



## Social Media - DG COMM Presence and Monitoring

### Data Protection Notice

Last update: January 2026

We, the European Parliament, provide you with this notice to inform you about the processing of your personal data in the context of our presence on social media platforms (to disseminate information and engage with citizens) as well as the monitoring activities we carry out on our social media accounts (to analyse engagement and improve communication).

This notice does not cover the online competitions and paid campaigns that we organise regularly and that are covered by separate data protection records and notices.

We process your personal data based on Regulation (EU) 2018/1725 (hereinafter ‘the Regulation’).

#### 1. WHO IS THE DATA CONTROLLER?

The European Parliament (EP), precisely the Social Media and Digital Multipliers Unit of the Directorate-General for Communication, is acting as data controller and is represented by its Head of Unit.

Each social media platform acts a separate controller for the personal data that it processes.

#### 2. HOW IS YOUR PERSONAL DATA PROCESSED AND FOR WHAT PURPOSE(S)?

##### Purpose 1: Dissemination (Presence)

We use social media to facilitate online communication, connect with you directly, and keep you informed about our actions, achievements, events, and activities.

Each social media platform acts as a separate data controller for the personal data it processes. Each platform is responsible for its own processing activities and determines the purposes and means of that processing. Additionally, each platform has its own policy on how it handles your personal data. Before accessing our account on a social media platform or interacting with us (e.g. by liking or commenting on one of our posts), you have previously agreed to the policy of the platform concerned.

Please note that social media represents only one of the channels through which we share information with citizens. All content published on our social media accounts is also available on our website (<https://europarl.europa.eu>), so you do not need to access social media platforms to stay informed.

We are present on the following channels:

- Bluesky
- Facebook
- Flickr
- Instagram
- LinkedIn
- Pinterest
- Reddit



- Spotify
- Threads
- TikTok
- WhatsApp Channels
- X (formerly Twitter)
- YouTube

We offer you the possibility to share our web pages and to access our social media accounts via icons available on our website. In order to protect your privacy, our icons do not set any cookies on your device and redirect you to the social media platform concerned by opening another tab of your browser. When we integrate a social media widget into our pages, the content is only displayed after you have explicitly accepted its privacy policy and consented to going further.

### **Purpose 2: Monitoring and analysis**

We monitor and analyse our social media accounts to understand how you engage with our posts and to enhance our communication activities.

Using media monitoring tools, we generate reports based on aggregated and anonymised data, your personal data from profiles or interactions is not included in these reports.

This process supports our aim to improve and coordinate our social media presence through purely statistical and analytical insights.

While we have a presence on many channels, we only monitor our accounts on the following ones:

- Facebook
- Instagram
- LinkedIn
- Threads
- TikTok
- X (formerly Twitter)
- YouTube

### **3. WHAT PERSONAL DATA IS PROCESSED?**

We may process the following categories of data:

- **Data derived from users' profiles:** identifiers (name, surname, username), demographic information (age, gender, nationality), and other personal characteristics (e.g. marital status, occupation, educational background, geographical location).
- **Data generated through interactions and networks:** engagement metrics (reach, reactions, clicks), user interactions (comments, shares, replies), and information relating to networks and connections.
- **Data contained in or linked to audio-visual content:** metadata (e.g. geolocation, creation date), and content elements such as voice recordings, video recordings, or images of identifiable individuals.

To monitor and analyse our accounts, we use tools that generate analytical reports.



While some of your personal data is available on the social media platforms you have interacted with, we only record your number of likes, shares, comments, video views, and clicks. Once collected, these metrics are disconnected from your account so that we retain only aggregated and anonymised data.

#### **4. WHAT IS THE LEGAL BASIS FOR THE PROCESSING?**

The lawfulness of both purposes is based on the Article 5(1)(a) of Regulation (EU) 2018/1725, as complemented by recital 22 of the Regulation: the processing of personal data is necessary for the performance of a task carried out by the European Parliament in the public interest or in the exercise of official authority vested in a Union institution or body.

In this context, our presence on social media is justified as part of its institutional communication activities aimed at citizen engagement and promoting transparency.

