



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B
Unit B.1 – External communication and promotion policy

PROTECTION OF YOUR PERSONAL DATA

**This privacy statement provides information about
the processing and the protection of your personal data.**

Processing operation: Processing of personal data linked to meetings and events

Data Controller: *European Commission, Directorate-General for Agriculture and Rural Development / Unit B.1, hereafter AGRI B.1*

Record reference: DPR-EC-1063

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1. Introduction

The European Commission is committed to protect your personal data and to respect your privacy. The Commission collects and further processes personal data pursuant to [Regulation \(EU\) 2018/1725](#) of the European Parliament and of the Council 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.

This privacy statement explains the reason for the processing of your personal data in the context of the “2021 Farm to Fork Conference”, organised by the European Commission. It explains the way we collect, handle and ensure protection of all personal data provided, how that information is used and what rights you have in relation to your personal data. It also specifies the contact details of the responsible Data Controller with whom you may exercise your rights, the Data Protection Officer and the European Data Protection Supervisor.

The information in relation to the processing of personal data linked to meetings and events, organised by AGRI B.1, is presented below.

2. Why and how do we process your personal data?

Purpose of the processing operation: AGRI B.1 collects and further processes your personal data to provide you with information about the conference, (before, during and after) and to process your application for participation in that meeting or event.

Live web-streaming and audio-visual recording at the event of the speakers, moderators and, organisers, as well as screen pictures or photographs of the speakers and organisers will be taken and published in the context of the event on the conference website or the European Commission’s website and social media accounts.

Name, biography, and pictures of speakers and moderators will be published on the virtual events platform, Swapcard, and may be published on the European Commission’s websites. Speakers’ and moderators’ entire interventions, including electronic files, likeness, voice and verbal statements will be recorded and livestreamed.

Speakers who do not wish to be part of the above web-streaming and recording publishing activities have the possibility to object to processing. They must inform the conference organisers by email EC-FARM-TO-FORK@ec.europa.eu before the day of the conference and contact the conference organisers upon their arrival at the conference premises, or before joining the virtual meeting.

Participants will have to share personal data to receive access to the virtual events platform, Swapcard, and will have the possibility to submit written questions. During registration, they will have the possibility to opt-in or opt-out from this processing activity. If they opt-out, they will not be given access to the platform. Networking activities will be offered, to which participants can choose to opt-in or opt-out during registration. Personal information may be voluntarily disclosed by participants for Q&A during the event; the use of Slido to submit questions will be possible either anonymously or identifiably.

The event social media wall will be created with Walls.io as a social media aggregator. Social media accounts that are public/posts public with the event hashtag(s) may see their post published on the social media wall. The information will come directly from the social media provider (Twitter, Facebook, Instagram, ...) and personal data shared on the wall will be the publicly visible account of the user who shared the post.

For those speakers for which travel and accommodation will be facilitated, they will be contacted by our contractor, MCI Benelux which will require contact details and financial information (e.g. bank account, credit card number) in order to arrange their travel and/or make reimbursements.

Your personal data will not be used for any automated decision-making including profiling.

3. On what legal ground(s) do we process your personal data?

The processing operations on personal data, linked to the organisation, management, follow-up and promotion of the meeting or event (including web-streaming, photos, audio-visual recording) are necessary for the management and functioning of the Commission, as mandated by the Treaties. Those provisions are in particular, Article 11 of the Treaty on European Union and Article 15 of the Treaty on the Functioning of the European Union. The conference is organised in the framework of external communication activities carried out on the basis of Articles 6 and 45 of Regulation (EU) No 1306/2013.

Consequently, those processing operations are lawful under Article 5(1)(a) of Regulation (EU) 2018/1725 (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).

The processing operations on personal data of the speakers for the meeting or event with whom a contract is concluded, are carried out in line with the contractual provisions. Consequently, that processing is necessary and lawful under Article 5(1)(c) of Regulation (EU) 2018/1725 (processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract).

Your consent is required for the following actions during the meeting or event:

- ☐ the processing of your personal data relating to your dietary requirements and/or access requirements;
- ☐ creating and giving access to your profile on the virtual event platform;
- ☐ the sharing of the event participants list containing your name and affiliation with other participants for networking purposes;
- ☐ the processing of your personal data for inviting you to future events the data controller may organise.

If you opt-in, you are giving us your explicit consent under Article 5(1)(d) of Regulation (EU) 2018/1725 to process your personal data for those specific purposes. You can give your consent via a clear affirmative act by ticking the box(es) on the online registration form.

Your consent for these services can be withdrawn at any time:

- for withdrawing consent that you have provided in order to benefit from other services, please contact the controller of the meeting/event EC-FARM-TO-FORK@ec.europa.eu

4. Which personal data do we collect and further process?

The following personal data will be processed:

- contact details (function/title, first name, last name, name of organisation, city, country, e-mail address, telephone number);
- nationality, passport or identity card number and its date of issue and expiry date may be collected, so that the data subjects may obtain access to the premises where the meeting/event is held, and for travel and accommodation where relevant;
- financial information (such as a payment card number or bank account) may be collected for the payment of fees of the meeting/event or for possible reimbursements;
- dietary requests (if any) or specific access requirements.

