

## EEA Client Relations Management (CRM)

### Specific privacy statement

The personal data you provide in the EEA Client Relations Management (CRM) system is processed in accordance with regulation (EU) No 2018/1725<sup>1</sup> of the European Parliament and of the Council of 23 October 2018 on the protection of natural person with regard to the processing of personal data by the EU institutions, bodies, offices and agencies.

Processing operations are under the responsibility of the Stakeholder Relations Expert in the Communication Programme, acting as data Controller, regarding the collection and processing of personal data.

#### 1. Purpose(s) of the processing

Your personal data is collected and further processed for the purposes of the provision of efficient and targeted information on the EEA's products, information and services. The purpose of the CRM is to allow EEA staff access to contact information about EEA stakeholders and clients who have requested EEA's information, in order to pro-actively reach a targeted audience for EEA products, information and services. The CRM is used to extract targeted dissemination lists for EEA information and products, including printed reports, electronic notifications and newsletters. Click-through rates are collected and monitored for statistical purposes.

#### 2. Recipients of the data processed

For the purposes detailed above, access to your personal data is given to a limited number of EEA staff members in the Communication Programme responsible for the dissemination of material or information, as well as EEA staff members responsible for the mailing of thematic newsletters and the organisation of meetings, workshops, conferences, events, etc.

In cases where the EU Publications Office disseminates on behalf of the EEA printed publications, a mailing list is extracted from the CRM and sent to the EU Publications Office.

The contracted service provider for contact database and dissemination services may be granted access to the data when requested by the EEA to carry out necessary adjustments or maintenance of the CRM system.

No personal data is shared with third parties for direct marketing purposes. There are no transfer of personal data to third countries or international organisations.

#### 3. Categories of data processed

The only personal data collected and further processed is the information you encode yourself in the online subscription form. The personal data collected includes solely contact information. The only obligatory fields are name, email address, organisation, organisation type, country and areas of interest (environmental themes). Optionally, you may provide a postal address.

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<sup>1</sup> OJ L 295/39 of 21.11.2018.

#### 4. **Modalities for the processing operation**

Personal data is provided via a submission form available online. It is an automated processing operation whereby you input the data directly in the form which is then stored in a database. The data will be used for mailing out electronic and (if postal address has been entered) printed information.

#### 5. **Right of access and rectification**

You have direct access to your personal data which you may modify or delete at any time either directly via your online subscription or by contacting the EEA by email to [subscriptions@eea.europa.eu](mailto:subscriptions@eea.europa.eu).

#### 6. **Legal basis and legality of processing**

The processing of your personal data is necessary for the performance of tasks in the public interest or the exercise of official authority vested in the EEA as assigned by the following regulations:

- Regulation (EC) No 401/2009 of 23 April 2009<sup>2</sup> on the EEA and Eionet, and in particular Article 2(m) thereof, and
- Regulation (EC) No 1367/2006<sup>3</sup> of the European Parliament and of the Council of 6 September 2006 on the application of the Aarhus Convention on access to information, public participation in decision-making and access to justice in environmental matters to Community institutions and bodies.

Through the subscription form, you give your unambiguous consent to the processing operation.

#### 7. **Data retention**

Your personal data will be retained as long as you wish to maintain your subscription. Click-through rates are collected and monitored for statistical purposes. Anonymous data, such as the number of subscribers over time and the distribution of areas of interest will also be kept for statistical purposes.

#### 8. **Right to appeal**

You are entitled to have recourse at any time to the European Data Protection Supervisor (<https://edps.europa.eu>; [edps@edps.europa.eu](mailto:edps@edps.europa.eu)) if you consider that your rights under Regulation(EU) No 2018/1725 have been infringed as a result of the processing of your personal data by the EEA.

You may also contact the EEA's Data protection Officer (DPO) in case of any difficulties relating to the processing of your data at the following email address: [DPO@eea.europa.eu](mailto:DPO@eea.europa.eu).

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<sup>2</sup> OJ L 126 of 21.5.2009, p. 13

<sup>3</sup> OJ L 264 of 25.9.2006, p. 13