



RECORD NO: 83

SOCIAL MEDIA MONITORING

Record 81 of processing operation “Social media monitoring”

Date of last update	29/04/25
Name and contact details of controller	ENISA, Executive Director's Office (EDO), social.media@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	Talkwalker Sàrl, based in Luxembourg, under a contract with ENISA offering the Talkwalker social media monitoring services.
Purpose of the processing	The purpose of the processing is to collect data and information on publicly available views and comments provided on ENISA's work in social media platforms and perform visual analyses on this data and 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.).
Description of data subjects	The categories of data subjects are dedicated ENISA staff members who have an account at the platform and social media users, with a publicly open and accessible profile that have interacted with relevant ENISA social media activities.
Description of data categories	<p>The following types of personal data are collected, processed, and/or used within the Talkwalker Platform:</p> <ul style="list-style-type: none">• username, password and IP for ENISA users• identification data defined as unique identifiers associated with social media and web users ("Authors") with a publicly open and accessible profile, such as name, username, user ID, geolocation data, or similar;• socio-biographical data defined as publicly available personal characteristics of Authors, such as age, gender, consumer habits, hobbies, interests, ambition, professional and educational background, as well as photos and videos;• Authors' content defined as a specific status update or comment, or item on a blog or forum that contains keywords and characteristics, and any other brand monitoring related information published by the Authors' on a publicly available Internet website or on a third-party platform that fits the search criteria when associated with any identification data and/or socio-biographical data relating to Authors.
Time limits (for the erasure of data)	The data are retained for the duration of the contract between ENISA and Talkwalker Sàrl.
Data recipients	The recipients of your data will be designated ENISA staff from EDO. The data may also be available to EU bodies charged with monitoring or inspection tasks in application of EU law (e.g., internal audits, European Anti-fraud Office – OLAF).



Transfers to third countries	No transfers outside EU/EEA are foreseen.
Security measures - General description	Security policy and technical/organisational measures for Talkwalker Sàrl platfrom.
Privacy statement	Available to ENISA's staff members.

