

Data Protection Statement/Privacy Statement on the processing of personal data in the procedure/context of General Media and Broadcaster contact details

The protection of your privacy is of the utmost importance to the European Union Intellectual Property Office ('EUIPO' or 'us' or 'the controller'). The Office is committed to respecting and protecting your personal data and ensuring your rights as a data subject. All data of a personal nature, namely data that can identify you directly or indirectly, will be handled fairly, lawfully and with due care.

This processing operation is subject to 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.

The information in this communication is provided pursuant to Articles 15 and 16 of Regulation (EU) 2018/1725.

1. What is the nature and the purpose(s) of the processing operation?

The purpose(s) of the processing of your personal data is/are:

We process this data to provide media with content about the Office that they request. This can take the form of press releases linked to Office outputs or individual requests from journalists based on I-related stories they are covering themselves.

2. What personal data do we process?

The categories/types of personal data processed are the following: This data consists of contact names, email addresses and sometimes phone numbers of journalists across the EU and beyond. The data is organised per category, with each category corresponding to the media sector to which a particular journalist belongs.

Specifically, we collect the following personal data:

Name of journalist/media professional
Email of journalist/media professional
Telephone number of journalist/media professional
Name of media
Category division
Role of the journalist/media professional

3. Who is responsible for processing the data?

This processing operation is carried out under the responsibility of the EUIPO. The processing of personal data is managed by the Communication and Media Relations Service, acting as the delegated data controller.

Personal data are processed by Editorial team of Communication and Media Relations Service.

4. Who has access to your personal data and to whom are they disclosed?

The personal data is disclosed to the following recipients:

The information concerning General Media and Broadcaster contact details will only be shared with people necessary for the implementation of such measures *on a need to know* basis. The data are not used for any other purposes nor disclosed to any other recipient.

The information in question will not be communicated to third parties, except where necessary for the purpose(s) outlined above.

Personal data are not intended to be transferred to third country.

5. How do we protect and safeguard your information?

We implement appropriate technical and organisational measures in order to safeguard and protect your personal data from accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to them.

All personal data related to General Media and Broadcaster contact details procedures are stored in secure IT applications (e.g. ShareDox/HR Portal) according to the security standards of the Office as well as in specific electronic folders accessible only to the authorised recipients. Appropriate levels of *access are granted* individually only to the above recipients.

These include:

- Role-based access control to the systems and network
- Logical security hardening of systems, equipment and network
- Physical protection via secure Data Centre

Security measures are periodically reviewed by external auditors (ISO 27001 and SOC 2)

6. How can you obtain access to information concerning you and, if necessary, rectify it? How can you receive your data? How can you request that your personal data be erased, or restriction or object to its processing?

You have the right to access, rectify, erase, and receive your personal data, as well as to restrict and object to the processing of you data, in the cases foreseen by Articles 17 to 24 of the Regulation (EU) 2018/1725.

If you wish to exercise any of these rights, please send a written request explicitly specifying your query to the delegated data controller at: DPOexternalusers@euipo.europa.eu.

Your request will be answered free of charge and without undue delay, and in any event within one month of receipt of the request. However, according to article 14 (3) of the Proposal for Regulation, that

period may be extended by two further months where necessary, taking into account the complexity and number of the requests. We shall inform you of any such extension within one month of receipt of the request, together with the reasons for the delay.

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7. What is the legal basis for processing your data?

Processing is based on Article 5.1 (a) of the Regulation (EU) 2018/1725: “processing is necessary for performance of tasks carried out in the public interest or in the exercise of official authority vested in the Union institution or body”.

Legal Instrument: personal data are collected and processed in accordance with the activities of the EUIPO Communication and Media Relations Service as outlined in Article 12 of Decision ADM.17-35.

8. How long do we store your data?

Your personal data will be kept only for the time necessary to achieve the purpose for which they will be processed

The different contacts in the list are constantly updated. Whenever contact does not wish to be part of the database. The data will be deleted from the lists.

9. Contact information

Should you have any queries/questions concerning the processing of your personal data, please address them to the data controller at: DPOexternalusers@euipo.europa.eu

You may consult EUIPO Data Protection Officer: DataProtectionOfficer@euipo.europa.eu.

10. Forms of recourse:

Complaints, in cases where the conflict is not resolved by the Data Controller and/or the Data Protection Officer, can be addressed at any time to the European Data Protection Supervisor: edps@edps.europa.eu.