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ECB-PUBLIC  
UPDATABLE

## RECORD OF PROCESSING ACTIVITY

Social media monitoring

### 1. Controller(s) of data processing operation

Controller: European Central Bank (ECB)

Contact details:

*European Central Bank*

*Sonnemannstrasse 22*

*60314 Frankfurt am Main*

*Germany*

E-mail: [info@ecb.europa.eu](mailto:info@ecb.europa.eu)

[MediaMonitoring@ecb.europa.eu](mailto:MediaMonitoring@ecb.europa.eu)

Organisational unit responsible for the processing activity: Directorate General  
Communications - Global Media Relations Division (DG/ C-GMR)

Data Protection Officer (DPO): [DPO@ecb.europa.eu](mailto:DPO@ecb.europa.eu)

### 2. Who is actually conducting the processing activity?

- The data is processed by the ECB itself  
The organisational unit conducting the processing activity is:  
Directorate General Communications - Global Media Relations  
Division (DG/C-GMR)
- The data is processed by a third party (contractor) or the processing activity is  
conducted together with an external third party: Talkwalker ([privacy policy of  
Talkwalker](#)).

### 3. Purpose of the processing

The purpose of processing is to:

- understand how the ECB is discussed in the social media and
- monitor the perception of ECB's communication and its reputation in the social media for a more effective and efficient public communication.

In order to achieve this purpose, the ECB collects information on what is being said about the ECB or related topics, in which tone, and how far this information is spread.

*For further details on the ECB's social monitoring activities, please read:*

- [The ECB's privacy statement](#)
- [The EDPS Prior Checking Opinion on social media monitoring](#)

### 4. Description of the categories of data subjects

Other (please specify):

*All internet users whose posts etc. are analysed by the social monitoring tool: initiators of posts/tweets, influencers<sup>1</sup>, journalists, academics, bankers and politicians.*

### 5. Description of the categories of personal data processed

(a) **General personal data:**

The personal data contains:

Other (please give details):

*The external provider processes the following personal data on behalf of the ECB:*

- *identification data (name, username, user identification and geographical area)*

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<sup>1</sup> Institutions or individuals with relevance, reach and resonance (multipliers) who write about the ECB.

- *personal characteristics (age, gender and family status)*
- *consumer habits*
- *hobbies and interests*
- *professional and educational background*
- *pictures and videos*
- *any other information published on a website that is analysed or on a third-party platform.*

*While the external provider collects the personal data listed above, the ECB only analyses some of these data and mostly uses aggregate data for this analysis.*

#### **6. The categories or recipients to whom the personal data have been or will be disclosed, including the recipient(s) of the data in Member States, third countries or international organisations**

- Designated ECB staff members
- Staff from DG/C on a need-to-know basis, members of the ECB's Executive Board, ECB's senior management and ECB's Chief Services Officer.*

#### **7. Retention time**

Reports containing personal data are stored for a maximum of 5 years and will then be destroyed/deleted.

Upon the instructions of the ECB, the external provider will delete the results of searches after a period of 6 months. Automatic backups will also be deleted from the provider's servers after 6 months.