

Privacy Statement on the processing of personal data in relation to the Customer Department (CD) Events Management and Feedback

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 purpose of the processing operation?

The CD organises and manages different types of events with customers during the year (e.g.: IP for You, fairs, video-conferences, loyalty visits). These events can be face to face or virtual.

The promotion and invitation to an event (except for fairs) is initiated by the Information Centre who contacts EUIPO's customers directly by phone or email. The Office's external provider is in charge of the events online registration and logistics coordination. For further information, please consult [here](#).

Physical or virtual fairs, allowing networking and contact with the stakeholders and partners of the SME Programme, are organised by EUIPO, in order to allow exchange of information between the participants and the exhibitors, gather information and training needs of entrepreneurs, start-ups and European Union SMEs and promote intellectual property.

Some of the events (e.g. loyalty visits and video-conferences) can be entirely managed and coordinated by staff of the Customer Outreach Team of the CD. All personal data is gathered in a mission plan and mission report documents.

Event participants are requested to confirm attendance on a paper attendance list during the event (except for fairs). After the event, this list is further shared with the internal teams in charge of feedback at the CD.

Feedback from customers is generally gathered through surveys that are sent via email to the participants after the event. The Office's lime survey tool is used for these surveys. Any other feedback provided orally by a customer may also be collected. Some feedback can be gathered via emails, such as information and training needs of SMEs and start-ups related to intellectual property, in the context of fairs.

The purposes of this processing operation are:

- to organise and manage events, coordinate any required follow-up activities;
- to promote the EU trade mark and RCD systems, including EUIPO services;
- to manage user expectations and increase satisfaction levels by solving users' issues, and collect information and training needs of SMEs;
- to analyse data and identify areas of improvement for services rendered to the EUIPO's customers.

Your personal data is not intended to be used for any automated decision making, including profiling.

2. What personal data do we process?

The categories/types of personal data processed are the following:

- Customer's data:
 - PER ID
 - name
 - email
 - telephone number
 - feedback or testimonials
 - in the context of visits (e.g. IPforYou): photos, sounds, videos and audio-visual recordings. (Users will be informed of the processing of such data at the beginning of each event and a notice will appear in screens of the place of the event).
- EUIPO staff:
 - KUM name.

3. Who is responsible for processing the data?

Processing of personal data is carried out under the responsibility of the EUIPO.

Personal data may be processed by:

- the CD's internal teams in charge of customer engagement, management and feedback in joint cooperation with the IT teams in charge of maintenance of the IT systems;
- the Information Centre (First Line) services supported by external providers like the company eXTEL Contact Centre;
- external providers such as Deloitte and the events management provider 'Pomilio Blumm'.

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

Personal data is disclosed to the following recipients:

- The CD, and in particular, the Information Centre (First Line and Second Line) and the internal teams of Customer Feedback and Key User Management.
- Internal and external staff from the Digital Transformation Department for the technical maintenance of the IT tools.
- External providers such as Deloitte and the events management provider 'Pomilio Blumm'.
- In the context of visits (e.g. IPforYou): the list of participants can be shared with national intellectual property offices and other organisations co-organising the events with the EUIPO, and testimonials, photos, sounds, videos and audiovisual recordings can be published on EUIPO communication channels, or newflashes sent to all Key Users.

Information concerning data processing will only be shared with those people necessary for the implementation of such measures on a strictly need-to-know basis. The data is not used for any other purposes and is not disclosed to any other recipient.

Personal data is not intended to be transferred to third parties.

5. How do we protect and safeguard your information?

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

All personal data related to the management of user interactions is processed by integrated customer relationship management software that compiles information on customers and their interactions with the Office from several sources.

The Office also uses other systems/databases in which data is stored in a secure environment according to the standards of the Office, as well as in specific electronic folders accessible only to authorised recipients. Appropriate levels of access are granted individually only to the abovementioned recipients.

The database is password protected under a single sign-on system and automatically connected to the user ID. The e-records are held securely to safeguard the confidentiality and privacy of the data therein.

Everyone who deals with personal data in the context of the management of user interactions, at any stage, signs a confidentiality declaration that is kept in the folder of the procedure.

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 restrict / 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 provide for by Articles 17 to 24 of Regulation (EU) 2018/1725.

The right of rectification only applies to inaccurate or incomplete factual data processed within the management of user interactions.

If you would like to exercise any of these rights, please send a written query explicitly specifying your request to the delegated data controller.

Your request will be answered free of charge and without undue delay, and usually within 1 month of receipt of the request. However, according to Article 14(3) of Regulation (EU) 2018/1725, that period may be extended by 2 months where necessary, taking into account the complexity and number of the requests. We will inform you of any such extension within 1 month of receipt of the request, together with the reasons for the delay.

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

Personal data is processed on the basis of Article 5(1)(a) of Regulation (EU) 2018/1725, which states that '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'.

Personal data is collected and processed in accordance with the following legal instruments.

- Article 2 of Decision No ADM-19-35 on the Internal Structure of the Office;
- Article 151(1) (a) of Regulation (EU) 2017/1001;
- Article 151(1) (b) of Regulation (EU) 2017/1001.

8. How long do we store your data?

Personal data will only be kept for the time necessary to achieve the purposes for which it is processed. It will be kept for a period corresponding to the lifetime of the EUTM or RCD file to which it relates.

Personal data saved in the internal document management database will follow the Office established retention periods for documents (5 years). The certificates of attendance issued for the users who participated in events will be stored the internal databases for a period of 2 years after the event (closing date).

Feedback, testimonials, photos, sounds, videos and audiovisual recordings will be kept for a period of 2 years after the event (closing date).

In the event of a formal appeal, all data held at the time of the formal appeal should be retained until the completion of the appeal process.

9. Contact information

Should you have any queries on the processing of your personal data, please address them to the data controller, the CD director, at the following email address: DPOexternalusers@euipo.europa.eu.

You may also consult the EUIPO data protection officer by sending an email to: DataProtectionOfficer@euipo.europa.eu.

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.