



EUROPEAN EDUCATION AND CULTURE
EXECUTIVE AGENCY (EACEA)

CREATIVE EUROPE MEDIA STANDS AND EVENTS

Data Protection Notice

The European Education and Culture Executive Agency ("EACEA") is committed to preserving the protection of your personal data. This notice provides information on your rights in relation to data protection and on how your personal data are processed by EACEA in accordance with Regulation (EU) No 2018/1725 on the protection of personal data by the Union institutions, bodies, offices and agencies¹ ("the Data Protection Regulation").

EACEA intends to organise events and promotional activities, including stands, at major audiovisual and gaming markets.

1. Who is responsible for processing your personal data (data controller)?

The controller is EACEA, BE-1049 Brussels

The person designated as being in charge of the processing operation is the Head of Unit of EACEA B2 MEDIA.

The contact Email address is EACEA-MEDIA-PROMO@ec.europa.eu.

2. For which purpose do we process your data?

Your personal data are collected and used to:

- **manage event participation**, including registration, sending agendas and practical information, and sharing post-event feedback questionnaires;
- **document the event** by taking photographs, videos and recordings, subject to consent;
- **communicate with participants and subscribers**, including sending newsletters, - invitations to future activities, and surveys, all subject to consent.

This is because EACEA is mandated by the European Commission to implement the CREATIVE EUROPE Programme.

The Creative Europe MEDIA unit of EACEA and the Audiovisual Industry and Media Support Programme unit of DG CONNECT organise events and promotional activities, including MEDIA umbrella stands, at major audiovisual markets. These are aimed in particular at independent European companies offering strong content or audiovisual services with international potential.

Organisation and management of the events and promotional activities: participants can register for the MEDIA umbrella stands and publish their work on the website MEDIA umbrella stands (<https://media->

¹ Regulation (EU) 2018/1725 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, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC Text with EEA relevance, OJ L 295, 21.11.2018, p. 39.

umbrella-stands.eu/). Upon their explicit consent via email, data subjects can be contacted for the purpose of being informed of upcoming activities by email.

These activities are outsourced to the contractors and sub-contractors supporting the EACEA to implement the activities.

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

3. Which personal data are processed?

In order to carry out the processing operation, the following data may be processed:

- Names, surnames;
- Gender;
- Function, professional occupation, company profile;
- contact details (address, email address, business telephone/GSM numbers);
- Photos and related consent;
- For recorded meetings: photos, videos and meeting recordings and related consent

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

Access to your personal data is provided to the EACEA staff responsible for carrying out this processing operation and to any authorised staff according to the “need to know” principle. Such staff abide by statutory confidentiality obligations.

The following recipients may also have access to your personal data:

- Authorised staff of the European Commission (such as DG CONNECT) and other EU institutions and bodies: the EACEA.
- Authorised staff of the EACEA’s contractor acting as processor: Instant News Services (INS) and its sub-processors, all bound by contractual confidentiality requirements:
 - Creative and production subcontractors: Kubix, Tangram, External Reference, Folks, and Biborg, which support the delivery of events, stands and promotional materials. See INS privacy policy: <https://ins.brussels/legal/privacy-policy-2/>.
 - Software sub-processor for email distribution: Brevo (Sendinblue SAS, France), used by INS to manage and distribute newsletters and event communications. Brevo processes first name, last name, title, company name and email address from potential participants, and stores personal data on servers located in the European Union (France, Germany, and Belgium). Please consult their privacy policy via this link: <https://www.brevo.com/legal/privacypolicy/>.

Please note that only the data mentioned in this data protection notice and in line with the conditions stipulated herewith are processed by the contractors.

- DG DIGIT acting as processor for EACEA and its contractor Microsoft for the use of TEAMS (see in particular Part 7 of the [Privacy Statement for M365](#)) and CISCO for the use of WEBEX/ web conference service (see in particular Part 7 of the [Privacy Statement for WEBEX](#));
- Other participants of the event based on consent for sharing participants’ list;

- Public access for data published on <https://media-umbrella-stands.eu/> websites and/or on the social media of the DG CONNECT (X, Instagram, Facebook, etc.).

In the context of TEAMS, your data may be transferred to the U.S and to other third countries in certain circumstances as specified in the [Privacy Statement for M365](#). This transfer is based on the Adequacy Decision adopted by the European Commission for the EU-U.S. Data Privacy Framework and, for other third countries, on derogations as per Article 50 of the Data Protection Regulation because the transfer is necessary for important reasons of public interest as recognized in the Union law listed in section 9 of this notice.

In the context of Webex, your data may be transferred to the UK and the U.S. in certain circumstances as specified in the above Privacy Statement. This transfer is based on the Adequacy Decisions adopted by the European Commission with the U.S. and with the UK respectively.

