



Council of the European Union  
General Secretariat

## **Privacy Statement<sup>1</sup>**

### **Information on the protection of your personal data**

#### **Europe Day: processing of images and videos for Outreach purposes**

**1. Who is responsible for the handling of your personal data at the General Secretariat of the Council (GSC)?**

Head of Outreach and Engagement Unit

Directorate-General for Communication and Information

[outreach@consilium.europa.eu](mailto:outreach@consilium.europa.eu)

**2. Contact details of the GSC's Data Protection Officer**

Data Protection Officer

[data.protection@consilium.europa.eu](mailto:data.protection@consilium.europa.eu)

**3. What categories of personal data do we handle?**

We process photographs and videos.

Panoramic photos and videos of the participants will be taken from distance and wider angles, to avoid individual identification. Participants that do not wish to be part of the panoramic photographs or videos can object to the processing of their data either by informing the photographer during the event, or by asking service responsible for processing personal data indicated above to delete a panoramic photo in which they appear after the event.

Photos and videos of groups where participants are identifiable (close ups) are taken by GSC photographers only with the agreement of participants. The photographer is instructed to ask you orally before taking photos in which you can be easily identified.

Where applicable, we may also collect the name of the individual by means of written consent forms in specific cases, notably individual close-ups or minors featuring prominently on a photograph or video.

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<sup>1</sup> Your personal data is handled in accordance with Regulation (EU) 2018/1725.

**4. For what purpose do we handle your personal data?**

The Outreach Unit processes photographs and videos for outreach and communication purposes, including documenting and promoting Europe Day, as well as promoting the work of the Council and of the European Council. The images may be included in all types of publications, in any form of televisual broadcasting or in communication via the internet (e.g. the website and/or social media channels of the Council of the EU and European Council) produced by the Directorate-General Communication and Information.

**5. What is the legal basis for the handling of your personal data?**

The legal basis for processing photos and videos which do not single out individuals (panoramic pictures taken from a distance and wider angle) during Europe Day) is article 5 (1)(a) of Regulation (EU) 2018/1725: "processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Union institution or body". Public interest includes the processing operations needed for the management and functioning of the European institutions.

The legal basis for processing photos and videos of individuals where participants are identifiable is article 5 (1)(d) of Regulation (EU) 2018/1725: "the data subject has given consent to the processing of his or her personal data for one or more specific purposes".

**6. If the legal basis is consent, you can withdraw it by:**

Participants who have given the oral consent, can withdraw it by writing to the following functional mailbox: [outreach@consilium.europa.eu](mailto:outreach@consilium.europa.eu)

**7. If the legal basis is a contract, are you obliged to provide us with your personal data and what are the consequences of not doing so?**

Not applicable

**8. If we did not receive the personal data directly from you for this purpose, how did we obtain it?**

Not applicable

**9. Who will have access to your personal data?**

The members of the Outreach Unit will have access to the data. Depending on the use of the photograph / video, data is sent to other relevant GSC departments for outreach purposes:

- the Digital Communication Unit

- the Media Operations Unit
- the Graphics and Publication Unit

**10. Will your personal data be transferred to a third country or an international organisation? If so, what safeguards are in place, if any?**

Not applicable

**11. For how long will we keep your personal data?**

Data will be kept within the processing department for a period of maximum five years. This is essential, as images might be reused to ensure an effective outreach campaign.

Photos and videos that are not used as communication material will be kept for 3 months after the event.

In cases where the data is used by other GSC departments, those departments (see point 9) are then bound by the retention periods which have been established for their respective processing activities.

**12. Does the handling of your personal data involve automated decision-making, including profiling? What are the consequences for you?**

Not applicable

**13. What are your rights<sup>2</sup> and how can you exercise them?**

You have the right of information and the right of access to your personal data.

You also have the right to correct and complete your data.

Under certain circumstances, you may have the right to obtain the erasure of your personal data, or the right to object to the handling of your personal data or to ask for it to be restricted.

**You can exercise these rights by sending an e-mail to the person responsible for the handling of your personal data (see point 1), with a copy to the Data Protection Officer (point 2).**

**With your request, you must provide a copy of an identification document to confirm your identity (ID card or passport). This document should contain an identification number, country of issue, period of validity, your name, address and date of birth. Any**

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<sup>2</sup> Articles 17 to 22 of Regulation (EU) 2018/1725.

**other data contained in the copy of the identification document such as photo or any personal characteristics may be blacked out.**

- 14. You have the right to lodge a complaint with the European Data Protection Supervisor**  
[edps@edps.europa.eu](mailto:edps@edps.europa.eu)

Before you do so, it is recommended that you first try to obtain a remedy by contacting the person responsible for the handling of your personal data at the GSC (see point 1) and/or the Data Protection Officer (point 2).

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