

RECORDING OF PROCESSING ACTIVITY

NOTIFICATION TO THE DATA PROTECTION OFFICER (ARTICLE 31 REGULATION 2018/1725)

NAME OF PROCESSING ACTIVITY¹:

¹ **Personal** data is any information relating to an identified or identifiable natural person, i.e. someone who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity. This information may, for example, be the name, date of birth, a telephone number, biometric data, medical data, a picture, professional details, etc.

Please provide here a meaningful name of the processing operation involving personal data (e.g. staff recruitment, business continuity contact list)

1) Controller(s) ² of data processing operation (Article 31.1(a))
Controller: European Maritime Safety Agency (EMSA) Organisational unit responsible for the processing activity: 0.1 Executive Office Contact person: ANDREA TASSONI Data Protection Officer (DPO): Radostina Nedeva-Maegerlein: dpo@emsa.europa.eu
2) Who is actually conducting the processing? (Article 31.1(a)) ³
The data is processed by EMSA itself <input type="checkbox"/> The organisational unit conducting the processing activity is: 0.1 Executive Office
The data is processed by a third party (contractor) or the processing operation is conducted together with an external third party: FAN PAGE KARMA <input checked="" type="checkbox"/>
COMPANY: Name/Co.: uphill GmbH Street: Oranienstr. 188 Zip Code, City, Country: 10999 Berlin, Deutschland Commercial Register No.: Amtsgericht Berlin, HRB 123671 B Managing Director: Stephan Eyl, Nicolas Graf von Kanitz DATA CONTROLLER: Dr. Thomas Schwenke, Paul-Lincke-Ufer 42/43, 10999 Berlin E-Mail: datenschutz@fanpagekarma.com

Processing means any operation or set of operations which is performed on personal data, whether or not by automatic means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

² In case of more than one controller (e.g. joint operations), all controllers need to be listed here

³ Is EMSA itself conducting the processing? Or has a provider been contracted?

3) Purpose of the processing (Article 31.1(b))

Why are the personal data being processed? Specify the rationale and underlying reason for the processing and describe the individual steps used for the processing.

The rationale of the processing is to analyse key figures and content and compare profiles for EMSA social media profiles (Facebook, Twitter, Instagram, YouTube, LinkedIn) via a third party platform (FanPageKarma), which enables analysis for all accounts to be done directly instead of individually, thus saving time and generating more reliable analytics.

The underlying reason is that to view this analysis via (e.g. reach, clicks, demographic data), EMSA must grant the platform rights to its social media profiles. The data all come via the public interfaces of the social media platforms and are not enriched.

The types of data that are processed are: data concerning the online accounts linked in the course of using the Fanpage Karma Tool (Facebook User ID, Facebook Access Token, list of Facebook pages for which the client has insights, Twitter Access Token, Instagram Access Token, LinkedIn Access Token, list of LinkedIn profiles for which EMSA has access).

In order to perform analyses for profiles, it may be necessary for EMSA to log in to these and grant access to the app of the contractor (e.g. Twitter or LinkedIn). In these cases, the account name, account ID, access token, token secret and their expiration date are stored by the platform.

The data is collected from the providers of the respective social media platforms.

The data will be stored by the Processor and used for the purpose of fulfilling the contract and deleted by the Processor after the end of the business relationship

4) Lawfulness of the processing (Article 5(a)–(d)): Processing necessary for:

Mention the legal basis which justifies the processing

- (a) a task carried out in the public interest or in the exercise of official authority vested in EMSA (including management and functioning of the institution) ☒
- (b) compliance with a legal obligation to which EMSA is subject ☐
- (c) necessary for the performance of a contract with the data subject or for the preparation of such a contract ☐

Important Note

Consent may not be the most appropriate legal basis, in particular in the employment context. However, if you wish to use consent as legal basis, ensure that it complies with the following: it must be freely given, specific, informed and unambiguous consent. Contact the DPO if you need further clarifications.

(d) Data subject has given consent (*ex ante*, explicit, informed) ☐

Describe how consent will be collected and where the relevant proof of consent will be stored

5) Description of the categories of data subjects (Article 31.1(c))

Whose personal data are being processed?