- Bureau Decision on Web Presence of 22 November 2010 and related implementing measures, including Note d(2013)6474 and the Note d(2023)7167, which provide the framework for the Parliament's digital communication strategy.
- Article 1 of the Treaty on European Union (TEU) establishes the principle of openness in the Union's decision-making process. This is echoed in Article 15 of the Treaty on the Functioning of the European Union (TFEU), which obliges Union institutions to work as openly as possible. These principles are implemented within the European Parliament through Article 124 of its Rules of Procedure, titled "Transparency of Parliament's activities".
- Article 10 TEU enshrines the principle of representative democracy, which may be interpreted as creating an institutional obligation for the Parliament to proactively inform and engage the public regarding its activities. This participatory approach justifies the Parliament's use of digital tools and social media platforms as necessary means to fulfil its democratic mandate and ensure that citizens are well-informed.

#### **5. FOR HOW LONG WILL YOUR PERSONAL DATA BE STORED?**

Analytical reports are retained for up to 10 years, and the data processed by our monitoring tools for up to 5 years.

#### **6. WHO ARE THE PROCESSORS OF YOUR PERSONAL DATA?**

To monitor and analyse our social media accounts, we rely on 2 external service providers acting as processors on our behalf. Access to personal data is limited to authorised staff and contractors under confidentiality obligations.

#### **7. WHO ARE THE RECIPIENTS OF YOUR PERSONAL DATA?**

Potential recipients are our colleagues from the Spokesperson's Unit of the Directorate-General for Communication with whom we share analytical reports.



## **8. WILL YOUR PERSONAL DATA BE SHARED WITH A NON-EU COUNTRY OR INTERNATIONAL ORGANISATION?**

The two processors we use to monitor and analyse our social media accounts may host or process data outside the EU/EEA that are covered by necessary measures.

## **9. DO WE USE ANY AUTOMATED AND/OR PROFILING PROCESSES TO MAKE DECISIONS THAT COULD AFFECT YOU?**

We do not use automated decision-making, including profiling, that has legal effects concerning you or similarly significantly affects you, as defined in Articles 24 and 39 of Regulation (EU) 2018/1725.

## **10. IF PERSONAL DATA HAVE NOT BEEN OBTAINED FROM YOU, WHAT IS THEIR SOURCE?**

We may receive data from social media platforms you have registered for, depending on your interactions with them. This data is collected using our monitoring tools.

## **11. WHAT RIGHTS DO YOU HAVE?**

Under Chapter III (Articles 14-25) of the Regulation, you have the following rights:

- Right of access to your personal data.
- Right to rectification of your personal data.
- Right to erasure of your personal data ('right to be forgotten'), under the conditions set out in the Regulation under Article 19.
- Right to restriction of processing, where provided for by the Regulation under Article 20.
- Right to data portability, when the processing is based on your consent or a contract and is carried out by automated means and under the conditions set out in the Regulation under Article 22.
- Right to object to processing, in cases where the processing is based on a public interest means and under the conditions set out in the Regulation under Article 23.
- Right to lodge a complaint with the European Data Protection Supervisor (EDPS).

## **12. HOW CAN YOU EXERCISE YOUR RIGHTS?**

You may exercise your rights by contacting the data controller :

- by email at [socialmedia@europarl.europa.eu](mailto:socialmedia@europarl.europa.eu), or
- by post at:

European Parliament  
Directorate-General for Communication  
Social Media and Digital Multipliers Unit  
To the attention of the Head of Unit  
60 rue Wiertz / Wiertzstraat 60  
1047 - Bruxelles/Brussels  
Belgium

## European Parliament

Directorate-General for Communication



If you have any remarks or complaints regarding the way that your personal data is processed, you can contact the European Parliament's Data Protection Officer at [data-protection@europarl.europa.eu](mailto:data-protection@europarl.europa.eu).

You have the right to lodge a complaint with the European Data Protection Supervisor at [edps@edps.europa.eu](mailto:edps@edps.europa.eu) if you consider that your rights under Regulation (EU) 2018/1725 have been infringed as a result of the processing of your personal data by the Data Controller.

If you want to find more information, you can consult the European Parliament's [Data Protection Registry](#), where all personal data processing operations are notified.