

## **Data Protection Statement on the processing of personal data in the context of EUIPO Academy Webinars**

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 purposes of the processing of your personal data are:

- To organise EUIPO webinars periodically on topics of interest for EUIPO staff and external users.
- To allow your participation in EUIPO webinars following the submission of a mandatory registration form.
- To understand better your preferences and to efficiently target your learning needs in order to offer customised training initiatives based on your feedback and interests.
- To implement an alerts system for promotion of future webinars among the audience of EUIPO webinars. Users will receive by e-mail suggested future webinars and/or other training offer (e.g. podcasts) organised by the EUIPO, based on their own preferences. The e-mails received will at all times incorporate an opting-out system allowing users to unsubscribe from the alerts system.

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

Individuals can access EUIPO webinars and other training offers after having completed a registration form. The categories of data processed via registration to EUIPO webinars are the following:

- Name and surname;
- E-mail (mandatory);
- Organisation (type of user):
  - For customers: business (sized of business and previous fillings in trade mark or design) or legal representatives (EUIPO representatives);
  - user association (name of user association);
  - enforcement authority (name of the enforcement authority);
  - other (organisation profile).
- Location: city and country.
- User training preferences based on webinars for which registration is sought.

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

The processing of the personal data is carried out under the responsibility of the Director of the Academy, acting as delegated EUIPO data controller.

Personal data are processed by:

- EUIPO Academy for activities related to the management of the internal and external training offer of the Office as described in the Office's Administrative Decision [ADM-20-31](#).
- The EUIPO Communication Service, as internal processor in charge of EUIPO's newsletters as described in record DPR-2018-110.
- EUIPO's external providers, as external processors providing services to the Office as described in records DPR-2019-007, DPR-2018-110 and DPR-2020-009.

### 4. Who has access to your personal data and to whom are they disclosed?<sup>1</sup>

The personal data is disclosed to the following recipients:

- EUIPO external providers, for the purpose of keeping record of your participation in EUIPO Academy Webinars as described in DPR-2019-007 and DPR-2018-110.
- EUIPO external provider, for the purposes of providing webinars through a cloud-based videoconferencing platform, as described in record DPR-2020-009.
- EUIPO Academy learning assistants, for the purpose of proposing new training content and Webinars based on your participation in previous webinars.

The information concerning your participation in EUIPO Academy webinars and other training products 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 is not intended to be transferred to third country(ies).

### 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 your participation in EUIPO Academy webinars are stored in the Pomilio Blumm SRL application on a server owned by the company and is only accessible by the EUIPO Academy learning assistants and Pomilio Blumm technicians for IT maintenance and repair. Appropriate levels of access are granted individually only to the above recipients. All persons dealing with personal data in the context of this procedures sign a confidentiality declaration.

The cloud-based videoconferencing platform used in EUIPO Academy Webinars incorporates the security measures described in the following [privacy statement](#).

The security measures related to the optional subscription to the alerts system are those indicated in the [privacy statement regarding EUIPO's newsletters](#).

The EUIPO Network security is configured to prevent external threats from accessing this information.

If any processing of personal data is carried out by a service provider (external processor), the controller will monitor and verify the implementation of the required organisational and technical security measures needed to ensure compliance with Regulation (EU) 2018/1725.

**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? How can you withdraw consent, where processing of your personal data is based on consent?**

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 would like to exercise any of these rights, please send a written request explicitly specifying your query to:

- If you are a staff member: please contact the delegated data controller, Director of the EUIPO Academy at [Academy@euipo.europa.eu](mailto:Academy@euipo.europa.eu);
- If you are an external user: please contact [DPOexternalusers@euipo.europa.eu](mailto:DPOexternalusers@euipo.europa.eu)

The right of rectification can only apply to inaccurate or incomplete factual data processed within the EUIPO Academy Webinars procedure.

You have also the right to withdraw your consent anytime, by unsubscribing to the EUIPO e-mail alert for new webinar and training offers. If you exercise this right, we will stop processing your personal data, which we were processing based on your previously given consent. However, there could be a different reason or legal basis, which will allow us to continue processing your personal data. In this case we will let you know. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

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 Regulation (EU) 2018/1725 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.

If you subscribe to our periodic training notifications (alerts system), please note that you may unsubscribe from this service at any time through the link that you will receive in each

of our notifications. Appropriate action will be taken within a week of receiving the request.

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

Processing of personal data for the purpose of organizing EUIPO Webinars and other training offers is based on Article 5(1)(a) of the Regulation (EU) 2018/1725:

- 5.1.(a) *“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”.*

Your personal data are collected and processed in accordance with Articles 143(1), 151 (1) (a), 151 (1) (b), 153(1)(h), 153(2) and 157(4)(n) of Regulation (EU) 2017/1001 of the European Parliament and of the Council of 14 June 2017 on the European Union trade mark, the Office’s Administrative Decision [ADM-20-31](#) and Articles 24a and 57 of the Staff Regulations of Officials of the European Union.

Personal data collected to inform you on new webinars and training offers made available by EUIPO, however, are collected and processed in accordance with Article 5(1)(d) of the Regulation (EU) 2018/1725:

- *“the data subject has given consent to the processing of his or her personal data for one or more specific purposes”.*

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

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

Any personal data collected through the registration form to EUIPO webinars will be deleted after three months of the date of the relevant webinar.

Your email addresses are stored until you ask us to be removed from the alert system mailing list. You can unsubscribe from this mailing list through the unsubscribe link that you will receive in each of our notifications. Appropriate action is taken within a week of receiving the request.

Any personal data gathered for the purposes of analysing user preferences will be retained for two years in order to carry out a proper analysis of training tendencies and interests and adjust the training offer accordingly.

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 procedures.

### **2. Contact information**

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

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

**Form of recourse:**

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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).