

EDPS-DPOs 50th ANNIVERSARY

Meeting 14/06/22

WORKSHOP on SOCIAL MEDIA

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"Fashion & Design" Social Media is COMPLEMENTARY

Yes! Let's do it!
 effective way to promote
 YOUNG GENERATION LOVES it!
 I like it!

? What really is SOCIAL MEDIA?

↳ GOOD QUESTION!
 ↳ CONTENT, ≠ KIND of SOCIAL MEDIA ...

LEGAL BASE → yes!

- ↳ in Status!
- Rules/Structure
 - Strategy
 - COMMUNICATION POLICIES
 - ...

≠ Kind of COMMUNICATIONS

Promotion, Info, General Communicat°

? Personal Data, Users Involvement

Assessment of DPA + Legal Base necessary

Business Aspect, Outrage, Popularity...

Which Elements to Choose SOCIAL MEDIA PLATFORM?

- Compliance with GDPR
- Safe Cards ✓
- Target, Audience



We need TOOLS to FRAME TRANSFER DATA!

- COMPLEX & BROAD TOPIC
- COMPLIANCE with GDPR
- NEED OF AGREEMENT, CONTRACT



I USE THE DATA, OK FOR YOU?

ERM, **No!** BUT... WHAT CAN WE DO ABOUT IT?

DPO

WE'RE STRONG :-)

ASSESS TERMS & CONDITIONS

TOO STRONG?!

DPO

STATS

→ Need more Relationship with/to Platform

→ More JC?

→ ALMIGHTY SOCIAL MEDIA PROVIDER?

GDPR?

GNAC, GNAC, GNAC



INFLUENCERS

Do you NEED ME?

ERM, REALLY NECESSARY?!

Do WE PAY THEM?





USE OF DISCLAIMER

IF YES

LINK TO PRIVACY STATEMENT

CHILDREN VIDEO UPLOAD

  - SPECIAL PROTECTION

- (A) AGE VERIFICATION (SYST. CHECKS)

Strong ✓

One Advice: DON'T DO IT! ^^ 😨