The following third-party tools and services are used: online audience interaction tool (SLIDO) in accordance with its privacy policy which can be found here: <https://ec.europa.eu/dpo-register/detail/DPR-EC-06687>. SLIDO users not willing to share their personal data with this tool can simply reply anonymously. As SLIDO was acquired by Cisco Systems, Inc., personal data may be transferred to Cisco.

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.

In addition, data may be disclosed to public authorities in accordance with Union and Member State law such as the European Court of Justice, the relevant national judge as well as the lawyers and the agents of the parties in case of legal proceedings, the Investigation and Disciplinary Office of the European Commission (IDOC), the competent Appointing Authority in case of a request or a complaint lodged under Articles 90 of the Staff Regulations, the European Anti-Fraud Office (OLAF), the Internal Audit Service of the Commission (IAS), the Court of Auditors, the European Ombudsman, the European Data Protection Supervisor (EDPS) and the European Public Prosecutor's Office (EPPO).

5. How long do we keep your personal data?

EACEA

EACEA only keeps your personal data for the time necessary to fulfil the above-mentioned purpose and follows the Common Retention List of the European Commission (CRL).

Data must be retained for 10 years starting from the payment of the balance of the last specific contract issued under the Framework Contract. This is compliant with the Common Commission level retention list for European Commission files – Second revision SEC(2019)900/2 of 9 July 2019, file type 12.6.1.C Financial management.

Contractor

Data must be retained for a period of five years starting from the payment of the balance of the last specific contract issued under the Framework Contract (according to Article II.24.1 of the Framework contract). The contractor will delete the data upon instructions of EACEA after the end of the 5-year period.

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

Relevant organisational and technical measures are taken by EACEA to ensure the security of your personal data.

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. Access to your data is done via authentication system on an individual basis through user-ID and password. Your data resides on the servers of the European Commission, which abide by strict security measures implemented by the European Commission (DG DIGIT) to protect the security and integrity of the relevant electronic assets. EACEA is also bound by Commission Decision 2017/46 of 10/1/17 on the security of communications & information systems in the EC.

EACEA's contractors are bound by a specific contractual clause for any processing operations of your data on behalf of EACEA and by the confidentiality obligations deriving from the transposition of the General Data Protection Regulation in the EU Member States ('GDPR' Regulation (EU) 2016/679).

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

Under the provisions of the data protection regulation, you have the right to request to the controller to access the personal data that EACEA holds about you and to have your personal data rectified in case your personal data are inaccurate or incomplete.

Where applicable, you have the right to request the erasure of your personal data and to restrict the processing of your personal data.

You are also entitled to object to the processing of your personal data on grounds relating to your particular situation at any time unless EACEA demonstrates compelling and overriding legitimate grounds or in case of legal claims.

You have the right to data portability

When processing is based on your consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of the processing before such a withdrawal.

To exercise the above-mentioned rights, users can contact the contractor and sub-contractors (creativeeuropemedia@ins.brussels). Data subjects can also contact directly the data controller via the email address above.

However, the data controller may restrict the rights of the data subjects based on Article 25 of the Data Protection Regulation, in exceptional circumstances and with the safeguards laid down in the Regulation. Such restrictions are provided for in the internal rules adopted by EACEA and published in the [Official Journal of the European Union](#).²

Such a restriction will be proportionate, limited in time, and respect the essence of the above-mentioned rights. It will be lifted as soon as the circumstances justifying the restriction are no longer applicable. In principle, you will be informed on the principal reasons for a restriction unless this information may cancel the effect of the restriction. A more specific data protection notice may apply in such case.

² <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32021Q0317%2801%29>

8. Contact Information

If you have questions or wish to exercise your rights under the Data Protection Regulation or if you want to submit a complaint regarding the processing of your personal data, you are invited to contact the data controller (see contact details above).

You can also contact the Data Protection Officer of EACEA at the following email address: eacea-data-protection@ec.europa.eu.

You may lodge a complaint with the European Data Protection Supervisor: <http://www.edps.europa.eu>.

9. On which legal basis are we processing your personal data?

We process your personal data, because:

- 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 (as laid down in Union Law);
- the data subject has given consent to the processing of his or her personal data for one or more specific purposes (see section 2 of this notice).

The following Union laws are the basis for such processing:

- Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 on the financial rules applicable to the general budget of the Union (recast);
- Council Regulation 58/2003 of 19 December 2002, laying down the Statute for executive agencies to be entrusted with certain tasks in the management of EU programmes ;
- Commission Implementing Decision (EU) 2021/173 of 12 February 2021 establishing the European Education and Culture Executive Agency;
- Commission Decision C(2021)951 of 12 February 2021 delegating powers to the European Education and Culture Executive Agency with a view to the performance of tasks linked to the implementation of Union programmes in the field of education, audiovisual and culture, citizenship and solidarity;
- Regulation (EU) 2021/818 establishing the Creative Europe Programme;