



EUROPEAN COMMISSION

Directorate-General for Communication
Strategy and Corporate Campaigns Unit B1

PRIVACY STATEMENT

“COMMUNICATION PLAYBOOK” WEEKLY NEWSLETTER

1. Introduction

This privacy statement explains the reason for the processing, the way we collect, handle and ensure protection of all personal data provided, how that information is used and what rights you may exercise in relation to your data (the right to access, rectify, block etc.).

The European institutions are committed to protecting and respecting your privacy. As this service collects and further processes personal data, Regulation (EU) N°2018/1725¹, of the European Parliament and of the Council of 23 October 2018 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, is applicable.

2. Why do we process your data?

This statement concerns the weekly newsletter “Communication Playbook” distributed by the European Commission’s Directorate-General for Communication Unit B1 - Strategy and Corporate Campaigns.

3. Which data do we collect and process?

We only collect your email address.

4. How long do we keep your data?

We will keep your email in our databases for five years after the newsletter services you have subscribed to have ceased to operate, and then remove it permanently. If you unsubscribe, your personal data is permanently deleted. If you modify your email, no history or previous versions are kept.

5. How do we protect your data?

All data is stored on the servers of the European Commission, the operations of which abide by Commission Decision (EU, Euratom) 2017/46 concerning the security of information systems used by the European Commission.

¹ [Regulation \(EU\) N° 2018/1725](#) (OJ L 295 of 21/11/2018).

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

Only a limited number of persons working with the European Commission and specifically authorized to operate in the dedicated software environment have access to your personal data. Such persons abide by confidentiality agreements. We do not disclose any personal data to third parties.

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

You can verify which personal data is stored on your behalf, have it modified, respectively corrected or deleted, by contacting the Data Controller as specified below under point 8 or directly and automatically by following the link included in the emails you receive from us.

You can also withdraw your consent to receive the email alerts at any point by using the link included in all messages we send you.

8. Contact information

If you have comments or questions, any concerns or a complaint regarding the collection and use of your personal data, please feel free to contact the Data Controller using the following contact information:

The Data Controller:

DG COMM Strategy and Corporate Campaigns Unit B1
Rue de la Loi 200 / Wetstraat 200 1040 Brussels, Belgium
Postal address: building BERL - 1049 Brussels, Belgium
Email: COMM-PLAYBOOK@ec.europa.eu.

The Data Protection Officer of the European Commission: DATA-PROTECTION-OFFICER@ec.europa.eu.

You can lodge a complaint with the European Data Protection Supervisor (EDPS): edps@edps.europa.eu.

9. Where to find more detailed information

The Commission Data Protection Officer publishes the register of all operations processing personal data. You can access the register on the following link: <http://ec.europa.eu/dpo-register>