

TE Data Protection

Points to consider when adding content on a website

1. **Content** – Generally, it is necessary to consider what you want to show, why and to whom.
2. Use of **Photos** - The consent of the person (data subject) is necessary, unless the person has a public personality (provided that the person is shown with a positive image). Consent should be given 'freely', so it needs to be clear to the person that there are no disadvantages in saying no they do not want their photo to be used. Remember consent can be withdrawn at any moment, so you have to foresee this eventuality.
3. Use of **organigrams** – It is necessary to question if showing organigrams to the public is really necessary. What is the purpose of showing the organigram.
4. The use of a **generic e-mail** could be a good alternative on public pages to reduce spamming.
5. If the content is only visible with a **CERN login in**, only show the content internally at CERN, not to the outside (separate public/internal only content).
6. Bear in mind that the **phonebook** will no longer be public in the next months.
7. **Use of names/roles** – consider if the person is known outside of CERN, does the name need to be shown to external institutes? Consider the context and put yourself in the shoes of a complainant. Would the person want his/her name to be shown?
8. Consider **security** aspects with respect to web page content particularly concerning public pages.