

PRIVACY NOTICE FOR THE ANTI-FRAUD OFFICE'S CORPORATE SOCIAL MEDIA ACCOUNTS

1. DESCRIPTION OF THE PROCESSING OPERATION

The European Anti-Fraud Office (hereafter 'OLAF') processes personal data in the context of its social media use. OLAF acts as the data controller, with Unit 0.2 Inter-institutional & International Relations and Communication, responsible for the management of the processing. Personal data is handled in accordance with Regulation (EU) 2018/1725ⁱ, and the present information is provided in line with Articles 15 and 16 of the Regulation.

Bluesky and LinkedIn act as independent data controllers for any personal data they collect through their platforms. We encourage users to consult their respective privacy policies for further details on how they manage and process data.

OLAF uses social media to communicate with the public and to raise awareness about its role and activities. To this end, OLAF shares text, images, and other media content related to its mission. Please note that social media channels are not intended for reporting fraud. To report suspected fraud securely, please use the dedicated reporting channel available on OLAF's official website: https://anti-fraud.ec.europa.eu/index_en

Content published on OLAF's Bluesky and LinkedIn accounts can be accessed by users who have an account on these platforms. Account creation is entirely voluntary and subject to the terms and conditions of the respective platforms.

Social media is just one of the ways OLAF engages with the public. The information shared there is also generally available on OLAF's website (https://anti-fraud.ec.europa.eu/index_en) or through other official communication channels. Following OLAF on Bluesky or LinkedIn is not required to stay informed about our work.

Visitors to OLAF's website may access our social media accounts via dedicated icons. These icons do not place cookies on your device and simply open the relevant social media page in a new browser tab. Where social media widgets are embedded on OLAF's web pages, content is displayed only after users explicitly accept the platform's privacy policy and consent to further interaction.

For the purpose of content analysis, performance evaluation, and reporting, OLAF may collect and analyse aggregate data on engagement with its social media content. This data, such as the number of likes, comments, video plays, or average viewing time, is anonymised and cannot be used to identify individuals.

OLAF does not use your personal data for automated decision-making or profiling.

2. LEGAL BASIS FOR THE PROCESSING

The legal basis for this processing is Article 5 paragraph 1 (a) and (d) of Regulation (EU) 2018/1725:

- Article 5 (1) (a) and recital 22 of the Regulation: processing is necessary for the performance of a task carried out by OLAF in the public interest. This includes the management and functioning of the Office.
- Article 5 (1) (d) your consent: Users voluntarily follow and engage with the accounts.

3. CATEGORIES OF PERSONAL DATA COLLECTED

In order to carry out this processing operation OLAF has access to the following categories of personal data on the social media platforms:

- Provided data
Identification data: name and surname, username, user identification and any personal data users decide to share or suggested or implied in the bio section. This data cannot be exported from the app, and OLAF does not collect or further process this type of data.
- Observed data
Personal data available about Bluesky and LinkedIn users via the networks and connections: reach, engagement (comments, shares, likes), demographics and other user actions on a specific topic, networks and connections (such as users adding an owned video to their favourites).
- For statistical and analytical purposes
OLAF only uses aggregated and anonymised data provided by the social media platform (reach, number of likes, shares, comments, videos views, video retention, clicks, etc.)
- For social media listening and community management:
 - identification data defined as unique identifiers associated with social media and web users ("Authors"), such as name, username;
 - if provided, any personal data Authors decide to share or suggest, imply, such as age range, gender, hobbies, interests, professional and educational background, as well as photos and videos;
 - Authors' content defined as a specific post or comment that contains keywords and characteristics, and any other topic monitoring-related information published by the Author and publicly available on the platform.

OLAF does not do any automatic decision making or profiling with your personal data.

4. WHO HAS ACCESS TO YOUR INFORMATION AND TO WHOM IS IT DISCLOSED?

OLAF staff responsible for carrying out this processing operation has access to your personal data as described above.

Your personal data will not be further transferred, only statistics may be subject to further monitoring.

5. HOW DO WE PROTECT AND SAFEGUARD YOUR INFORMATION?

In order to protect your personal data, a number of technical and organisational measures have been put in place. Technical measures include appropriate actions to address online security, risk of data loss, alteration of data or unauthorised access, taking into consideration the risk presented by the processing and the nature of the data being processed. Organisational measures include restricting access to the data to authorised persons with a legitimate need to know for the purposes of this processing operation.

6. HOW LONG DO WE KEEP YOUR DATA?

OLAF only stores anonymised data for social media listening and analytics, which cannot be used to identify you.

7. WHAT ARE YOUR RIGHTS AND HOW CAN YOU EXERCISE THEM?

You have the right to request access to your personal data, rectification or erasure of the data, or restriction of their processing. You have the right to object to the processing of your data. You have the right to withdraw your consent. The withdrawal will not affect the lawfulness of the processing before the consent was withdrawn.

Any request to exercise one of those rights should be directed to the Controller (OLAF-FMB-DATA-PROTECTION@ec.europa.eu). Where you wish to exercise your rights in the context of one or several specific processing operations or files, please provide their description and reference(s) in your request.

Exceptions based on Regulation 2018/1725 may apply.

8. CONTACT DETAILS OF THE DATA PROTECTION OFFICER

You may contact the Data Protection Officer of OLAF (OLAF-FMB-DPO@ec.europa.eu) with regard to issues related to the processing of your personal data under Regulation (EU) 2018/1725.

9. RIGHT OF RECOURSE

You have the right to have recourse to the European Data Protection Supervisor (supervision@edps.europa.eu) if you consider that your rights under Regulation (EU) 2018/1725 have been infringed as a result of the processing of your personal data by OLAF.

ⁱ Regulation (EU) 2018/1725 of the European Parliament and of the Council 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, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC