



EUROPEAN INNOVATION COUNCIL AND SMES  
EXECUTIVE AGENCY (EISMEA)

EISMEA – I – Innovation ecosystems, SMP/Entrepreneurship &  
Consumers

I.02 SMP/COSME Pillar

**Data Protection Notice for the  
Online Matchmaking Event: “Agri-food matchmaking on  
accelerating resource efficiency, renewable energy and scaling up of  
circular fertiliser solutions”.**

Online through B2Match

**Your personal data** is processed in accordance with **Regulation (EU) No 2018/1725<sup>1</sup>** 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 data controller** of the processing operation is Head of Unit I.0.2 (SMP/ COSME Pillar) of the European Innovation Council and SMEs Executive Agency (EISMEA).

The following entity processes your personal data on our behalf: the contractor European Cluster Collaboration Platform. E-mail address: [contact@clustercollaboration.eu](mailto:contact@clustercollaboration.eu)

The European Cluster Collaboration Platform (ECCP) is the consortium led by 1) IMP<sup>3</sup>ROVE – European Innovation Management Academy EWIV, Dreischeibenhäus 1, 40211 Düsseldorf, Germany, whose functional mailbox is [data.privacy@improve-innovation.com](mailto:data.privacy@improve-innovation.com), in cooperation with: 2) AgriFood Lithuania DIH, Mokslininku st. 2A, LT-08412 Vilnius, Lithuania, 3) European Cluster Alliance, Rue Belliard 40, 1040 Etterbeek, RPM Brussels, Belgium, 4) Association Européenne des Agences de Développement, Rue Montoyer 24 bte 13, B-1000 Brussels, Belgium, 5) Inpulse Partners SRL, Bd Ion Ionescu de la Brad 6, clădirea INMA ITA, cam 9 013813 Bucharest, Romania, 6) Intracto, Zavelheide 15, 2200 Herentals, Belgium, 7) LOW Associates Brussels SRL, Rue de la Longue Haie, 63, Boite 1, 1000 Brussels, Belgium, 8) Polish Cluster Association (Związek Pracodawców Kłustry Polskie), ul. Księcia Bolesława 1/3, 01-452 Warszawa, Poland, 9) Asociación IDiA, Calle Eduardo Ibarra 6, 50009 Zaragoza, Spain, 10) Prognos AG, Rue de la Loi 155, Brussels, Belgium, Brussels, VDI/VDE Innovation + Technik GmbH, Steinplatz 1, 10623 Berlin, Germany, and 11) Consulting Cluster Veritas Ltd, 34, Bogatitsa Street, Office A-01, Sofia, 1421, Bulgaria.

Third-party authorised processors: EU Survey, used to support the event activities on behalf of EISMEA and the European Commission.

**The legal basis** for the processing activities are:

- Article 5(1)(a) of Regulation (EU) 2018/1725 because 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)<sup>2</sup> laid down in Union law.

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<sup>1</sup> [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](#) (OJ L295/39 of 21.11.2018).

<sup>2</sup> EISMEA Establishment Act: Commission Implementing Decision (EU) 2021/173 of 12 February 2021 establishing the European Climate, Infrastructure and Environment Executive Agency, the European Health and Digital Executive Agency, the European Research Executive Agency, the European Innovation Council and SMEs Executive Agency, the European Research Council Executive Agency, and the European Education and Culture Executive Agency and repealing Implementing Decisions 2013/801/EU, 2013/771/EU, 2013/778/EU, 2013/779/EU, 2013/776/EU and 2013/770/EU (OJ L 50/9 of 15.2.2021).

- Article 5(1)(d) of Regulation (EU) 2018/1725 based on your **explicit prior consent** for your non-mandatory personal data indicated below.

**The purposes** of this processing are to:

- register and manage your application to participate in an “Online Matchmaking Event”;
- include you in the list of participants;
- facilitate information about your application and use it to make the final selection;
- provide follow-up with the applicants in order to prepare for the matchmaking event and to manage the matchmaking activities with European clusters;
- to provide related follow-up activities such as satisfaction surveys, communication concerning the event, post event communication, invitation to next year’s edition, management of lists and mailing-lists for contacts, presentations, live web streaming and/or audio and video recording of speakers and participants;
- to include data in the participants’ list which will be shared with other participants on the B2Match platform to allow online networking, and for internal statistical reporting.

**The following of your personal data are collected:**

- **For event online participants:** First Name, Last Name, Gender, Contact Number, Email Address, Job Title, entity name, country, region, interest areas for the event, IP address.
- **For event speakers:** First Name, Last Name, Gender, Organisation/company name, professional/personal email address, IP address, biography, photo.

