



EUROPEAN COMMISSION

PROTECTION OF YOUR PERSONAL DATA

This privacy statement provides information about the processing and the protection of your personal data.

Processing operation: “Business4Change Hackathon - New Business Models for the Circular Economy” (hereinafter the “Business4Change Hackathon”)

Data Controller: European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, Unit F.1 - Industrial Strategy and Value Chains (hereinafter “DG GROW Unit F.1”, the Data Controller)

Record reference: [DPR-EC-01063](#)

Table of Contents

1. Introduction
2. Why and how do we process your personal data?
3. On what legal ground(s) do we process your personal data?
4. Which personal data do we collect and further process?
5. How long do we keep your personal data?
6. How do we protect and safeguard your personal data?
7. Who has access to your personal data and to whom is it disclosed?
8. What are your rights and how can you exercise them?
9. Contact information
10. Where to find more detailed information?

1. Introduction

The European Commission is committed to protect your personal data and to respect your privacy. The Commission collects and further processes personal data pursuant to [Regulation \(EU\) 2018/1725](#) of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data.

This privacy statement explains the reason for the processing of your personal data in the context of the Business4Change Hackathon. It explains the way we collect, handle and ensure protection of all personal data provided, how that information is used and what rights you have in relation to your personal data. It also specifies the contact details of the responsible Data Controller with whom you may exercise your rights, the Data Protection Officer and the European Data Protection Supervisor.

The information in relation to processing operation “Business4Change Hackathon - New Business Models for the Circular Economy”, undertaken by DG GROW Unit F.1 of the European Commission, is presented below.

2. Why and how do we process your personal data?

Purpose of the processing operation: DG GROW Unit F.1 collects and further processes your personal data to provide you with information about the Business4Change Hackathon (before, during and after) and to process your application for participation in the event, either as (1) challenge owner, (2) expert or (3) participant.

Web-streaming and audio-visual recording at the Business4Change Hackathon, including preparatory meetings and webinars, of the speakers (including challenge owners and experts), organisers and participants, as well as photographs of the speakers and participants, attendees and organisers will be taken and may be published in the context of the Business4Change Hackathon both offline (e.g. in the form of print publications issued under the responsibility of the Commission or the service providers listed in section 7) and online (e.g. on the Commission's "europa.eu" website and on the European Commission's or its service providers' channels on third-party IT tools, in particular also on social media sites).

The audience of the event (excluding challenge owners, experts and participants) will not be photographed individually or in groups. They may however appear on panoramic photographs of the whole event/audience.

Participants that do not wish to be part of the above web-streaming and recording/publishing activities have the possibility to object to processing by sending an e-mail to the organiser prior to the event or activity taking place, via the functional mailbox GROW-F1@ec.europa.eu.

Your personal data will not be used for any automated decision-making, including profiling.

3. On what legal ground(s) do we process your personal data?

The processing operations on personal data, linked to the organisation, management, follow-up and promotion of the Business4Change Hackathon (including web-streaming, photos, audio-visual recording) are necessary for the management and functioning of the Commission, as mandated by the Treaties. Those provisions are in particular, Article 11 of the Treaty on European Union and Article 15 as well as Article 173 of the Treaty on the Functioning of the European Union.

Consequently, those processing operations are lawful under Article 5(1)(a) of Regulation (EU) 2018/1725 (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 Union institution or body).

We process your personal data based on your consent for one or more specific purposes as listed in the section below, respectively for: (1) challenge owners, (2) experts or (3) participants. Depending on your category of interested person, your consent is required for:

(1) Challenge Owner:

- the processing of your personal data relating to your dietary requirements and/or access requirements;
- the sharing of the participants list containing your name and affiliation among participants, challenge owners and experts, in order to create working groups to continue the collaborative work launched in the context of the Business4Change Hackathon;
- the processing of your personal data for inviting you to future events the data controller may organise;

- the processing of your personal data for managing your subscription to a newsletter of the data controller.

(2) Expert:

- the processing of your personal data relating to your dietary requirements and/or access requirements;
- the sharing of the participants list containing your name and affiliation among participants, challenge owners and experts, in order to create working groups to continue the collaborative work launched in the context of the Business4Change Hackathon;
- the processing of your personal data for inviting you to future events the data controller may organise;
- the processing of your personal data for managing your subscription to a newsletter of the data controller.

(3) Participant:

- the sharing of the participants list containing your name and affiliation among participants, challenge owners and experts in order to create working groups to continue the collaborative work launched in the context of the Business4Change Hackathon;
- the processing of your personal data relating to your dietary requirements and/or access requirements;
- the processing of your personal data for inviting you to future events the data controller may organise;
- the processing of your personal data for managing your subscription to a newsletter of the data controller.

