Privacy Statement on processing personal data in relation to GIview

The protection of your privacy is of high importance to the European Union Intellectual Property Office (EUIPO) and the Directorate General for Agriculture and Rural Development of the European Commission (DG AGRI). They are, as joint or sole controllers, committed to respecting and protecting your personal data and ensuring your privacy rights. All data of a personal nature, namely data that can identify you directly or indirectly, will be handled fairly and 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 individuals with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data. The information in this communication is given pursuant to Articles 15 and 16 of Regulation (EU) 2018/1725.

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

GIview compiles official registered data on GIs for wine, spirit drinks and agricultural products (AGRI GIs) and on GIs for craft and industrial products (CIGIs), and extended data provided by producer groups or country authorities. . The combination of registered and extended data will form the GI ID Card.

DG AGRI is the sole controller of the data related to AGRI GIs, and EUIPO is the sole controller of the data related to CIGIs.

EUIPO and DG AGRI process personal data to the extent necessary in the web tool GIview that allows users to search all type of geographical indications (GIs) protected in the EU.

With regard to GIview, EUIPO and DG AGRI act as joint controllers in relation to processing certain personal data in implementation of the Administrative Agreement between DG AGRI and EUIPO of 4 December 2024 for the creation and management of user accounts in GIview.

Data stored and publicly searchable in GIview do, as a rule, not include personal data. By way of exception, if the name of a single producer using his/her proper name is being processed, appropriate measures will be taken by the controllers to ensure his/her data subject rights in accordance with Regulation (EU) 2018/1725.

Personal data are also processed for the creation and management of country authority and producer group accounts in GIview. On the request of a country authority or producer group, under EUIPO´s sole controllership an account in the IP Enforcement Portal (Enforcement Database) may be created for them.

Moreover, further personal data related to GIview is collected under EUIPO´s sole controllership to ensure the correct functioning of the website, and is then recorded in the system logs.

Log files related to GIview are used to trace events in the information system and to help with its debugging and repair. They are part of the system and are essential tools to provide security and efficient support when the information system does not work correctly. Log files are processed in order to investigate and eliminate security incidents. They are also processed for statistical purposes or to resolve users' problems when visiting the website.

2. What personal data do we process?

Extended Data:

- For single producers, the following personal data categories may be processed for the purpose of publication in GIview as part of the Extended Data: name, contact data, country, alternative address to be displayed on the map. Processing for the purposes of publication of the name and contact details of a single producer starts only upon his/her request. Single producers can enter in their GIview account the personal data they wish to be published.

- For the purpose of managing GIview accounts, entering and validating extended data, country authorities and producer groups are not required to enter personal data in GIview in any field which forms part of the extended data. The Controllers retain the power to restrict the availability of or delete any item of the extended data.

Other data:

- For the purpose of creating GIview accounts related to AGRI GIs, DG AGRI collects and forwards to EUIPO on a one-off basis the contact details (contact person's name and functional or personal mailboxes, depending on the situation) provided by the Member States for the purposes of creating GIview accounts for the latter. EUIPO stores the personal data received from DG AGRI to create Member State accounts in GIview and, if so requested by a country authority or producer group, for further processing of the personal data as necessary for the creation of an account in the IP Enforcement Portal (Enforcement Database).

- Personal data related to CIGIs processed by EUIPO, and data used for the creation and management of country authority and producer group accounts are as follows: email address, username, password, first name, middle name, last name, organisation.

Log files:

Moreover, the EUIPO's servers automatically collect personal data required for the proper functioning of the website. This data is then recorded in log files with information sent by the browser whenever a user visits the website. Log files are created to record elements that trace any operation or event on the system. These elements may include:

- logical address (Internet Protocol address);
- timestamps for beginning and end of the operation / visit to the website;
- browser type;
- browser language;
- browser screen size.

3. Who is responsible for processing the data?

DG AGRI ensures and is responsible for:

- collection and transmission to EUIPO on a one-off basis the contact details (functional or personal mailboxes) provided by the Member States for the purposes of creating GIview accounts for the latter, in relation to AGRI GIs.

EUIPO ensures and is responsible for:

- collection and processing of data in relation to CIGIs,
- processing personal data received from DG AGRI to create Member State accounts in GIview and,
- to complement the joint processing operation, EUIPO as a sole controller ensures further processing of the personal data as necessary for the creation of an account in the IP

Enforcement Portal (Enforcement Database), if so requested by a country authority or producer group.

DG AGRI´s personal data processing related to AGRI GI data in GIview is carried out under the responsibility of the Head of Unit F3, acting as operational controller.

The EUIPO's personal data processing related to GIview is carried out under the responsibility of the Business Operations Department (BOD) as the business owner of the system at the EUIPO. The BOD director acts as the delegated EUIPO data controller, for all data related to CIGIs

At the EUIPO, personal data is processed by staff of the Digital Innovation Department in charge of IT Operations, supported by the external service provider for IT operations, for the purposes of managing EUIPO IT infrastructure and maintenance tasks.

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

Beyond the publication of limited personal data (name, contact data, country, alternative address to be displayed on the map) of single producers in GIview, no transmission or transfer of personal data to other recipients outside the controllers' staff members and authorised staff of external providers is foreseen as part of the data processing operation.

