

PRIVACY STATEMENT RELATED TO EXTERNAL COMMUNICATIONS ACTIVITIES FOR EUROPAFEST 2026

▶ Introduction

- The European Insurance and Occupational Pension authority (EIOPA) is committed to protecting individuals personal data in accordance with Regulation (EU) 2018/1725¹ (further referred to as “the EUDP Regulation”).
- In line with Articles 15 and 16 of the EUDP Regulation, this privacy statement provides information to the data subjects relating to the processing of their personal data carried out by EIOPA.
- For further information on the processing of personal data the Snapnext, the provider of the service, please refer to Snapnext’s [Privacy Statement](#).

▶ Purpose of the processing of personal data

- EIOPA’s Communications Team will carry out a number of activities, which involve processing of personal data, notably:
 - Photographs in the framework of events: the Communications team will operate a photobox provided by Snapcube, a brand of Snapnext. This photobox offers visitors the opportunity to voluntarily have their photograph taken. Using AI-supported software, the photobox processes the image to generate an aged version of the user.
On the day of the event, EIOPA Staff members will be present as volunteers and should they decide to have their photo taken, their photos may also be published with data subjects’ explicit consent.
- Purpose of the processing activities listed above is to enable EIOPA to maintain relations with external stakeholders and public (external communication activities).
- Your data will not be used for any purposes other than the performance of the activities specified above. Otherwise you will be informed accordingly.

▶ Legal basis of the processing of personal data and/or contractual or other obligation imposing it

- The legal basis for this processing operation is:

¹ 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, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC, OJ L 295, 21.11.2018, p. 39–98.

- Regulation (EU) No 1094/2010 (EIOPA Regulation), with regard to various tasks and duties assigned to EIOPA thereby, and for which the communication activities are required.
- Procedures on External Communications Activities (available on EIOPA's incidernet).
- In case of taking and/or publishing photos on EIOPA's social media: unambiguous, free, specific and informed consent of data subject.
- In addition, in accordance with Articles 5(1)(a) and (d) of the EUDP Regulation, processing is lawful as it is necessary for the performance of a task carried out in the public interest, or it is based on data subject's consent.

▶ **Controller of the personal data processing**

- The controller responsible for processing your data is EIOPA's Head of Corporate Affairs Department.
- Address and email address of the controller:

Westhafen Tower, Westhafenplatz 1
60327 Frankfurt am Main
Germany
DataController@eiopa.europa.eu

▶ **Contact detail of EIOPA's Data Protection Officer (DPO)**

- Westhafen Tower, Westhafenplatz 1, 60327 Frankfurt am Main, Germany
dpo@eiopa.europa.eu

▶ **Types of personal data collected**

- In the context of external and internal communication activities of EIOPA, the following personal data may be processed:
 - Racial or ethnic origin (as apparent from the photo)
- More details on the types of personal data processed in each of the communication activities are provided above in the section on purpose of the processing.

▶ **Recipients/processors of the personal data collected**

- The following recipients may have access to personal data collected:
 - Designated EIOPA staff members: Communications Team members; any relevant staff member on a need to know basis.

- General public: data available on EIOPA’s social media or other public channels, including any photos published thereon.

▶ Retention period

- Snapnext’s retention period is limited to twenty-four (24) hours for all photos (original and AI-generated). This covers active storage, logs, caches, and backups. After this period, data is permanently deleted. No biometric profiles or long-term data are stored.
- Personal data included in publications, photos or video recordings published by EIOPA, may remain available on the internet indefinitely.

▶ Transfer of personal data to a third country or international organisations

- No personal data will be transferred to a third country or international organisation.
- The AI analysis is performed within our Google Cloud Enterprise environment, located in Frankfurt am Main, Germany. This process is fully covered by Snapnext’s Data Processing Addendum (DPA) and Standard Contractual Clauses.

▶ Automated decision-making

- No automated decision-making including profiling is performed in the context of this processing operation.

▶ What are the rights of the data subject?

- You have the right to access your personal data, receive a copy of them in a structured and machine-readable format or have them directly transmitted to another controller, as well as request their rectification or update in case they are not accurate. You also have the right to request the erasure of your personal data by writing to datenschutz@snapnext.de.
- Where processing is based solely on the consent, you have the right to withdraw your consent to the processing of your personal data at any time, data by writing to datenschutz@snapnext.de.
- Should you wish to exercise any of the rights provided above, please contact communicationsteam@eiopa.europa.eu, EIOPA’s Data controller (DataController@eiopa.europa.eu) or EIOPA’s DPO (dpo@eiopa.europa.eu).

▶ Who to contact if you have any questions or complaints regarding data protection?

- Any questions or complaints concerning the processing of your personal data can be addressed to EIOPA's Data Controller (DataController@eiopa.europa.eu) or EIOPA's DPO (dpo@eiopa.europa.eu).
- Alternatively, you can have recourse to the **European Data Protection Supervisor** (www.edps.europa.eu) at any time, as provided in **Article 63 of the EUDP Regulation**.