# Processing activity: Social media monitoring

## General information

<table>
<thead>
<tr>
<th><strong>Reference number</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Status</strong></td>
<td>approved</td>
</tr>
<tr>
<td><strong>Actions</strong></td>
<td>No actions</td>
</tr>
<tr>
<td><strong>Lead</strong></td>
<td>Florian Guillermet</td>
</tr>
</tbody>
</table>

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.

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

## Purposes

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 foreseen in the upcoming SJU Decision on Restrictions.

## Internal reference

internal / external

external
**Stored inside EEA**

**Processing activity status**

**Close**

**Personal data processed**

<table>
<thead>
<tr>
<th>Type</th>
<th>Data security assessment</th>
<th>Legal basis</th>
<th>Additional information</th>
<th>Storage/processing medium</th>
<th>Retention time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other personal data</td>
<td></td>
<td></td>
<td>Native language, geographical are, consumer habits, quotes, likes, posts, comments, (hashtags used, etc), photos and videos.</td>
<td>SJU network shared drive</td>
<td></td>
</tr>
<tr>
<td>Personal details</td>
<td></td>
<td></td>
<td>Name, surname, user id, age, gender, family status</td>
<td>SJU IDMS, Servers of external provider: Web server, Twitter, Youtube, Mobile App, LinkedIn</td>
<td></td>
</tr>
</tbody>
</table>

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.

**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