

# 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!

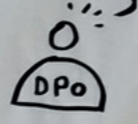
- COMPLEX & BROAD TOPIC
- COMPLIANCE with GDPR
- NEED OF AGREEMENT, CONTRACT





I USE THE DATA, OK FOR YOU?

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



WE'RE STRONG :-)

**ASSESS TERMS & CONDITIONS**

TOO STRONG?!  
DPO

**STATS**

→ Need more Relationship with/to Platform

→ More JC?

→ ALMIGHTY SOCIAL MEDIA PROVIDER?

GDPR?



ERM, REALLY NECESSARY?!



**INFLUENCERS**

Do you NEED ME?

Do WE PAY THEM?

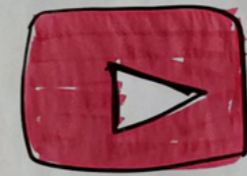


USE OF DISCLAIMER

**IF YES**

LINK TO PRIVACY STATEMENT

# CHILDREN VIDEO UPLOAD



- SPECIAL PROTECTION

- (A) AGE VERIFICATION (SYST. CHECKS)

One <sup>Strong</sup> Advice: DON'T DO IT! ^^ 😨