

Data Protection Notice

EYE2025 – Social media competition

Creation date April/2025

Every two years, the European Youth Event (hereinafter the “EYE”) brings together thousands of young people from across the European Union and beyond, at the European Parliament in Strasbourg. The Youth Outreach Unit of the European Parliament processes your personal data in the context of organising a competition to invite the winners to the European Youth Event 2025 (hereinafter the “EYE2025”).

The competition comprises the following steps:

- On our Instagram account we publish the competition, its complete rules and our Terms and Conditions.
- In case you decide to participate to the competition, you publish your video on your own account, follow @ep_eye and @europeanparliament and use the competition hashtag.

We process your personal data pursuant to Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data (the ‘Regulation’).

We provide you with the information that follows based on Article 15 and 16 of the Regulation.

1. Who processes your personal data (data controller)?

The European Parliament is acting as the controller and the department responsible for the processing of your personal data is the Youth Outreach Unit of the Directorate-General for Communication of the European Parliament, represented by its Head of Unit.

You can contact the controller at eye@europarl.europa.eu or by post, in a sealed envelope, at European Parliament – Youth Outreach Unit Attn: The Head of Unit – Rue Wiertz 60, 1047 Bruxelles – Belgium.

Instagram acts as a separate controller and processes your personal data to enable your participation in this contest.

2. What are the purposes of the processing of your personal data?

Purpose 1. We process your personal data (the one available on your Instagram account) to select the winning videos and confirm your eligibility.

Purpose 2. In case you are one of the winners, we process your personal data to inform you that you have been selected and ask you additional personal data:

- collect your consent for re-posting your video on other social media channels managed by the European Parliament (Image Release Form)
- request your permission to include your footage in a longer video trailer, which will be shared on the EYE social media channels and during the EYE 2025 event (license agreement).

Please note that applicants selected through this call will be required to register for the EYE via on dedicated online registration tool.

Be also informed that your personal data will be anonymised before being processed for statistical purposes. No identification will be possible anymore. Anonymised data used for statistical purposes is therefore not subject to data protection rules.

3. What is the legal basis for the processing?

The processing of your personal data is carried out in accordance with Article 5(1)(a) and (d) of Regulation (EU) 2018/1725, which governs the protection of personal data by EU institutions and bodies.

Purpose 1. Under Article 5(1)(a), the processing is necessary for the performance of a task carried out in the public interest, namely the European Parliament's institutional communication and outreach activities, including the organisation of the EYE2025 competition.

Purpose 2. Under Article 5(1)(d), the processing of certain data — such as the use of your image or video — is based on your explicit consent, which will be collected through an Image Release Form if your video is selected for broader use.

4. What personal data is processed?

Purpose 1. In order to select the winners, we process:

- your Instagram handle
- your image / voice
- any personal data included in the video and the caption

and ask you to confirm your eligibility, we process (by email):

- First name
- Last name
- Email address
- Whether you live in an EU country
- Whether you are between 18 and 30 years old

Purpose 2. If you are selected, we contact you via Direct Message to collect the consent the use the image of individuals appearing in the video (Image Release Forms) and to request your permission to include your footage in a longer video trailer (License agreement), which will be

shared on the EYE social media channels and during the EYE 2025 event. For this purpose, we will process the following data:

- First name
- Last name
- Postal address
- Date of birth
- Signature

No automated processes and/or profiling will be used to make decisions that could affect you.

5. How long will your personal data be stored?

For the purpose of selecting the winners, your personal data will be exported and stored in a secure folder accessible only by a restricted number of people until one month after the conclusion of the competition.

The video trailer, composed of the winners' videos, will be stored for up to one month following the EYE event taking place on 13–14 June 2025, after which it will be deleted. The image rights and the license agreement will be archived for a period of two years after the event, in accordance with data protection and accountability requirements.

6. Who are the recipients of your personal data?

The Web Communication Unit and Youth Outreach Unit within the Directorate-General for Communication (DG-COMM) to select the winners

7. Will your personal data be shared with a non-EU country or international organisation?

As part of the competition, participants are required to post their entry videos on their personal Instagram accounts to confirm participation. Instagram is a platform owned and operated by **Meta Platforms, Inc.**, a company established in the **United States**. Therefore, any personal data shared through Instagram — including your handle, image, voice, and information contained in your post — may be transferred to and processed in the United States.

The United States is considered to ensure an **adequate level of protection** for personal data transferred from the European Union under the **EU-U.S. Data Privacy Framework (DPF)**, adopted by the European Commission on **10 July 2023** pursuant to Article 45 of Regulation (EU) 2016/679.

Meta Platforms, Inc. is a certified participant in the DPF as maintained by the U.S. Department of Commerce. As such, transfers of personal data to Meta (Instagram) are considered compliant with EU data protection standards, and **no further transfer mechanisms** (such as Standard Contractual Clauses or additional safeguards) are required for these specific transfers.

8. What rights do you have and how you can exercise them?

You have the following rights:

- to access your personal data;
- to rectify your personal data if it is inaccurate or incomplete;
- where applicable, to restrict the processing of your personal data;
- where applicable, to data portability;

If you would like to exercise your rights or have questions concerning the processing of your personal data, you may address them to the data controller via the functional mailbox eye@europarl.europa.eu or by post, in a sealed envelope, at European Parliament – Youth Outreach Unit Attn: The Head of Unit – Rue Wiertz 60, 1047 Bruxelles – Belgium

You also have the right to lodge a complaint. For this, you may:

- contact the European Parliament's data protection officer by writing to data-protection@europarl.europa.eu
- lodge a complaint with our supervisory authority, the European Data Protection Supervisor, by writing to edps@edps.europa.eu