

EEAS PRIVACY STATEMENT - DATA PROTECTION NOTICE

FOR THE PURPOSE OF
PROCESSING PERSONAL DATA RELATED TO THE CAMPAIGN

#VaccToNormal

1. INTRODUCTION

The protection of your personal data and privacy is of great importance to the European External Action Service (EEAS), including the Delegations of the European Union. You have the right under EU law to be informed when your personal data is processed [e.g. collected, used, stored] as well as about the purpose and details of that processing.

When handling personal data, we respect the principles of the Charter of Fundamental Rights of the European Union, and in particular Article 8 on data protection. Your personal data are processed in accordance with Regulation (EU) 2018/1725 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, aligned with Regulation (EU) 2016/679, the General Data Protection Regulation. In this privacy statement you find information about how the EEAS and EU Delegations process your personal data and what rights you have as a data subject.

2. PURPOSE OF DATA PROCESSING: Why do we process your data?

The purpose of the present processing activity is to facilitate the **#VaccinToNormal** integrated awareness raising campaign, which aims at sharing vaccination experiences of ordinary people to promote vaccination and allay fears. The target audiences are citizens worldwide who might be incentivated to get the COVID-19 vaccine by hearing positive stories from ordinary people, .

Description

- Staff is asked to identify people among their acquaintances who might be willing to participate or to indicate their own interest in recounting their experience via short videos to the responsible person in their delegation or to the communications Policy & Public Diplomacy Division
- Interested individuals will then be informed the details of where and how the video will be recorded
- If you are recorded, you will have to give your consent to the use of the video and of your personal data for the communication activities of the EEAS
- All videos, indicating your first name, nationality, profession and age on the caption, are uploaded on YOUTUBE, the websites and the social media channels of the EEAS and of the individual delegations
- Users can share the site URL or the videos using the buttons on the website on their own social media accounts or visit the Twitter, Facebook or Instagram pages of the EEAS via a link.

3. DATA PROCESSED: What data do we process?

When you send a message indicating your interest, the following personal data is collected:

- E-mail address
- Name
- Content of the e-mail

When you are recorded, in the recording you are asked to answer the following questions:

- Your age
- Your nationality
- Your profession
- Why you decided to have the vaccine?
- How the vaccine helped to return to normal life?
- Why is vaccination so important for you and your family/ friends/ colleagues?

For documentation purposes, you have to indicate your residential address on the consent form.

If you watch a video on the EEAS or delegation website, you are redirected to YouTube. You do not have to sign in to YouTube to watch them. Further information about the processing of your personal data by YouTube can be found on: https://www.youtube.com/intl/en_be/howyoutubeworks/our-commitments/protecting-user-data.

If you watch a video on any social media of the EEAS or the Delegations, you will watch the video on the platform you are in. You do not have to sign in to any of those platforms to watch them. If you click on any "share" button, you can share content using you own social media account. You can also visit the [Twitter](#), [Instagram](#), [Flickr](#) and [Facebook](#) pages of the EEAS. You can find information how these social media providers process you personal data on the [Twitter](#), [Flickr](#), [Facebook](#), [Instagram](#) privacy pages.

4. DATA CONTROLLER: Who is entrusted with processing your data?

The data controller determining the purpose and the means of the processing activity is the European External Action Service (EEAS). The EEAS Division entrusted with managing the personal data processing under the supervision of the Head of Division is the following organisational entity:

SG.AFFGEN.6 - Strategic Communications 1 Communications Policy & Public Diplomacy Division

5. RECIPIENTS OF THE PERSONAL DATA: Who has access to your data?

The recipients of your data may be

- EEAS assigned staff – STRATCOM 6 and other EU staff and contractors participating in recording or distributing the videos

Personal data is not intended to be transferred to a third country or an international organisation, except where necessary for the purposes as described above. In case of international transfers appropriate safeguards are ensured in accordance with Chapter V of Regulation (EU) 2018/1725. The given information will not be communicated to third parties, except where necessary for the purposes outlined above.

6. ACCESS, RECTIFICATION AND ERASURE OF DATA: What rights do you have?

You have the right of access to your personal data and the right to correct your inaccurate, or incomplete personal data taking into account the purpose of the processing. The right of rectification can only apply to factual data processed. Under certain conditions, you have the right to ask the deletion of your personal data or restrict their use as well as to object at any time to the processing of your personal data on grounds relating to your particular situation. We will consider your request, take a decision and communicate it to you without undue delay and in any event within one month of receipt of the request. That period may be extended by two further months where necessary. For more detailed legal references, you can find information in Articles 14 to 21, 23 and 24 of Regulation (EU) 2018/1725. In specific cases, restrictions under Article 25 of the Regulation may apply. If you wish to exercise your rights or have questions concerning the processing of your personal data, you may address them to the Data Controller via the functional mailbox:

WEBSITE@eeas.europa.eu

7. LEGAL BASIS: On what grounds we collect your data?

The processing of personal data related to the calls for interest for the "Campaign #VaccToNormal" organised by the EEAS is necessary for the performance of a task carried out in the public interest [Article 5(1)(a) of Regulation (EU) 2018/1725], as mandated by the Treaties, in particular by articles 5, 11, 20, 21-40, 42, 43 of the Treaty on European Union (TEU) and 2 (4) and (5), 205, 220-221, 326 – 334 of the Treaty on the Functioning of the European Union (TFEU).

Further legal reference: [Council Decision of 26 July 2010 establishing the organisation and functioning of the EEAS \(2010/427/EU\)](#) – OJ L 201, 3/8/2010, p. 30.

If you indicate your interest and/or participate in the recording, your data are processed based on your consent (Article 5 (1) d of Regulation (EU) 2018/1725. Your participation is entirely voluntary and is in no way linked to the evaluation of your professional performance or qualities.

8. TIME LIMIT FOR DATA STORED & SECURITY MEASURES: For what period and how we process your data?

Correspondence is kept for a maximum period of 3 years or the period mandated by the Common Retention List of the EEAS. The recordings are kept as long as vaccination is relevant in the context of the COVID-19 pandemics or in any other pandemics but no longer than 5 years. After that they may be kept for archiving purposes. Social media platforms apply their own retention policy (see point 3).

Security of data: Appropriate organisational and technical measures are ensured according to Article 33 of Reg. (EU) 2018/1725. The collected personal data are stored on servers that abide by pertinent security rules. Data is processed by assigned staff members. Access to specific files requires authorisation. Measures are provided to prevent unauthorised entities from access, alteration, deletion, disclosure of data. The server is fully protected with end-to-end encryption that ensures that all data in transit is protected and encrypted with HTTPS protocol, preventing access to data during transfer from one system to another. General access to personal data is only possible to recipients using an industry standard Two-Factor Authentication. Physical copies of personal data are stored in a properly secured manner.

9. EEAS DATA PROTECTION OFFICER: Any questions to the DPO?

If you have enquiries you can also contact the EEAS Data Protection Officer at data-protection@eeas.europa.eu.

10. RECOURSE

You have, at any time, the right to have recourse to the European Data Protection Supervisor at edps@edps.europa.eu.