If you opt-in, you are giving us your explicit consent under Article 5(1)(d) of Regulation (EU) 2018/1725 to process your personal data for those specific purposes. You can give your consent via a clear affirmative act by ticking the box(es) on the online registration/application form.

Your consent for these processing operations can be withdrawn at any time:

- for unsubscribing from the newsletter, please click on the unsubscribe button at the bottom of the respective newsletter email, reply to the email mentioning your wish to unsubscribe or send an email to info@ebsummit.eu.
- for withdrawing consent that you have provided for other purposes, please contact the controller of the meeting/event via the functional mailbox GROW-F1@ec.europa.eu.

4. Which personal data do we collect and further process?
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The following personal data will be processed:

- contact details (such as function/title, first name, last name, name of organisation, city, country, e-mail address, telephone number);
- personal information (such as education, professional experience, professional affiliation, languages, motivation, relevant skills and expertise) as provided in the application form;

- audio-visual recordings (including web-streaming and webinars) as well as photos taken in the context of the Business4Change Hackathon;
- dietary or specific access requirements (if any).

5. How long do we keep your personal data?

The Data Controller only keeps your personal data for the time necessary to fulfil the purpose of collection or further processing.

For each of the categories of personal data that is processed, please find below the retention details and the reference to the relevant record of processing:

- All personal data related to the organisation and management of the Business4Change Hackathon (this includes the information given during the registration, before, during or after the event) will be deleted **2 years** after the last action in relation to the Business4Change Hackathon.
- Sensitive personal data relating to dietary and/or access requirements will be deleted as soon as they are no longer necessary for the purpose for which they have been collected in the framework of the meeting or event, but no later than within 1 month after the end of the Business4Change Hackathon.
- Recordings from the web-streamed Business4Change Hackathon and related webinars will be kept for up to **2 years** before being deleted. More information is available in the Record of Processing DPR-EC-00306 (Web-streaming of Commission events).
- In case of audio-visual recording of the Business4Change Hackathon, the recordings will be kept for up to **2 years** after the Business4Change Hackathon before being deleted. More information is available in the Record of Processing DPR-EC-01937 (Audio-visual recording of meetings).
- Personal data shared with the controller for future mailing purposes (e.g., for receiving newsletters or invitations to similar events) are processed as long as your consent is valid.
- Selected service providers for organisational purposes (such as caterers, travel agents or event management organisations, including the consortium delivering the hackathon) are contractually bound to process personal data on behalf of and in line with the instructions of the data controller, keep confidential any data they process and protect it from unauthorised access, use and retention.

6. How do we protect and safeguard your personal data?

All personal data in electronic format (e-mails, documents, databases, uploaded batches of data, etc.) are stored either on the servers of the European Commission or of its contractors. All processing operations are carried out pursuant to [Commission Decision \(EU, Euratom\) 2017/46](#) of 10 January 2017 on the security of communication and information systems in the European Commission.

In order to protect your personal data, the Commission has put in place a number of technical and organisational measures. Technical measures include appropriate actions to address online security, risk of data loss, alteration of data or unauthorised access, taking into consideration the risk presented by the processing and the nature of the personal data being processed. Organisational measures include restricting access to the personal data solely to authorised persons with a legitimate need to know for the purposes of this processing operation.

The Commission's contractors are bound by a specific contractual clause for any processing operations of your personal data on behalf of the Commission. The processors have to put in

place appropriate technical and organisational measures to ensure the level of security, required by the Commission.

7. Who has access to your personal data and to whom is it disclosed?

Access to your personal data is provided to the Commission staff responsible for carrying out this processing operation and to other authorised Commission staff according to the “need to know” principle. Such staff abide by statutory, and when required, additional confidentiality agreements.

Where necessary, we may also share your information with service providers for the purposes of organising the Business4Change Hackathon:

Service provider 1:

VVA Brussels
Avenue des Arts, 11
1210 Brussels, Belgium

Service provider 2:

European Business Summit
Rue du Belvédère, 28
1050 Brussels, Belgium

The publication of personal data is possible, based on your consent, for the following:

- web-streaming and audio-visual recordings, as well as photographs;
- the list of participants in the digital event app of the European Business Summit.

The information we collect will not be given to any third party, except to the extent and for the purpose we may be required to do so by law.

Cookies

Cookies are short text files stored on a user’s device (such as a computer, tablet or phone) by a website. Cookies are used for the technical functioning of a website (functional cookies) or for gathering statistics (analytical cookies).

The registration for the Business4Change Hackathon takes place via a Commission website. The cookies employed by the Commission on the registrant’s device for that purpose will be covered by the cookie policy of the Commission, which is available here: https://ec.europa.eu/info/cookies_en.

