

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) 2028/1725¹ 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.

1. Identity of the data controller

European Environment Agency (EEA), Kongens Nytorv 6, 1050 Copenhagen K, Denmark
Communication Programme, Stakeholder Relations Expert, Petra Fagerholm,
petra.fagerholm@eea.europa.eu.

2. 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 distribution lists for EEA information and products and disseminate electronic notifications and newsletters.

Click-through and open rates are collected and monitored for statistical purposes.

3. Who has access to your information and to whom is it disclosed?

For the purposed 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 Publication Office disseminates on behalf of the EEA printed publications, a mailing list is extracted from the CRM and sent to the EU Publication Office.

The contracted service provider for contract 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.

4. Categories of data processed

The personal data you encode yourself in the online subscription form is collected and further processed. The only obligatory field to fill in the sign-up form is the e-mail address. Optionally, you may

¹ OJ L 295/39 of 21.11.2018

provide information about your organisation, organisation type, and areas of interest (environmental themes).

IP addresses and city location information are collected by the CRM only in case you have clicked to allow “tracking”. During the sign-up process, you can decide whether the “tracking” option is allowed. You may at any time disable the tracking function via the “preference centre”. In case tracking is not enabled, we only collect e-mail address and do not collect any other personal data including IP address and city location.

The personal data collected is the strict minimum required to ensure that the targeted dissemination of information on the EEA could work effectively and serves its purpose.

5. Modalities of 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 notifications and newsletters.

EEA uses Campaign Monitor for the distribution of electronic notifications and newsletters. Campaign Monitor uses cookies during subscription and dissemination services. Please find the Campaign Monitor’s cookie policy here: <https://www.campaignmonitor.com/policies/#cookie-policy>.

6. Legal basis and legality of the 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 401/2009² of the European Parliament and of the Council of 23 April 2009 on the EEA and Eionet, and in particular Article 2(m) thereof, and
- Regulation (EC) No 1367/2006³ 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. How long do we keep your data?

Your personal data will be retained as long as you wish to maintain your subscription. In case you wish to permanently erase your data, please send your request to subscriptions@eea.europa.eu. Please note that it may take up to 60 calendar days to erase all traces of such personal data.

Aggregated and anonymous data on the number of subscribers over time, distribution of areas of interest and the click through rates are retained for statistical purposes.

² OJ L 126 of 21.5.2009, p. 13.

³ OJ L 264 of 25.9.2006, p13-19

8. How do we protect and safeguard your information?

In order to protect your personal data, a number of technical and organisational measures have been put in place. 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 data being processed. Organisational measures include restricting access to the data to authorised persons with a legitimate need to know for the purposes of this processing operation.

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

You have direct access to your personal data which you may modify or delete at any time either directly via your online subscription (“preference centre”, find link in the e-mail’s footer) or by contacting the EEA by e-mail to subscriptions@eea.europa.eu.

You are entitled to have recourse at any time to the European Data Protection Supervisor (<https://edps.europa.eu>; 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 EEA.

You may also contact the EEA’s Data Protection Officer (DPO) in case you have any difficulties relating to the processing of your personal data at the following e-mail address: DPO@eea.europa.eu.