

## **Information clause concerning processing of personal data in social media of MUZEUM-ZAMEK W ŁAŃCUCIE**

### **Social media**

Information clause concerning the processing of personal data by **MUZEUM-ZAMEK W ŁAŃCUCIE** in connection with the operation of **MUZEUM-ZAMEK W ŁAŃCUCIE** pages/channels on social networks Facebook (Meta), Instagram (Meta), Twitter and YouTube.

### **Administrator**

In connection with the maintenance of the pages/channels of **MUZEUM - CASTLE IN ŁAŃCUCIE** on social networks Facebook (Meta), Instagram (Meta), Twitter and YouTube, the Administrator of personal data is the Museum - Castle in Łańcut, 1 Zamkowa Street, 37-100 Łańcut, NIP 815-00-03-731, e-mail: [muzeum@zamek-lancut.pl](mailto:muzeum@zamek-lancut.pl), telephone: +48 (17) 225 20 08 (hereinafter also referred to as *the Museum*).

You can contact us about the processing of your personal data via e-mail address: [iod@zamek-lancut.pl](mailto:iod@zamek-lancut.pl) or by sending a letter to our registered office address.

The administrator processes personal data of individuals who in the Museum's social media:

- have subscribed to the Museum's website by clicking the "Like", "Observe" icon, "Share" or "Subscribe," etc.
- have made a reaction on the Museum's website/channel on social networks, e.g. by clicking "like," "comment," "share," "save post," "pass on," etc.
- sent a private message to the Museum's social network administrators through the "send message" function.

The museum, as the founder of the pages on the social networks listed below provided by the designated entities, is a joint controller of personal data with:

- Facebook Ireland Limited, headquartered at 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland (hereinafter Facebook)
- Instagram LLC., headquartered at 1601 Willow Road, Menlo Park, CA, 94025, USA
- Google Ireland Limited (Gordon House, Barrow Street, Dublin, D04 E5W5, Dublin, Ireland)
- Twitter, Inc. headquartered at 1355 Market Street, Suite 900, San Francisco, CA 941 03, USA
- YouTube, whose provider is Google LLC, headquartered at 901 Cherry Ave, San Bruno, CA 94066, USA

Each of the aforementioned joint controllers independently decides on the purposes and means of data processing, but to a different extent. The Museum is responsible only to the extent of the personal data it processes.

### **Facebook**

The Museum, being the administrator of the pages on the social network, has access only to the aggregate statistics of the page (number of observers of the fanpage/profile, age and gender of the users with a percentage breakdown among the observers, names of cities and countries from which users observe with a percentage breakdown, reach of the fanpage/profile and individual posts, number of likes and reactions, number of comments and shares, number of clicks on the link, as well as aggregate and anonymized reports on campaigns conducted through the self-service advertising system).

Details of the rules for joint processing of data for page statistics with Facebook Ireland Limited are

available at: [https://pl-pl.facebook.com/legal/terms/page\\_controller\\_addendum](https://pl-pl.facebook.com/legal/terms/page_controller_addendum) The data processing

rules set by the provider of Facebook, Instagram, Messenger and other products and features offered by Facebook Ireland Limited will be found in the 

the website	Facebook	available	Policy	Privacy Policy of
			at:	

<https://www.facebook.com/privacy/explanation>.

### **Instagram**

The Museum, being the administrator of the pages in the social network, has access only to the aggregate statistics of the page (number of observers of the fanpage/profile, age and gender of users with a percentage breakdown among observers, names of cities and countries from which users observe with a percentage breakdown, reach of the fanpage/profile, individual posts, number of likes and reactions, number of

comments and shares, number of link clicks, and aggregated and anonymized reports on campaigns run through a self-service advertising system).

Rules regarding of Instagram available are at Address: [https://help.instagram.com/519522125107875?helpref=faq\\_content](https://help.instagram.com/519522125107875?helpref=faq_content)

### **Twitter**

The Museum, being the administrator of the pages on the social network, has access only to the figures for a given period (number of profiles that visited the profile, number of profile mentions, number of new observers, number of clicks on the link, number of retweets (followers), number of hearts, number of replies (comments)).