Speakers and Moderators: In addition to the above for speakers and moderators:

- **Virtual Speaker Studio:** audio-visual recording, screen pictures or photographs of the different sessions, recording of electronic files, likeness, voice and verbal statement.
- **Quotes, biographies and photographs:** Collected and published for promotion before, during and after the event.
- **Audio-visual recording** of the meeting, and transcription into conference report.

5. How long do we keep your personal data?

The Data Controller only keeps your personal data for the time necessary to fulfil the purpose of collection or further processing.

For each of the categories of personal data that may be processed, please find below the retention details and the reference to the relevant record of processing:

- ☐ Personal data related to the organisation and management of the meeting or event (this includes the information given during the registration, before, during or after the event) will be kept for **five years** after the meeting or event.
- ☐ Sensitive personal data relating to dietary and/or access requirements will be deleted as soon as they are no longer necessary for the purpose for which they have been collected in the framework of the meeting or event, but no later than within **1 month** after the end of the meeting or event.
- ☐ Recordings from the web-streamed meeting or event will be kept for **2 years** before being deleted. More information is available in the Record of Processing DPR-EC-00306 (Web-streaming of Commission events).
- ☐ In case of audio-visual recording of the meeting or event, the recordings will be kept for **3 months** after the meeting or event before being deleted. More information is available in the Record of Processing DPR-EC-01937 (Audio-visual recording of meetings).
- ☐ Personal data shared with the Directorate-General for Human Resources and Security of the European Commission for the participants to gain access to Commission buildings is kept **for 6 months** after the termination of the link between the data subject and the Commission. More information is available in the Record of Processing DPR-EC-00655 (Commission Physical Access Control System (PACS)).
- ☐ Personal data shared with the controller for future mailing purposes (e.g., for receiving newsletters or invitations to similar events) are processed in line with the Record of Processing DPR-EC-03928 (Management of subscriptions to receive information) and the specific privacy statement prepared by the organising Commission service.
- ☐ Selected service providers for organisational purposes (such as caterers, travel agents or event management organisations) are contractually bound to process personal data on

behalf of and in line with the instructions of the data controller, keep confidential any data they process and protect it from unauthorised access, use and retention.

6. How do we protect and safeguard your personal data?

All personal data in electronic format (e-mails, documents, databases, uploaded batches of data, etc.) are stored either on the servers of the European Commission or of its contractors. All processing operations are carried out pursuant to [Commission Decision \(EU, Euratom\) 2017/46](#) of 10 January 2017 on the security of communication and information systems in the European Commission.

In order to protect your personal data, the Commission has put in place a number of technical and organisational measures. Technical measures include appropriate actions to address online security, risk of data loss, alteration of data or unauthorised access, taking into consideration the risk presented by the processing and the nature of the personal data being processed. Organisational measures include restricting access to the personal data solely to authorised persons with a legitimate need to know for the purposes of this processing operation.

The Commission's processors (contractors) are bound by a specific contractual clause for any processing operations of your personal data on behalf of the Commission. The processors have to put in place appropriate technical and organisational measures to ensure the level of security, required by the Commission.

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

Access to your personal data is provided to the Commission staff responsible for carrying out this processing operation and to other authorised Commission staff according to the "need to know" principle. Such staff abide by statutory, and when required, additional confidentiality agreements.

Where necessary, we may also share your information with service providers for the purposes of organising the event:

The Contractor MCI Benelux S.A. will manage the delivery of the event and process the personal data for the Data Controller

- MCI Benelux S.A., Boulevard du Souverain 280, 1160 Brussels, Belgium, with servers located in Ireland *Tel: +32 (0) 2 320 25 03*
- Email: brussels@mci-group.com
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In addition:

- For registration purposes: Aventri ([privacy policy](#)), servers in EU
- Virtual event platform: Swapcard ([privacy policy](#)), servers in Ireland
- For email and chat management: Freshdesk ([privacy policy](#)), servers in EU
- Session Q&A and polling tool: Slido ([privacy policy](#)), servers in Ireland and Germany
- Video-conferencing software: Cisco WebEx ([privacy policy](#)), servers in Germany and BCRs
- Video-conferencing software: Interactio ([privacy policy](#)), servers in EU
- For social media wall: Walls.io ([privacy policy](#))

Cookies

Cookies are short text files stored on a user's device (such as a computer, tablet or phone) by a website. Cookies are used for the technical functioning of a website (functional cookies) or for gathering statistics (analytical cookies).

If registration for the meeting/event takes place via a Commission website, the cookies employed by the Commission on the registrant's device for that purpose will be covered by the cookie policy of the Commission, which is available here: https://ec.europa.eu/info/cookies_en.

When you visit the website(s) of the meeting/event and when you register, we will indicate in the specific privacy statement how long we will keep the browser history of your visit. This information will then be deleted. The collection, aggregation and anonymising operations are performed in the data centre of the European Commission under adequate security measures.