EMSA staff ☒

Non-EMSA staff ☒

Visitors to EMSA building ☐

Relatives of the data subject ☐

Other (please specify):

6) Categories of personal data processed (Article 31.1(c))

Please tick all that apply and give details where appropriate

(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):

(b) **Sensitive personal data** (Article 10)

The personal data reveals:

Racial or ethnic origin

☐

Political opinions

☐

Religious or philosophical beliefs

☐

Trade union membership

☐

Genetic, biometric or data concerning health

☐

Information regarding an individual's sex life or sexual orientation

☐

Important Note

If you have ticked any of the sensitive data boxes, please contact the DPO before processing the data further.

7) Recipient(s) of the data (Article 31.1 (d))

Recipients are all parties who have access to the personal data

Data subjects themselves

☐

Managers of data subjects

☐

Designated EMSA staff members

☒

Designated Contractors' staff members

☐

Other (please specify):

8) Transfers to third countries or recipients outside the EEA (Article 31.1 (e))

If the personal data are transferred outside the European Economic Area, this needs to be specifically mentioned, since it increases the risks of the processing operation.

Data are transferred to third country recipients:

Yes ☒

No ☐

If yes, specify to which country:

A full list of data sub-processors and safeguards can be found below:

Company	Purpose	Guarantee in the case of third countries
Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland	G Suite, Google Cloud Services, Google Analytics, Infrastructure and Platform Services, Computing Capacity, Storage and Database Services, Telecommunication services (e-mail), security services, technical maintenance services.	Standard Contractual Clauses
The Rocket Science Group LLC d/b/a MailChimp, 675 Ponce De Leon Ave NE, Suite 5000 Atlanta, Georgia 30308, USA	Email newsletter campaigns	Standard Contractual Clauses
Slack Technologies, Inc., 155 5th Street San Francisco, California 94103, USA	Telecommunication services (team chat)	Standard Contractual Clauses
SnapEngage, LLC 1722, 14th Street, Suite 220 Boulder, Colorado 80302, USA	Telecommunication services (chat on website)	Standard Contractual Clauses
Trello, Inc., 55 Broadway, 25th Floor New York, NY 10006, USA	Project Management Software	Standard Contractual Clauses
Asana, Inc, 1550 Bryant Street, Suite 200, San Francisco, CA 94103, USA	Project Management Software	Standard Contractual Clauses
SendGrid, Inc., 1801 California Street, Suite 500, Denver,	Cloud-based email delivery platform	Standard Contractual Clauses

Colorado 80202, USA		
Bugsnap, Inc., 939 Harrison St, San Francisco, CA 94107, USA	Error Monitoring and Reporting	Standard Contractual Clauses
Pusher Ltd., 28 Scrutton Street, London EC2A 4RP, Great Britain	Realtime communication	
micropayment GmbH, Scharnweberstrasse 69, 12587 Berlin, Germany	Payment Provider	
whereby, Video Communication Services AS, Gate 1 no. 101, 6700 Måløy, Norwegen	Video Conferencing, Web Conferencing and Webinars	
Zoom Video Communications, Inc., 55 Almaden Blvd., Suite 600, San Jose, CA 95113, USA	Video Conferencing, Web Conferencing and Webinars	Standard Contractual Clauses
If yes, specify under which safeguards:		
Adequacy Decision of the European Commission		<input type="checkbox"/>
Standard Contractual Clauses		<input checked="" type="checkbox"/>
Binding Corporate Rules		<input type="checkbox"/>
Memorandum of Understanding between public authorities		<input type="checkbox"/>
<div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>Important Note</p> <p>If no safeguards are applicable, please contact the DPO before processing the data further.</p> </div>		
9) Technical and organisational security measures (Article 31.1(g)) <i>Please specify where the data are stored during and after the processing</i>		
How is the data stored?		
EMSA network shared drive		<input checked="" type="checkbox"/>

Outlook Folder(s)	<input type="checkbox"/>
Hardcopy file	<input type="checkbox"/>
Cloud (give details, e.g. public cloud)	<input type="checkbox"/>
Servers of external provider	<input checked="" type="checkbox"/>
Other (please specify):	

10) Retention time (Article 4(e))

How long will the data be retained and what is the justification for the retention period? Keep in mind that there are pre-determined retention periods for most types of files. Those are explained in the Records Management Policy and Procedure of the Agency. You can check EMSA Records Management Policy and Procedure at the Intranet of the Agency.

The data will be retained for the duration of the business arrangement with the contractor.

Thank you for completing the form.
Now please send it to the DPO using the ARES workflow