Creation of an account in the IP Enforcement Portal (Enforcement Database) and any further data processing will be based on the request of a country authority or producer group.

Log files are stored automatically and only the IT security team (EUIPO staff members) and system/network administrators (staff of the external service provider for IT operations) have access to them. Log files may be processed or inspected manually when needed (in order to resolve incidents, errors, malware infections, etc.) In case of an investigation, relevant log files may be made available to the competent authority.

5. How do we protect and safeguard your information?

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

All personal data is stored in secure IT systems according to the controller´s security standards. Appropriate levels of access are granted individually only to the IT security team and system/network administrators.

The systems and servers are password protected and require an authorized username and password to access. The information is stored securely so as to safeguard the confidentiality and privacy of the data therein. Data is stored on servers separate from the systems where the data is produced, so as to avoid leaks in case of malware or security incidents.

Regardless of stage, everybody dealing with personal data in the management of log files must sign a confidentiality declaration.

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

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

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

In the context of management of log files, the right to rectification only applies to inaccurate or incomplete factual data.

Your request will be answered without undue delay, and in any event within 1 month of receipt of the request. However, according to Article 14(3) of Regulation (EU) 2018/1725, this period may be extended by up to 2 months where necessary, taking into account the complexity and number of requests. You will be informed 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 in accordance with 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:

- Regulation 2023/2411 on the protection of geographical indications for craft and industrial products

- Regulation (EU) No 2024/1143 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012;

- Regulation (EU) 2019/787 of the European Parliament and of the Council of 17 April 2019 on the definition, description, presentation and labelling of spirit drinks, the use of the names of spirit drinks in the presentation and labelling of other foodstuffs, the protection of geographical indications for spirit drinks, the use of ethyl alcohol and distillates of agricultural origin in alcoholic beverages;

- Regulation (EU) No 1308/2013 establishing a common organisation of the markets in agricultural products;

- Administrative Agreement between the Directorate-General for Agriculture and Rural Development and the European Union Intellectual Property Office of 4 December 2024, and Service Level Agreement on Collaboration Framework for Management, Development, and Maintenance of the Union Register for agricultural GIs (“Union Register”) of 1 October 2025.

Personal data related to log files is collected and processed in accordance with the EUIPO information security policies.

8. How long can data be kept?

The personal data entered in GI View relating to AGRI GIs will be stored for the duration of the Administrative Agreement between the Directorate-General for Agriculture and Rural Development and the European Union Intellectual Property Office of 4 December 2024.
The personal data related to CIGIs will be kept for the period of validity of the CIGI; and, if the application is rejected or the registration is cancelled, for 10 years after

that rejection or cancellation, as provided for in Article 37(5) of Regulation (EU) 2023/2411 (CIGIR).
Personal data necessary for the creation of user accounts will be stored until such data are modified, corrected or erased as a result of a request by the data subject, or when the user account is deleted.

DG AGRI and EUIPO will not retain or process personal data longer than necessary to carry out the agreed purposes and their obligations.

Log files are stored automatically and are kept only for the time needed to achieve the purpose(s) for which they are processed. Log data is stored for a maximum of 6 months. Log files are not archived.

In the event of a complaint, all data held at the time of the complaint will be retained until the completion of the process.

9. Which cookies are used on our website?

Cookies are small text files sent by a website server and stored on your device (such as a computer, table or phone).

When you visit our website, we use cookies for web session management and authentication and also for web browser security. The cookies are also implemented to ensure a proper technical functioning of the website, and they help us store user preferences and track usage trends on an aggregated basis. For this reason, we may collect some data on your browsing experience, such as your IP address, browser type, language and screen size, the page you visited, the time and date of the visit and the website page you were redirected from.

This information is used to gather aggregated and anonymous statistics with a view to improving our services and your user experience. None of the cookies require your consent. The collection, aggregation and anonymisation of this data are performed in the data centre of the EUIPO under adequate security measures.

Our website also complies with the 'Do Not Track' option. If you enable the DNT option in your web browser, we will respect your choice and your browsing experience on our website will not be tracked for our anonymised statistics. Instructions on how to activate this option can be found below:

- Firefox
- Internet Explorer
- Chrome
- Safari
- Opera

10. What use is made of social media on our website?

We do not set any cookies in our display of social media buttons that connect to those services when our website pages are loaded on your computer (or other devices), or from components from those media services embedded in our web pages. Please note, however, that based on your preferences for these external services, some cookies may be loaded if you click on the sharing buttons.

Each social media channel has their own policy on the way they process your personal data when you access their sites. More information can be found here:

- Instagram

- X
- Facebook

11. Contact information

Should you have any queries/questions concerning the processing of your personal data, please address them to the data controllers at the following address:

EUIPO:

Controller: Director of the Business Operations Department
Address: Avenida de Europa 4, 03008 Alicante, Spain
Functional mailbox of Controller: DPOexternalusers@euipo.europa.eu

European Commission:

Directorate-General for Agriculture and Rural Development
Operational controller: Head of Unit F3
Address: Rue de la Loi 130, 1049 Brussels, Belgium
Functional mailbox of the operational controller: AGRI-F3@ec.europa.eu

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

You may consult the Data Protection Officer of the European Commission at: DATA-PROTECTION-OFFICER@ec.europa.eu

Forms 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: edps@edps.europa.eu