Cookies are stored by Europa Analytics, the corporate service which measures the effectiveness and efficiency of the European Commission's websites on EUROPA. More information is available in the Record of Processing DPR-EC-00685 (Europa Analytics).

Registration for the meeting takes place via links that will be communicated per event, hosted on the registration platform [Aventri](#), which employs cookies as described below:

- Cookies that are active for the registration session are those which would allow an attendee to resume the registration in case it was left incomplete, as well as the language cookie for language selection.

Enabling these cookies is not strictly necessary for the website to work but it will provide you with a better browsing experience. You can delete or block these cookies, but if you do that, some features of the meeting/event website may not work as intended.

Participation via the virtual event platform takes place via Swapcard which employs cookies as described here: <https://www.swapcard.com/cookie-policy/>.

The virtual exhibition takes place via Cupix which employs cookies as described here: <https://www.cupix.com/privacy-policy-may-25-2021>

The cookie-related information is not used to identify data subjects personally and the pattern data is fully under the Commission's control. These cookies are not used for any purpose other than those described here.

Should you wish to opt your personal data out of our anonymised, aggregated statistics, you can do so on our cookies page. In particular, you can control and/or delete those cookies as you wish.

Third party IT tools, including Social Media

We may use third party IT tools to inform about and promote the meeting/event through widely used communication channels, including the social media. For detailed information about the use of social media by the European Commission, see the Record of Processing DPR-EC-00073 (Social Media Use by the European Commission).

You can watch our videos, which we also upload to our YouTube page and follow links from our website to Facebook, Twitter and Instagram.

In order to protect your privacy, our use of third party IT tools to connect to those services does not set cookies when our website pages are loaded on your computer (or other devices), nor are you immediately redirected to those social media or other websites. Only in the event that you click on a button or “play” on a video to watch it, a cookie of the social media company concerned will be installed on your device. If you do not click on any social media buttons or videos, no cookies will be installed on your device by third parties.

In order to view such third-party content on our websites, a message will alert you that you need to accept those third parties’ specific Terms and Conditions, including their cookie policies, over which the Commission has no control.

We recommend that users read the relevant privacy policies of the IT tools mentioned above¹ carefully before using them. These explain each company’s policy of personal data collection and further processing, their use of data, users’ rights and the ways in which users can protect their privacy when using those services.

The use of a third party IT tool does not in any way imply that the European Commission endorses them or their privacy policies. In the event that one or more third party IT tools are occasionally unavailable, we accept no responsibility for lack of service due to their downtime.

8. What are your rights and how can you exercise them?

You have specific rights as a ‘data subject’ under Chapter III (Articles 14-25) of Regulation (EU) 2018/1725, in particular the right to access, your personal data and to rectify them in case your personal data are inaccurate or incomplete. Where applicable, you have the right to erase your personal data, to restrict the processing of your personal data, to object to the processing, and the right to data portability.

You have the right to object to the processing of your personal data, which is lawfully carried out pursuant to Article 5(1)(a) of Regulation (EU) 2018/1725 on grounds relating to your particular situation.

You have consented to provide your personal data to the data controller for the present processing operation. You can withdraw your consent at any time by notifying the data controller: please send an email to the following address, EC-FARM-TO-FORK@ec.europa.eu, indicating the personal data concerned by your withdrawing request. The withdrawal of your consent will not affect the lawfulness of the processing carried out before you have withdrawn the consent.

You can exercise your rights by contacting the data controller, or in case of conflict the Data Protection Officer. If necessary, you can also address the European Data Protection Supervisor. Their contact information is given under Heading 9 below.

Where you wish to exercise your rights in the context of one or several specific processing operations, please provide their description (i.e. their Record reference(s) as specified under Heading 10 below) in your request.

9. Contact information

¹ Facebook: <https://www.facebook.com/policy.php>
Twitter: <https://twitter.com/privacy>
Instagram: <https://www.instagram.com/legal/privacy/>
YouTube: https://www.youtube.com/t/terms_dataprocessing

- **The Data Controller**

If you would like to exercise your rights under Regulation (EU) 2018/1725, or if you have comments, questions or concerns, or if you would like to submit a complaint regarding the collection and use of your personal data, please feel free to contact the Data Controller, AGRI-B1@EC.EUROPA.EU

- **The Data Protection Officer (DPO) of the Commission**

You may contact the Data Protection Officer (DATA-PROTECTION-OFFICER@ec.europa.eu) with regard to issues related to the processing of your personal data under Regulation (EU) 2018/1725.

- **The European Data Protection Supervisor (EDPS)**

You have the right to have recourse (i.e. you can lodge a complaint) to the European Data Protection Supervisor (edps@edps.europa.eu) if you consider that your rights under Regulation (EU) 2018/1725 have been infringed as a result of the processing of your personal data by the data controller.

10. Where to find more detailed information?

The Commission Data Protection Officer (DPO) publishes the register of all processing operations on personal data by the European Commission, which have been documented and notified to him. You may access the register via the following link: <http://ec.europa.eu/dpo-register>.

This specific processing operation has been included in the DPO's public register with the following Record reference: DPR-EC-1063.