacy. Furthermore, it describes the rights you have as a data subject and how you can exercise these rights.

SESAR JU protects the fundamental rights and freedoms of natural persons and in particular their right to privacy with respect to the processing of personal data.

We provide the following information based on Article 15 of the Regulation.

What is the purpose of the processing?

- 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.

Which personal data do we process?

Personal data:

Name, surname, user id, age, gender, family status, native language, geographical area, consumer habits, quotes, likes, posts, comments, (hashtags used, etc), photos and videos.

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

Personal data:

- Public Interest Article 5 a) of Regulation 2018/1725

Who is the controller and other actors involved in the processing?

Controller: SESAR JU, Avenue Cortenbergh 100, 1000 Brussels

Processor(s) of personal data:

- EU-Turn

How is SESAR JU processing the personal data?

See <https://www.sesarju.eu/dataprotection> for more information.

How do we protect and safeguard your information?

- 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

¹ Regulation (EU) N° 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 (“EUDPR”).

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

No individuals have access to your personal data

What are your rights and how can you exercise them?

You have the right of access to your personal data and to relevant information concerning how we use it. You have the right to rectify your personal data. Under certain conditions, you have the right to ask that we delete your personal data or restrict its use. You have the right to object to our processing of your personal data, on grounds relating to your particular situation, at any time. In addition, you have the right not to be subject to a decision based solely on automated processing of data, including profiling, if such decision has legal effect on him or her, except for certain situations, such as entering into a contract (as required by articles 14-16 & 24 of EU DPR Regulation).

Information on action taken on the data subject's request to exercise her/his rights shall be provided without undue delay and in any case within one month of receipt of the request. In case of complex or voluminous requests, this period may be extended by another two months, in which case the JU will inform the data subject.

In case data subjects wish to exercise their rights, they should send an email to the Communications team or the SJU Data Protection Officer.

How to withdraw your consent and the consequences of doing this

Data subjects have the right to withdraw their consent at any time by sending a written request to the above-mentioned email address. Please note that withdrawing your consent does not affect the lawfulness of any processing based on your consent before this consent is withdrawn.

Possible restrictions as laid down in Article 25 of the EU DPR Regulation can apply.

How long is the data retained?

- 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

Complaints, concerns and recourse

Should you have any complaint or concern you may contact:

- the Data Protection Officer of the SESAR JU at 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 by e-mail to edps@edps.europa.eu or a letter to the EDPS postal address marked for the attention of the EDPS DPO:

European Data Protection Supervisor, Rue Wiertz 60, B-1047 Brussels, Belgium

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

Additional information

More information on Data Protection at the SESAR JU can be obtained in the Data Protection Register and in the privacy notices published in the SESAR JU web site.