**These elements are mandatory for the purposes outlined above.**

Please note that the event will include a preparatory and technical webinar and will be **web-streamed**. It is possible that they will be **recorded**, if so indicated by the organisers. It is also possible that **photographs or screenshots** of you will be taken during the event and might be used for online and offline communication activities related to the promotion of the event. If you do not wish to appear on the recording, please do not raise any question orally nor by writing and note that you have the possibility to remain unseen by not activating your video during the event. Upon registration, you can give your explicit consent to have your images/voice recorded and published on related communication channels. Moderators and/or speakers will be contacted by the organisers to obtain their explicit consent to have their image recorded in the knowledge that any audio-visual materials may be used for the creation of offline communication material and published online on communication channels, such as social media accounts, image hosting sites and websites linked to the promotion of EISMEA’s activities (European Commission, European Innovation Council and SMEs Executive Agency social media accounts and web pages). In the absence of your consent, the organiser will try to find suitable alternatives, so that you can fully take part in the event, e.g. by collecting your questions in advance by email to be discussed during the webinar. In such a case, please send your questions to [eumatchmaking@clustercollaboration.eu](mailto:eumatchmaking@clustercollaboration.eu).

**The recipients** of your personal data will be the contractor European Cluster Collaboration Platform (ECCP); EISMEA (European Innovation Council and SMEs Executive Agency) and the European Commission staff in charge of the “**Matchmaking Events**” series. The collected personal data might also be communicated to bodies charged with monitoring or inspection tasks in application of EU law (e.g., internal audits, Court of Auditors, European Anti-fraud Office (OLAF)).

The following **third-party tools** will be used for the organisation of this online event:

1. For the purpose of registration services provided by **EUSurvey** under EU responsibility, collects from the following data subjects the following personal data: First Name, Last Name, Job Title, Organization/company name, professional email address, Country, IP address. Moreover, it hosts the collected personal data on servers in the EU. For information on how EUSurvey uses cookies and how it processes personal data, please see at: <https://ec.europa.eu/eusurvey/>.
2. For the purpose of streaming services provided online serviced with for public retransmission provided by **Youtube**, please visit this link to know all data collected during a meeting and how it is processed: [Youtube - Privacy](#).

3. For the purpose of organisation, registration and execution of preparatory and technical webinars the **ZOOM** platform services will be used. Please, visit this link to know the private policy of this tool: [Zoom Privacy Statement](https://zoom.us/) (<https://zoom.us/>).
4. For the purpose of the Matchmaking event the “**B2Match**” platform services will be used. Please, visit this link to know the private policy of this tool: [B2Match – Privacy](https://www.b2match.com). (<https://www.b2match.com>).
5. For the purpose of post-event debriefing and evaluation, services of **EUSurvey** will be used. For information on how EUSurvey uses cookies and how it processes personal data, please see at: <https://ec.europa.eu/eusurvey/>.

#### **EUROPEAN CLUSTERS COLLABORATION PLATFORM** (<https://clustercollaboration.eu/>)

For the purpose of collecting registrations of participants and broadcasting the event online, the third-party tool EUSurvey will collect data. Hence, ECCP is committed to protecting the privacy of all personal data you will provide them for the purpose of this event. Recipient who will receive personal data from ECCP: DECSIS servers in Portugal. Your personal data will be kept for a maximum period of 24 months after the event. Data will be manually deleted from the platform at the end of this period.

The processing of your data will **not include automated decision-making** (such as profiling).

Your personal data will not be transferred to third countries or international organisations.

Your personal data will be kept for a maximum period of **10 years** after the end of the Single Market Programme (SMP). Data will be deleted at the end of this period.

**The following technical and organizational security measures** are in place to safeguard the processing of your personal data:

Appropriate **security measures** have been put in place to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. We limit access to your personal data to those employees, contractors or other third parties directly involved or associated in the organisation of this webinar. We have put in place a data breach reporting policy to deal with any suspected personal data breach and will notify any participant of a breach where we would be legally required to do so.

**You have the right** to access your personal data and to request your personal data to be rectified, if the data is inaccurate or incomplete; where applicable, you have the right to request restriction or to object to processing, to request a copy or erasure of your personal data held by the data controller. If processing is based on your consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of the processing based on your consent before its withdrawal.

Your request to exercise one of the above rights will be dealt with without undue delay and within **one month**.

Your right to information, access, rectification, erasure, restriction or objection to processing, communication of a personal data breach or confidentiality of electronic communications may be restricted only under certain specific conditions as set out in the applicable **Restriction Decision** in accordance with Article 25 of Regulation (EU) 2018/1725.

If you have **any queries** concerning the processing of your personal data, you may address them to the Head of the SMP/COSME Pillar Unit I.02 of the EISMEA (entity acting as data controller) via: [contact@clustercollaboration.eu](mailto:contact@clustercollaboration.eu).

**You shall have right** of recourse at any time to the EISMEA Data Protection Officer at [EISMEA-DPO@ec.europa.eu](mailto:EISMEA-DPO@ec.europa.eu) and to the European Data Protection Supervisor at <https://edps.europa.eu>.