



04 March 2019

ADVISORY OPINION

Reference No. DPO 19-08

FOR : ██████████
██████████

SUBJECT : **DELETION OF SOCIAL MEDIA POST**

Dear ██████████:

We respond to your request for advice on a request to delete a social media post of the ██████████ reminding people to first secure permission before posting UP Diliman.

We acknowledge that the ██████████ has a *legitimate purpose*¹ in making social media posts to perform its function of providing information literacy. It is admirable that the ██████████ is active in fulfilling this function. As of the date of this Advisory Opinion, we noticed that your social media post in question can no longer be accessed. Nonetheless, as service to your good office, we still render this Advisory Opinion.

It should be noted that a person's social media account is attributable to that person and hence is classified as personal information.² As such, the posting of a picture containing a person's social media account violates such person's data privacy rights, more so in this case where the person claims that someone else, without his consent, placed his advertisement in the unauthorized place.

To balance the legitimate exercise of the ██████████'s purpose of information literacy, the following options are suggested:

Option 1

The ██████████'s social media post may be edited in such a way that the Instagram account of the person involved is masked or redacted in the picture.

Option 2

The ██████████ may delete the post in question and, to fulfill its information literacy function, make a replacement post that does not include any personal information.

Please feel free to reach out for additional concerns.

¹ Implementing Rules and Regulations of the Data Privacy Act of 2012, Section 18(b).

² Data Privacy Act of 2012, Section 3(g).

Yours,

(Sgd.) Elson B. Manahan
Data Protection Officer
University of the Philippines Diliman