Cookies are stored by Europa Analytics, the corporate service which measures the effectiveness and efficiency of the European Commission's websites on EUROPA. More information is available in the Record of Processing DPR-EC-00685 (Europa Analytics).

Enabling these cookies is not strictly necessary for the website to work but it will provide you with a better browsing experience. You can delete or block these cookies, but if you do that, some features of the meeting/event website may not work as intended.

The cookie-related information is not used to identify data subjects personally and the pattern data is fully under the Commission's control. These cookies are not used for any purpose other than those described here.

Should you wish to opt your personal data out of our anonymised, aggregated statistics, you can do so on our cookies page. In particular, you can control and/or delete those cookies as you wish.

Third party IT tools, including Social Media

The Commission and its service providers (see section 7) use third party IT tools to inform about and promote the Business4Change Hackathon through widely used communication channels, including social media. For detailed information about the use of social media by the European Commission, see the Record of Processing DPR-EC-00073 (Social Media Use by the European Commission).

Videos related to the Business4Change Hackathon may appear, amongst others, on the YouTube channel of the European Business Summit and you can follow links from our website to the relevant profiles on Twitter, Facebook, Instagram and LinkedIn.

In order to protect your privacy, our use of third party IT tools to connect to those services does not set cookies when our website pages are loaded on your computer (or other devices), nor are you immediately redirected to those social media or other websites. Only in the event that you click on a button or "play" on a video to watch it, a cookie of the social media company concerned will be installed on your device. If you do not click on any social media buttons or videos, no cookies will be installed on your device by third parties.

In order to view such third-party content on our websites, a message will alert you that you need to accept those third parties' specific Terms and Conditions, including their cookie policies, over which the Commission has no control.

We recommend that users read the relevant privacy policies of (e.g. [Twitter](#), [LinkedIn](#), [Instagram](#), [YouTube](#)) carefully before using them. These explain each company's policy of personal data collection and further processing, their use of data, users' rights and the ways in which users can protect their privacy when using those services.

The use of a third party IT tool does not in any way imply that the European Commission endorses them or their privacy policies. In the event that one or more third party IT tools are occasionally unavailable, we accept no responsibility for lack of service due to their downtime.

8. What are your rights and how can you exercise them?

You have specific rights as a 'data subject' under Chapter III (Articles 14-25) of Regulation (EU) 2018/1725, in particular the right to access, your personal data and to rectify them in case your personal data are inaccurate or incomplete. Where applicable, you have the right to erase your personal data, to restrict the processing of your personal data, to object to the processing, and the right to data portability.

You have the right to object to the processing of your personal data, which is lawfully carried out pursuant to Article 5(1)(a) of Regulation (EU) 2018/1725 on grounds relating to your particular situation.

You have consented to provide your personal data to the data controller for the present processing operation. You can withdraw your consent at any time by notifying the data controller by writing to GROW-F1@ec.europa.eu. The withdrawal of your consent will not affect the lawfulness of the processing carried out before you have withdrawn the consent.

You can exercise your rights by contacting the data controller, or in case of conflict the Data Protection Officer. If necessary, you can also address the European Data Protection Supervisor. Their contact information is given under Heading 9 below.

Where you wish to exercise your rights in the context of one or several specific processing operations, please provide their description (i.e. their Record reference(s) as specified under Heading 10 below) in your request.

Any request for access to personal data will be handled within one month. Any other request mentioned above will be addressed within 15 working days.

9. Contact information

- The Data Controller

If you would like to exercise your rights under Regulation (EU) 2018/1725, or if you have comments, questions or concerns, or if you would like to submit a complaint regarding the collection and use of your personal data, please feel free to contact the Data Controller via the functional mailbox GROW-F1@ec.europa.eu.

- The Data Protection Officer (DPO) of the Commission

You may contact the Data Protection Officer (DATA-PROTECTION-OFFICER@ec.europa.eu) with regard to issues related to the processing of your personal data under Regulation (EU) 2018/1725.

- The European Data Protection Supervisor (EDPS)

You have the right to have recourse (i.e. you can lodge a complaint) to the European Data Protection Supervisor (edps@edps.europa.eu) if you consider that your rights under Regulation (EU) 2018/1725 have been infringed as a result of the processing of your personal data by the data controller.

10. Where to find more detailed information?

The Commission Data Protection Officer (DPO) publishes the register of all processing operations on personal data by the European Commission, which have been documented and notified to him. You may access the register via the following link: <http://ec.europa.eu/dpo-register>.

This specific processing operation has been included in the DPO's public register with the following Record reference: [DPR-EC-01063](#).