**General Privacy Notice: Social Media Data in Research**

This is a general privacy notice for people whose data is collected during research projects focussed on users of social media and the content of information posted on social media applications.

It sets out the general ways in which the University of York gathers, uses, stores and shares your data. It also sets out how long we keep your data and what rights you have in relation to your data under the General Data Protection Regulation (GDPR).

For the purposes of this privacy notice, University of York is the [Data Controller](https://www.york.ac.uk/records-management/dp/guidance/privacynotices/) as defined in the General Data Protection Regulation. We are registered with the Information Commissioner’s Office and our entry can be found [here](https://ico.org.uk/ESDWebPages/Entry/Z4855807). Our registration number is: Z4855807.

**Where do we get your data from?**

Unless otherwise specified in relation to a particular research project, data are collected directly from publicly accessible social media sources, including but not limited to Twitter, Facebook, Reddit, etc.

**What data do we have?**

Unless otherwise specified in relation to a specific research project, aggregate-level data and specific social media posts.

**How do we use your data and what is our legal basis for processing your data?**

Data will be processed to advance ethically-approved research projects at the University and benefit society as a whole. In line with our charter which states that we advance learning and knowledge by teaching and research, the University processes personal data for research purposes under Article 6 (1) (e) of the GDPR: “*Processing is necessary for the performance of a task carried out in the public interest.”*

Where special category is also processed the University will typically also rely on Article 9 (2) (j) of the GDPR: “*Processing is necessary for archiving purposes in the public interest, or scientific and historical research purposes or statistical purposes in accordance with Article 89 (1).”*

**Who do we share your data with?**

Depending on the nature of the research project, data may be shared with third parties such as:

* Researchers and collaborators at other institutions;
* Grant funding agencies;
* Data warehouse and archiving facilities

Additional information about data sharing will be identified in privacy notices for specific research projects.

**Further information**

For further information on how the University uses your data and your rights under data protection legislation see, <https://www.york.ac.uk/records-management/dp/your-info/generalprivacynotice/>.