



MEDIA stands and events

Data Protection Notice

The European Education and Culture Executive Agency ("EACEA") is committed to preserving your privacy. All personal data are dealt with in accordance with Regulation (EU) No 2018/1725 on the protection of personal data by the Union institutions, bodies, offices and agencies¹ ("the data protection regulation").

The following Data Protection Notice outlines the policies by which the EACEA collects, manages and uses the personal data of the concerned individuals within the MEDIA stands and events (Framework Contract for services for the organisation of events and promotional actions, including stands at major audiovisual markets (EACEA/2021/OP/0002)).

1. Who is responsible for processing your personal data (data controller)?

The controller is the European Education and Culture Executive Agency, BE-1049 Brussels
The person designated as being in charge of the processing operation is the Head of Unit B2.
Email: EACEA-MEDIA-PROMO@ec.europa.eu.

2. Which personal data are processed?

Mandatory data: first name, surname, gender, address, telephone number, email address, professional occupation, company profile.

Optional data: photograph

3. For which purpose do we process your data?

The Creative Europe MEDIA unit of EACEA and the Audiovisual industry and Media support Programme Unit of DG CNECT are organising events and promotional activities, including MEDIA umbrella stands, at major audiovisual markets. They are addressed in particular to independent European companies offering strong content or audiovisual services with international potential.

Firstly, organisation and management of the events and promotional activities: participants can register to the MEDIA umbrella stands and publish their work on the website MEDIA stands

¹ 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 Text with EEA relevance, OJ L 295, 21.11.2018, p. 39.

(<http://www.media-stands.eu/>). Upon their consent, data subjects can be contacted for the purpose of being informed of upcoming activities by email.

Secondly, publication of limited personal data: training programmes organised by beneficiaries receiving support from the Creative Europe MEDIA programme are publicised in the website Creative Europe MEDIA Training Guide ([Creative Europe MEDIA \(creative-europe-media.eu\)](http://creative-europe-media.eu)).

These activities are outsourced to the contractors and sub-contractors supporting the EACEA to implement the activities.

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

Access to your personal data may be given on a need-to know basis to the following recipients:

- EACEA: staff members of the unit of the controller, Director and Heads of Department;
- Contractor (processors) acting on behalf of EACEA, and their subcontractors;
- European Commission: relevant DGs in particular the Directorate-General for Communications Networks, Content & Technology (DG CNECT);
- Sendinblue which is the tool used for emailings by the contractor and their sub-contractors (privacy policy: [General conditions of use of Sendinblue services - Sendinblue](#) and [GDPR: All Your Questions Answered - Sendinblue](#)).

In case of control or dispute the bodies charged with a monitoring or inspection task in application of Union law (e.g. Internal Audit Service, European Commission, OLAF, EU Courts etc.).

In addition, data may be disclosed to public authorities, and processed by these authorities in compliance with the applicable data protection rules according to the purpose of the processing, including inter alia:

- The European Court of Justice or a national judge as well as the lawyers and the agents of the parties in case of a legal procedure;
- OLAF in case of an investigation conducted in application of Regulation (EC) No 1073/1999;
- The Internal Audit Service of the Commission within the scope of the tasks entrusted by Article 118 of the Financial Regulation and by Article 49 of the Regulation (EC) No 1653/2004;
- IDOC in line with Commission Decision C(2019)4231 of 12 June 2019 laying down general implementing provisions on the conduct of administrative inquiries and disciplinary proceedings and Commission Decision (EU) 2019/165 of 1 February 2019 laying down internal rules concerning the provision of information to data subjects and the restriction of certain of their data protection rights in the context of administrative inquiries, pre-disciplinary, disciplinary and suspension proceedings;
- The Court of Auditors within the tasks entrusted to it by Article 287 of the Treaty on the Functioning of the European Union and Article 20, paragraph 5 of Regulation (EC) No 58/2003;
- The European Ombudsman within the scope of the tasks entrusted to it by Article 228 of the Treaty on the Functioning of the European Union;
- The European Public Prosecutor's Office within the scope of Article 4 of Council Regulation (EU) 2017/1939 of 12 October 2017 implementing enhanced cooperation on the establishment of the European Public Prosecutor's Office.

5. How long do we keep your personal data?

Contractor

Data must be retained for a period of five years starting from the payment of the balance of the last specific contract issued under the Framework Contract (according to article II.24.1 of the Framework contract). The contractor will delete the data upon instructions of EACEA after the end of the 5 year period.

EACEA

Data must be retained for 10 years starting from the payment of the balance of the last specific contract issued under the Framework Contract. This is compliant with the Common Commission level retention list for European Commission files – Second revision SEC(2019)900 /2 of 9 July 2019, file type 12.6.1.C Financial management.

6. What are your rights concerning your personal data and how can you exercise them?

Under the provisions of the data protection regulation, you have the right to:

- Request to access the personal data EACEA holds about you;
- Request a rectification of your personal data where necessary;
- Request the erasure of your personal data;
- Request the restriction of the processing of your personal data;
- Request to receive or to have your data transferred to another organization in commonly used machine readable standard format (data portability).

To exercise the above-mentioned rights, users can contact the contractor and sub-contractors (info@media-stands.eu). Data subjects can also contact directly the data controller via the email address above.

As this processing of your personal data is based on point of Article 5(1)(a) of the data protection regulation, please note that you have the right to object to processing of your personal data on grounds relating to your particular situation under the provisions of Article 23 of the data protection regulation. In addition, as this processing of your personal data is based on your consent [Article 5(1)(d) or Article 10(2)(a) of the data protection regulation], please note that you can withdraw it at any time, and this will have effect from the moment of your retraction. The processing based on your consent before its withdrawal will remain lawful.

Article 25 of Regulation (EU) 2018/1725 provides that, in matters relating to the operation of EU institutions and bodies, the latter can restrict certain rights of individuals in exceptional circumstances and with the safeguards laid down in that Regulation. Such restrictions are provided for in internal rules adopted by EACEA and published in the Official Journal of the European Union (<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32021Q0317%2801%29>).

Any such restriction will be limited in time, proportionate and respect the essence of the above-mentioned rights. It will be lifted as soon as the circumstances justifying the restriction are no longer applicable. You will receive a more specific data protection notice when this period has passed.

As a general rule you will be informed on the principal reasons for a restriction unless this information would cancel the effect of the restriction as such.

You have the right to make a complaint to the EDPS concerning the scope of the restriction.

7. Your right to have recourse in case of conflict on any personal data issue

In case of conflict on any personal data protection issue you can address yourself to the Controller at the above mentioned address and functional mailbox.

You can also contact the Data Protection Officer of EACEA at the following email address: eacea-data-protection@ec.europa.eu.

You may lodge a complaint with the European Data Protection Supervisor at any time: <http://www.edps.europa.eu>.

8. On which legal basis are we processing your personal data?

The legal basis for the processing is Article 5(1) of the Data protection Regulation

(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 (to be laid down in Union Law);

(d) the data subject has given consent to the processing of his or her personal data for one or more specific purposes;

The applicable EU law under Article 5(1)(a) is

- The EU Council Regulation 58/2003 laying down the statute for all Executive Agencies;
- The Commission Implementing Decision 2021/173 establishing the European Education and Culture Executive Agency;
- The Commission Decision C(2021)951 and its annexes delegating powers to EACEA for the management of programmes in the MFF 2021-2027.
- Regulation (EU) 2021/818 of the European Parliament and of the Council of 20 May 2021 establishing the Creative Europe Programme (2021 to 2027) and repealing Regulation (EU) No 1295/2013 (OJ L 189, 28.5.2021)