

## Record of processing activity

Media monitoring services

### 1. General Information

Name of the data processing:	Media monitoring services
Reference number:	E109
Last update:	11/04/2023
Controller:	European Economic and Social Committee
Directorate:	Directorate D
Unit:	D1 PRE
Contact details:	Press unit Directorate D - Communication and Interinstitutional Relations European Economic and Social Committee Rue Belliardstraat 99, 1040 Bruxelles
Joint controller (where applicable):	N/A
Joint controllership agreement (where applicable):	N/A
DPO - contact details	<a href="#">EESC Data Protection</a>
Processor(s) (where applicable):	Akio SAS 43 rue de Dunkerque 75010 Paris - France www.akio.com
Data Processing Agreement	N/A

### 2. Purpose and description of the personal data processing

Purpose(s) of the personal data processing	The EESC Press unit monitors media in order to understand how the EESC is perceived in media so that we can take into account the needs of the general public in our communications. To this end, like other European institutions, we analyse media activity related to our activities and activities of our members. The conclusions drawn from this processing help
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	shape the EESC's reputation, communication strategy and a more effective and efficient public communication.
Categories of persons whose personal data are processed	EESC Members
Categories of personal data processed	<p>The external provider (processors of personal data) collects and analyses data from the content published on different media channels.</p> <p>The external provider may process the following personal data :</p> <ul style="list-style-type: none"> <li>· identification data of the EESC member(s): name, surname and geographical area</li> <li>· professional background of the EESC member(s): name of the organisation represented at the EESC</li> </ul>
Recipients of the personal data	<ul style="list-style-type: none"> <li>- Relevant staff of the European Economic and Social Committee (all data collected)</li> <li>- Akio SAS, the contractor assisting in the media monitoring (all data collected)</li> </ul>
Transfers of personal data to a third country or an international organization	No
Retention period of the personal data	<p>The data will be retained only for the time needed to fulfil the intended objectives (for example statistics) and for a maximum period of 5 years (the duration of the mandate).</p> <p>Data relating to financial transactions (the contract with the processor) are retained for a period of 5 years following the discharge of the financial exercise. The discharge of the financial exercise generally takes place 2 years after the financial year, meaning a total of 7 years for holding the personal data or until the end of a possible audit if it started before the end of the above period.</p> <p>Data will be automatically removed at the end of the respective period or when no longer needed.</p>
General description of security measures, where possible	Data will be provided only to the contractor and saved in the secure place

Data protection notice:	<a href="https://intranet.eesc.europa.eu/EN/directory-decisions/Documents/Privacy%20policy%20statement%20EESC%20media%20monitoring.pdf">https://intranet.eesc.europa.eu/EN/directory-decisions/Documents/Privacy%20policy%20statement%20EESC%20media%20monitoring.pdf</a>
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