

**Information on the processing of personal data –
for the Instagram profile promoting “15th European Economic Forum – Lodzkie 2022”
(hereinafter referred to as “Forum Profile”**

In accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (hereinafter: “GDPR”), please be advised that:

The Forum Profile is available as part of the Instagram portal whose provider is *Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour 462129 Dublin, Ireland* (hereinafter “Portal Administrator”). The rules for the use of your personal data on Instagram can be found on the following page: <https://privacycenter.instagram.com/policy/>.

1. Personal data controllers and their contact details

The controller of your personal data is the Board of the Lodzkie Region with its seat in Łódź, at al. Piłsudskiego 8 (90-051 Łódź), hereinafter referred to as “Board”.

The Board can be contacted at the address indicated above. The Board has appointed the Data Protection Officer who can be contacted at the following email address: iod@lodzkie.pl.

2. Purpose and legal basis

The Board processes your personal data in order to run a profile on Instagram promoting the 15th European Economic Forum – Lodzkie 2022 and to carry out information and promotional activities using this profile.

The processing of your data is carried out on the basis of Article 6(1)(e) of the GDPR, i.e. processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller entrusted to the controller in connection with the Act on Province Government (Article 11(2)(8)).

Please also be informed that the Portal Administrator, as a tool provider, may process your data for its own purposes on other legal grounds. More information on the purposes of data processing by the Portal Administrator can be found here: https://privacycenter.instagram.com/policy/?section_id=2-HowDoWeUse (chapter „How Do We Use Your Data”) and https://privacycenter.instagram.com/policy/?section_id=18-LegalBasisInformationConsent (chapter “Legal Basis Information”).

The Portal Administrator informs you that by using the portal services, you grant your consent to the use of cookies. The portal's cookie policy can be found here: <https://www.facebook.com/policies/cookies/>. You can change your data use settings, please visit this page for details: <https://www.facebook.com/policies/cookies/> (chapter “How to control my information?”).

3. Recipients of personal data and information on transfers to third countries

Your personal data provided on the Instagram portal in relation to the use of the Forum Profile is available to the Portal Administrator. The Instagram *privacy policy* can be found here: https://privacycenter.instagram.com/policy/?entry_point=ig_help_center_data_policy_redirect.

The Forum Profile is a public profile, which means that its content (including posted content or reactions) can be seen by anyone, including persons who are not Instagram users. If your account is set as public, anyone will be able to see your profile and posts on Instagram. More information on the privacy of your data can be found here https://help.instagram.com/116024195217477/?helpref=hc_fnav.

The recipients of your personal data will also include: Centrum Obsługi Przedsiębiorcy w Łodzi – an Intermediate Body for the implementation of the task under the Regional Operational Programme for Łódzkie Voivodeship 2014–2020, entities conducting assessment, monitoring, evaluation, control, audit, and reporting on the task for Centrum Obsługi Przedsiębiorcy w Łodzi, the minister competent for regional development, entities providing IT services.

To the extent the Board processes your personal data, it does not transfer these data outside the European Economic Area.

4. Storage period

Your personal data will be processed by the Board for the period of time during which the Forum Profile is kept on the portal, unless you delete your account on the portal earlier. You can also unsubscribe from the Forum Profile or remove an action (following, liking, commenting, sharing, remixing).

Irrespective of the storage of your data by the Board, the portal administrator may apply its own retention periods. Information on the period of data retention by the portal is available here: https://privacycenter.instagram.com/policy/?section_id=8-HowLongDoWe (chapter “How Long Do We Store Your Data”).

5. Rights of persons

You have the right to request access to your data and to receive a copy of them. You have the right to request rectification, restriction of processing and, in the event of the circumstances indicated in Article 17 of the GDPR, erasure of your data.

You have the right to object to the processing of your personal data. In such circumstances, the controller will cease to process the data, unless the controller can demonstrate the existence of overriding legitimate grounds for the processing, superior to your rights and freedoms, or demonstrates that it is necessary for the controller to establish, exercise or defend against claims.

The Board can exercise your rights to the extent that it has the technical ability to do so (e.g. by deleting a comment containing personal data at your request). In addition to contacting the Board on the processing of your data by means of the portal, you may also contact the Portal Administrator. For information on how to contact the Portal Administrator, please visit this page: https://privacycenter.instagram.com/policy/?section_id=13-HowToContactMeta (chapter “How to Contact Meta in case of Questions”).

In addition, you have the right to lodge a complaint with the President of the Personal Data Protection Office if you consider that the processing infringes applicable legislation (ul. Stawki 2 00-193 Warszawa).

6. Information on data requirements

While providing your personal data is voluntary, not doing so may prevent you from using certain functionalities of the Instagram Forum Profile.

7. Joint control with the Portal Administrator

Furthermore, personal data are also processed for statistical purposes and to analyse and improve the profile. This processing is carried out on the basis of Article 6(1)(e) of the GDPR, i.e. processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller entrusted to the controller in connection with the Act on Province Government (Article 11(2)(8)). To this extent, the Board and the Portal Administrator are Joint Controllers of the personal data. Detailed information on the website statistics and the arrangements between the Joint Controllers is available at: https://www.facebook.com/legal/terms/page_controller_addendum, while information on data processing by the Instagram Portal Administrator, including in the context of the joint control referred to above, is available at: <https://www.facebook.com/privacy/explanation>.