Twitter rules are available at: <https://gdpr.twitter.com/en/controller-to-controller-transfers.html>

The rules for the processing of personal data, as defined by the Twitter provider, will be found at website: <https://gdpr.twitter.com/>

### **YouTube**

The rules for processing personal data, as defined by the YouTube provider, can be found at website: <https://policies.google.com/privacy?hl=pl>; [https://www.youtube.com/intl/ALL\\_pl/howyoutubeworks/user-settings/privacy/#your-data-in-youtube](https://www.youtube.com/intl/ALL_pl/howyoutubeworks/user-settings/privacy/#your-data-in-youtube)

### **Purposes and legal basis for processing personal data**

#### **Personal data will be processed for:**

- to maintain the Museum's pages on the social networks Facebook, Instagram, Twitter and YouTube, for the purpose of informing through them about the activities carried out, promoting events, promotions and for the purpose of communication through the available functionalities of these sites;
- statistical analyses carried out through the tools provided by the applications of each social network, regarding the popularity and use of the Museum's social media.

Personal data will be processed for the purposes mentioned above, on the basis of Article 6(1)(e) of the General Data Protection Regulation (GDPR), i.e. it will be processed in connection with the performance of a task carried out in the public interest or in the exercise of public authority entrusted to the controller.

### **Recipients of personal data**

Personal data processed in connection with the Museum's Facebook, Instagram, Twitter and YouTube pages may be transferred:

- entities providing technical support for information systems and Museum's ICT systems in which personal data are processed,
- To entities authorized to do so under generally applicable law. Personal data will not

be transferred by the Museum outside the European Economic Area.

In contrast, Facebook, Twitter, Instagram and YouTube may transfer data outside the European Economic Area. Facebook says it uses standard contractual clauses approved by the European Commission and relies on European Commission decisions finding an adequate level of data protection for specific countries.

Twitter Inc. may transfer personal data outside the European Economic Area. In accordance with Twitter's Terms of Service <https://twitter.com/en/tos>, by using its services, you consent to the collection and use of your data, in accordance with the Privacy Policy: <https://twitter.com/en/privacy>, including the transfer of your data to the U.S., Ireland and/or other countries for storage, processing and use by Twitter Inc. and its affiliates. YouTube may transfer personal data outside the European Economic Area. More information at: <https://policies.google.com/privacy?hl=pl#infosecurity>

### **Period of storage of personal data**

Personal data will be processed for a period related to the fulfillment of the processing purposes indicated above, i.e.: the information within the posted comments will be available on the site until their

deletion by the author; statistical data on visitors to the Museum's social media pages will be processed for the duration of the availability of such data on the sites.

Personal information collected by: Facebook, subject to retention under the terms of Facebook's terms of service [https://www.facebook.com/policies\\_center](https://www.facebook.com/policies_center); Twitter Inc. under the terms of Twitter's terms of service <https://twitter.com/en/privacy>; YouTube, whose provider is Google LLC is subject to retention under the terms of the service's privacy policy, more information at: <https://policies.google.com/technologies/retention?hl=pl>.

### **Rights of data subjects**

The right of access to personal data, rectification and transfer to another controller, deletion of data, restriction of data processing, objection, is available if the prerequisites specified in the RODO are met.

**IMPORTANT** - Correspondence addressed to the Museum should include the name of the submitter and the mailing address (postal code, city, street and house/apartment number). Correspondence that does not contain the name and address of the submitter will be left unacknowledged.

If you have concerns about the Museum's processing of your personal data, you can request information and file a complaint with the national supervisory authority - the President of the Office for Personal Data Protection.

Rights vested in w in connection z use of z services of  
will find will be respectively at:

<https://www.facebook.com/privacy/explanation>

<https://twitter.com/en/privacy>;

[https://help.instagram.com/5195221251078](https://help.instagram.com/519522125107875)

[75 ; https://www.youtube.com/intl/ALL\\_pl/howyoutubeworks/user-settings/privacy/#your-data-in-youtube](https://www.youtube.com/intl/ALL_pl/howyoutubeworks/user-settings/privacy/#your-data-in-youtube)

### **Information about the voluntariness of personal data**

- We obtain personal data from the administrators of Facebook Ireland Limited, Twitter Inc. and YouTube, whose provider is Google LLC from your public profile and posts on the pages of the aforementioned social networks.
- Due to the nature of the operation of the aforementioned social networks, information about users' activities on these sites is public.
- Provision of data is completely voluntary.

### **Automated decision-making. Profiling**

Personal data will not be used by the Museum to make automated decisions in including for profiling.