EUROPEAN CENTRAL BANK

EUROSYSTEM

ECB-PUBLIC

RECORD OF PROCESSING ACTIVITY

ECB Survey on Social Media Usage for News

1. Controller(s) of data processing activities

Controller: European Central Bank (ECB)

Organisational unit responsible for the processing activity: Strategic Communication Section of the Directorate General Communications

Data Protection Officer (DPO): 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:

☒ The data is processed by a third party (contractor) or the processing operation is conducted together with an external third party Verian (and its partner CINT)

3. Purpose of the processing

Personal data are processed for an online survey aimed at gaining insights into social media usage for news. The survey is carried out by Verian, and its partner CINT, on behalf of the European Central Bank. The personal data are required for a

representative sample of adult-age population in your country. The personal data and responses will solely be used for research purposes and to produce anonymous, statistical research findings and insights. The results will not be published individually, but only in an aggregated format. You will NOT be identifiable, directly or indirectly, in any published results. The ECB will receive the individual results but without any identifiers to specific individuals.

4. Description of the categories of data subjects

Whose personal data are being processed?

- ☐ ECB staff
- ☐ Externals (agency staff, consultants, trainees or secondees)
- ☐ NCB or NCA counterparts (in the ESCB or SSM context)
- ☐ Visitors to the ECB, including conference participants and speakers
- ☐ Contractors providing goods or services
- ☐ Complainants, correspondents and enquirers
- ☐ Relatives of the data subject
- ☒ Other (please specify): a representative sample of adult-age population in Bulgaria, Italy, and Germany

5. Description of the categories of personal data processed

(a) **General personal data:**

The personal data contains:

☒ Personal details (name, address etc)

☒ Education & Training details

☒ Employment details

☐ Financial details

☐ Family, lifestyle and social circumstances

☐ Goods or services provided

☒ Other (please give details): a representative sample of adult-age population in Bulgaria, Italy, and Germany

(b) **Special categories of personal data**

The personal data reveals:

☐ Racial or ethnic origin

☐ Political opinions

☐ Religious or philosophical beliefs

☐ Trade union membership

☐ Genetic data, biometric data for the purpose of uniquely identifying a natural person or data concerning health

☐ Data regarding a natural person's sex life or sexual orientation

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

- ☐ Data subjects themselves
- ☐ Managers of data subjects
- ☒ Designated ECB staff members
- ☐ Designated NCB or NCA staff members in the ESCB or SSM context
- ☒ Other (please specify): Dedicated Verian staff members (and of its partner CINT)

7. Transfers to/Access from third countries or an international organisation

Data are processed by third country entities:

- ☐ Yes

  Specify to which countries:

  Specify under which safeguards:

  - ☐ Adequacy Decision of the European Commission
  - ☐ Standard Contractual Clauses
  - ☐ Binding Corporate Rules
  - ☐ Administrative arrangement containing enforceable and effective data subject rights

If the third country's legislation and/or practices impinge on the effectiveness of appropriate safeguards, the personal data can only be transferred to, accessed from or processed in such third country when sufficient 'supplementary measures' are taken to ensure an essentially equivalent level of protection to that guaranteed within the EEA. These supplementary measures are implemented on a case-by case basis and may be technical (such as encryption), organisational and/or contractual.

☒ No

8. Retention time

Refer to ECB's Filing and Retention Plan

Verian will store your personal data for as long as is necessary to support the research project and findings. In practice, this means that once they have satisfactorily reported the anonymous research findings to the ECB, they will securely delete your personal, identifying data. Anonymised data, or data where personal identifiers have been permanently removed, no longer qualifies as personal data and can be stored indefinitely. Please note that anonymised data may be retained in aggregated form.