



RECORD OF PROCESSING ACTIVITY

ECB Blog Newsletter

1. Controller(s) of data processing activities

Controller: European Central Bank (ECB)

Contact details:

European Central Bank
Sonnemannstrasse 22
60314 Frankfurt am Main
Germany

E-mail: info@ecb.europa.eu

Organisational unit responsible for the processing activity: European Central Bank (ECB)/Directorate General Communications

Data Protection Officer (DPO): DPO@ecb.europa.eu

2. Who is actually conducting the processing activity?

The data is processed by the ECB itself

The organisational unit conducting the processing activity is:

The data is processed by a third party (contractor) or the processing operation is conducted together with an external third party [CleverReach]

Please see [here](#) for information of data security in connection to the CleverReach tool, and for the company's [privacy policy](#).

For information, please read [here](#) the Privacy Statement

3. Purpose of the processing

Personal data are collected to manage subscriptions, distribute and evaluate the ECB Blog Newsletter, and to inform subscribers of events organised around key ECB Blog publications, such as webinars, background briefings and “meet the author” events. Personal data are also collected in order to inform analysis about how to improve and develop the ECB Blog.

4. Description of the categories of data subjects

Whose personal data are being processed?

- ECB staff
- Externals (agency staff, consultants, trainees or secondees)
- NCB or NCA counterparts (in the ESCB or SSM context)
- Visitors to the ECB, including conference participants and speakers
- Contractors providing goods or services
- Complainants, correspondents and enquirers
- Relatives of the data subject
- Other (please specify): subscribers to the ECB Blog Newsletter

5. Description of the categories of personal data processed

(a) **General personal data:**

The personal data contains:

- Personal details (only email address, country, gender; no name or home address)

- Education & Training details (level of education)
- Employment details (sector)
- Financial details
- Family, lifestyle and social circumstances
- Goods or services provided
- Other (please give details): where did you hear about the ECB Blog?; What social media platforms do you use?; Topics of interest (if provided by the subscriber)

(b) Special categories of personal data

The personal data reveals:

- Racial or ethnic origin
- Political opinions
- Religious or philosophical beliefs
- Trade union membership
- Genetic data, biometric data for the purpose of uniquely identifying a natural person or data concerning health
- Data regarding a natural person's sex life or sexual orientation

6. The categories of recipients to whom the personal data have been or will be disclosed, including the recipients of the data in Member States, third countries or international organisations

- Data subjects themselves
- Managers of data subjects
- Designated ECB staff members
- Designated NCB or NCA staff members in the ESCB or SSM context
- Other (please specify): selected staff from the provider CleverReach

7. Transfers to third countries or an international organisation

Data are transferred to third country recipients:

- Yes
 - Adequacy Decision of the European Commission
 - Standard Contractual Clauses
 - Binding Corporate Rules
 - Memorandum of Understanding between public authorities
- No

8. Retention time

The personal data are retained in CleverReach's database and in the ECB's document management system for as long as the subscription to the ECB Blog Newsletter is active. If a subscriber unsubscribes, personal data are deleted within three months.