

Privacy statement on processing personal data in the visualisation map tool

Protecting your privacy is of the utmost importance to the European Union Intellectual Property Office ('EUIPO' or 'us' or 'the controller'). The EUIPO is committed to respecting and protecting your personal data and ensuring your rights as a data subject. All data of a personal nature that identifies 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 given pursuant to Articles 15 and 16 of Regulation (EU) 2018/1725.

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

The SME programme is a new cross-departmental endeavour within the EUIPO. The programme's main aim is to empower EU SMEs within the EU and beyond, protecting and enforcing their competitive advantage through IP rights, notably by improving targeted information to SMEs.

The Ideas Powered for business website contains a visualisation map. This interactive map has a powerful search tool that allows the user to locate the desired online or local support in a visual, user-friendly manner by scanning the map.

The tool provides information on providers (companies or individuals who offer support services to SMEs). Companies or individuals can request to be added to the tool, if they meet the selection criteria, they will be able to apply by filling out the sign up form that is permanently available on the Ideas Powered for business website.

Each year, it is foreseen to ask the providers by email to confirm whether the information available in the tool is still correct.

Personal data is collected for the following purposes:

- to ensure that it is possible to identify the individual/company completing the form;
- to add the providers and relevant information into the visualisation map;
- to provide users information on the providers.

2. What personal data do we process?

The data subjects are external providers giving their consent and wishing to be added into the visualisation map.

The types of personal data processed are as follows.

The type of personal data displayed to the users would differ based on how zoomed in on the map they are. There would be 'basic information' accessible directly on the map and 'advanced information' accessible by clicking 'more information', all of which would be provided by the service providers themselves.

Basic information:

- name
- telephone number
- email address
- URL.

Advanced information:

- name
- telephone number
- email address
- URL
- country
- city
- street name and number
- short description, long description, type of organisation, area of activity.

A timestamp (date of submission) will also be collected by the EUIPO but will not be publicly available.

3. Who is responsible for processing the data?

Personal data processing is the responsibility of the Customer Department director, acting as the delegated EUIPO data controller.

The visualisation map is part of the SME Programme that is run jointly with the Digital Transformation Department and our external provider, who act on behalf of the EUIPO as data processors.

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

Personal data will be accessible to:

- all SME website visitors (except for the timestamp);
- EUIPO staff (the Digital Transformation Department staff who implement the tool on behalf of the Customer Department and the SME Programme team).

The email address provided for administrative use will only be accessible to the Customer Department and the Digital Transformation Department staff working on the SME website.

Personal data is not used for any other purposes or disclosed to any other recipient(s).

5. How do we protect and safeguard your information?

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

Forms are stored in Drupal, although the forms may be exported from Drupal and stored in secure IT applications (ShareDox) according to the EUIPO's security standards, for the purposes of analysis, communication and follow-up with users.

Drupal and ShareDox are located in EUIPO servers secured according to the EUIPO's security standards. EUIPO systems and servers are password-protected and require an authorised username and password to access. The information is stored securely to safeguard the confidentiality and privacy of the data therein.

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 data controller.

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. The EUIPO 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)(d) of Regulation (EU) 2018/1725, which states that 'the data subject has given consent to the processing of his or her personal data for one or more specific purposes'.

Publication of personal data on the visualisation map is based on the data subject's consent. The personal data are collected from the service providers and processed in accordance with the following legal instruments:

- EUIPO Strategic Plan 2025, adopted in accordance with Article 153(1)(b) of Regulation (EU) 2017/1001 of the European Parliament and of the Council of 14 June 2017 on the European Union trade mark;
- Article 2 of Decision No ADM-21-15 on the Internal Structure of the Office.

8. How long can data be kept?

Personal data will be kept by the EUIPO until the providers withdraw their consent to appear in the visualisation map.

Providers will receive an annual email to confirm the accuracy of the data and information, and to renew their consent by giving them the option to indicate if they wish to be removed.

9. Contact information

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

You may also consult the EUIPO data protection officer (DPO) at: DataProtectionOfficer@euipo.europa.eu.

Forms of recourse

If you have a complaint that has not been resolved by the data controller and/or DPO, you can forward it to the European Data Protection Supervisor at: edps@edps.europa.eu.