

## **Data Protection Statement/Privacy Statement on the processing of personal data while subscribing to EUIPO newsletters**

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 EUIPO's newsletters ('Newsletter/s') contain a wide variety of IP-related communications, such as news on trade marks and designs, or invitations to seminars and workshops that are aimed at promoting the EU trade mark and design systems and other intellectual property rights.

As a subscriber of one or more of the Newsletter/s, your personal data is processed by the EUIPO to allow us to distribute the Newsletter/s.

In addition, aggregated and anonymised data is collected for statistical and quality control purposes. These statistics allow EUIPO to measure the impact of newsletters and help us to improve the quality of our communications to you.

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

### **2. What personal data do we process?**

The following personal data will always be processed:

- Email address
- Anonymised information on "opens and clicks"

The following personal data may be processed:

- Name and surname
- Country
- Preferred language
- Occupation
- "How have you heard about the EUIPO and the Newsletter?"
- Business type
- Areas of interest

### **3. Who is responsible for processing the data?**

This processing operation is carried out under the responsibility of the EUIPO.

Personal data is also processed by external providers, for sending email communications and for technical support.

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

The personal data collected is treated confidentially and only authorized EUIPO staff from the relevant units (see section 3) can access personal data.

To the extent necessary, access to data can be granted to authorized staff members of the service provider. Personal data is not intended to be transferred to third countries.

### **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.

Personal data associated with email communications is stored in secure IT applications according to the security standards of EUIPO. 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).

The number of your “opens and clicks” of the newsletters is tracked by the EUIPO on an anonymous basis.

As regards the technical and physical security measures implemented by the service provider, these include, among others:

- Multi-level firewall.
- Proven solutions for anti-virus protection and detection of intrusion attempts.
- Encrypted data transmission using SSL/https/VPN technology.  
Tier 3 and PCI DSS certified data centres.

### **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 your 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](mailto: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 your request. However, according to Article 14(3) of Regulation (EU) 2018/1725, this period may be extended by up to two further months where necessary, taking into account the complexity and number of the requests. We will inform you of any such extension within one month of receipt of the request, together with the reasons for the delay.

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

You have given consent to the processing of your personal data for the present processing operation when you subscribed to one or more of the EUIPO's Newsletter/s (Article 5(1)(d) Regulation (EU) 2018/1725).

By consenting to receive the newsletter/s, you are also consenting to the collection of anonymous data about your opens and clicks.

You can withdraw your consent at any time by sending an email to us at: [DPOexternalusers@euipo.europa.eu](mailto:DPOexternalusers@euipo.europa.eu) or by clicking on the "unsubscribe" link included in the communications sent to you.

## **8. How long do we store your data?**

The email marketing platform used by the EUIPO to send email communications stores data for the duration of the contract. In any case, the Office can delete, upon request and at any time, the data processed by the service provider directly from the Site using integrated deletion features. The data will be deleted automatically up to 100 days after the end of the contract (both database and back-ups).

## **9. Contact information**

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

You may consult EUIPO Data Protection Officer: [DataProtectionOfficer@euipo.europa.eu](mailto:DataProtectionOfficer@euipo.europa.eu).

## **10. Form of recourse**

If your request has not been responded to adequately by the data controller and/or DPO, you can lodge a complaint with the European Data Protection Supervisor at the following address: [edps@edps.europa.eu](mailto:edps@edps.europa.eu).