

Sirius A Private Instagram Guidelines

Unofficial Sirius A Document

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1 Instagram Description

The Sirius A private Instagram will be available for all current and past active members of Sirius A, who are still a member or donor of the association, to share less serious content. The content will only be visible to people following the account, and anyone following the account must be admitted. This document describes who manages the content, what content should and shouldn't be posted, and how we make sure people agree to being on the Instagram feed, to ensure Sirius A does not violate privacy. Although the private Instagram account is somewhat unofficial, it will still be handled professionally.

2 Who is able to see the content

The content will only be visible to people following the account, which will be restricted to current and past active members of Sirius A, who are still a member or donor of the association. This would make it so that one would not have to stop following the account once they stop being an active member of the association, but in order to make it fair for all members, active members of previous years will be able to follow the account as long as they specify and have proof of which committee they were once part of. Past active members who are not members of the association anymore will be removed from the followers list of the account.

The guidelines for how media is being handled is in adherence to our privacy policy and GDPR, and follow the same rules applied to all other promotional material used by Sirius A.

2.1 Non-members accessing their own data

Any person who no longer has the rights to follow the private Instagram account should be able to know which images are posted in which they are recognizable.

They can do this by supplying the account manager with their legal name / email (see the protocol for deleting all members data). The account holder should show the non-active member which images they are recognizable in. The account holder should NOT send them the images digitally, as there might be other people visible in the image, which would constitute a breach of privacy. Any person does retain the right to request deletion of the media mentioned above.

3 Who will manage the content

The account manager mentioned above is a designated person on the Sirius A board. This year it will be the Commissioner of Public Relations, and subsequent years the board will have to decide for themselves who will manage the private social media account.

Every year, the new account manager should change the login information to ensure that access to the social media account keeps being controlled. The old account manager must delete any copy of the follower lists. The same rules apply to the list keeping track of who is visible in what picture.

4 Which content gets posted?

Whatever content is posted is up to the discretion of the account manager. They can choose to post requests of members, but they are always the final person responsible for the content. The content should not involve any illegal activities, and every person recognizable in the picture must consent to being present in that specific image. It is the responsibility of the account manager to ensure this. This can be done through verbally/digitally asking, or through the button policy.

The account manager must also make sure that no photos including people wearing the *"no picture" buttons* gets posted. The rules regarding this will therefore be the same as the ones applying to the main Instagram account of Sirius A.

5 Protocol if someone does not want to be on the account

It is very possible people change their mind about being recognizable in content posted on the private social media account. Sirius A makes the hurdle to remove content as low as possible for them. There are 2 main scenarios: Someone does not want to be in any specific picture or someone does not want to be in any picture.

5.1 Doesn't want to be in a specific picture

If a member does not want to be in a specific picture, they can specify which picture this is, make it known to the account manager and the account manager will delete the image as soon as possible.

5.2 Does not want to be in any picture

If a member does not want to be visible in any picture posted on the social media account, they should notify the account manager. The account manager has the responsibility to delete all images where the member is visible.

The account manager should keep track of who is in what image when posting to streamline this process, and make it easier for future account managers to retroactively be able to remove the data, while making it as easy as possible for members to get their data removed. The account manager can keep track of this by the members legal name and email. It is very likely that not both of these identifiers change. When a member requests their data to be removed, the account manager can request multiple possible email addresses if the member is unsure whether their email has changed and check all of them. The legal name is saved to ensure this process goes correctly.

According to our privacy policy, past members' name and email are retained, which is why they serve as the handle to the content used. Should a past member request full deletion of their data, this can mean the handle on content is lost. Therefore Sirius A will always request if the past member also wants their content on the private instagram account deleted. If not, it is possible without any handle this will not be possible in the future.

6 Other considerations

The Private Sirius A Instagram will not interact with other accounts. It should remain a fun gimmick for (active) members; it is not used for promotion. That is what the main account is for.

Note that it is possible for (active) members to screenshot and distribute content posted on the private Instagram account without any knowledge of the account manager. Although we do not encourage screenshotting and reposting any content from the account, anyone posted on the private Instagram has to be aware of this when choosing whether to consent to content involving them to be published. Sirius A is not responsible for any consequence of the content posted beyond that directly in their control.

7 What data is retained

To summarize what data is retained in relation to the private instagram account, who has access to this data, and for how long it is retained, see the following table. This is only applicable to separate information storage related solely to

the private instagram account, and is by no means applicable to any other data stored by Sirius A. The Sirius A privacy policy at all times should supersede these guidelines. It is at all times the responsibility of the account manager to make sure the data saved is in accordance to these guidelines and the privacy policy.

8 What data is retained

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Data field	Who can modify	Who can access	Retention period
Full name	PR/Account Manager	PR/Account Manager	Until deletion from Sirius A is requested
Email	PR/Account Manager	PR/Account Manager	Until deletion from Sirius A is requested
Phone number	PR/Account Manager	PR/Account Manager	Until deletion is requested or automatic deletion from the Sirius A members administration
Instagram handle	PR/Account Manager	PR/Account Manager	Until the person no longer qualifies for following the private account and is removed from the follower list
Media + descriptions	PR/Account Manager	All current and past active members	Until deletion is requested

Table 1: Data retention guidelines for the private Instagram account