

MEDIA MONITORING

Record of processing activity	
Title	Media monitoring
Name and contact details of controller	ENISA, Executive Director's Office, press@enisa.europa.eu
Name and contact details of DPO	dataprotection@enisa.europa.eu
Name and contact details of Joint Controller	N/A
Name and contact details of processor	N/A - monitoring in-house manually.
Purpose of the processing	<p>The purpose of the processing is to:</p> <ul style="list-style-type: none"> - understand how ENISA's work is captured in the social media and - monitor the public opinion on ENISA's work in the social media in order to establish and maintain an effective communication plan. <p>To this end, ENISA collects information on publically available views and comments provided on ENISA's work in the social media and further analyses this information to define the broader impact of ENISA's work. The media monitoring is based on predefined keywords specific to ENISA (e.g. "ENISA", "EU cybersecurity agency" "European Union Agency for Cybersecurity", etc.). The processing for the moment is performed manually by ENISA's staff members.</p>
Description of data subjects	Social media users whose public posts are relevant to ENISA (e.g. journalists, researchers, representatives of private or public bodies, influencers, etc.).
Description of data categories	<ul style="list-style-type: none"> - Contact data (e.g. name, email address, organisation, country); - Professional and educational background; - Personal characteristics (e.g. age, gender, etc.). - Personal habits, interests, hobbies; - Pictures and videos; - Any other information posted publicly in social media. <p>Note: ENISA finally only keeps and processes aggregated information related to its own work and activities (e.g. posts related to ENISA).</p>
Time limits (for the erasure of data)	ENISA deletes any personal data, as soon as the aggregated social media information/reports are provided.
Data recipients	Designated staff of ENISA's Public Affairs Team.
Transfers to third countries	N/A
Security measures - General description	General ENISA's security policy - only manual processing by staff members is performed at the moment,
Privacy statement	Privacy statement will be posted on ENISA's website as soon as possible.

