



24/02/2020 (DATE OF PUBLICATION/LAST UPDATE)

ECB-PUBLIC

RECORD OF PROCESSING ACTIVITY

Management and distribution of press releases

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: Directorate General

Communications/Global Media Relations

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: Directorate
General Communications/Global Media Relations

The data is processed also by a third party (contractor): *Cision. Cision's privacy
policy covering its processing activities can be found [here](#).*

3. Purpose of the processing

Personal data are processed in relation to:

- subscription management and distribution of press releases;

- distribution of press and other information material to interested stakeholders.

4. Description of the categories of data subjects

- Other:
- *Subscribers to ECB's press releases*
 - *Individuals included in Cision's media database (e.g. journalists)*

5. Description of the categories of personal data processed

- Name, contact details
- Other: *Areas of interest*

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

- Designated ECB staff members
- Other: *Dedicated staff of the external provider Cision.*

7. Transfers to third countries or an international organisation

Cision is headquartered in the USA, and personal data is transferred, based on **explicit** data subject's consent to such transfer. Cision's privacy policy covering its processing activities can be found [here](#).

8. Retention time

As regards the first processing operation (as described in part 3):

Personal data is retained as long as individuals are subscribers to the distribution list of press material and will be deleted within three months after they unsubscribe.

As regards the second processing operation (as described in part 3):

Personal data is accessible to dedicated staff of DG-C/GMR as long as individuals are included in Cision's media database.