

# Privacy Notice

Released in May 2018

## What rights does the data subject have?

The data subject can contact the controller at any time in order to ask information about the stored data, provide updates, withdraw the consent to process the personal data.

## How can the data subject get in touch?

If you have any request, please do not hesitate to contact the DPRA (director of public relations and administration) at [dpra@euprera.org](mailto:dpra@euprera.org).

## Who is collecting the data?

The controller of the data is EUPRERA (European Public Relations Research and Education Association), an autonomous, no-profit organisation that aims at stimulating and promoting innovative knowledge and practices of public relations education and research in Europe and beyond.

The processor of the data is the DPRA (director of public relations and administration) and the recipients are the DPRA, the assistant managing the membership fees, the treasurer, the head of the scientific committee, the coordinators of specific activities.

## What data is being collected?

The data we collect are limited to our purposes and usually include:

- Name
- Job position and affiliation
- Job address and e-mail address
- When entering our online platforms, IP address
- When needed and upon request, a close up picture
- For providers and partners, also bank account data

Besides, through the on-line interaction we may get some information about the users' habits:

- Cookies: we may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain personal information nor read data off your hard disk. Cookies are used to track user traffic patterns. You can refuse cookies by turning them off in your browser.

- Web beacon: when we send you a newsletter, we may include a web beacon to allow us to determine the number of people who open our emails or click on a link in an email. Web beacons collect only limited information, such as a cookie identifier, time and date of a page being viewed. Web Beacons can be refused: you will need to disable HTML images or refuse HTML emails via your email software.

## For which purposes data is being collected?

Data is collected for the following purposes:

- a) Reach those subjects who expressed an interest in our association or more generally in advancing academic research and knowledge in strategic communication, to inform them about the upcoming events or new initiatives organised by EUPRERA. These subjects usually belong to the category A “potential members”.
- b) Build a network of subjects working in the field of public relations and communication management, as expressed by our mission: EUPRERA is a network where the members attract, convey, disseminate and create innovations in public relations and communication. These subjects usually belong to the category B “members”.
- c) Cooperate with other PR associations, scientific journals and practitioners coming from different countries. These subjects usually belong to the category C “partners”.
- d) Ensure a smooth run of the association, building professional relation with providers and experts. These subjects usually belong to the category D “others”.

## Consent

Given that all the subjects in our archives expressed the willingness to be in touch, in this phase we will continue to process the data and send emails unless the subject tells us the contrary. Preferences for communications and consent can be changed at any time.

For all those joining or cooperating with the association from June 2018 on, an explicit consent will be asked.

## How long will the data be stored for?

Data referred to categories A (potential members) will be stored until the subject agrees on keeping in touch. Data referred to categories B (members) will be stored until the subject agrees to be a members; members who do not pay their membership fee for two years can be ceased automatically. Data referred to category C (partners) and D (others) will be stored until the cooperation agreement runs.

## How data breach is prevented?

EUPRERA hosts the data in a secure way. Data can be host:

- On the IT appliances of the processors, which operate secure data networks protected by industry standard firewall and password protection systems, to avoid intrusions.
- On the web platforms adopted for the association's activities (ConfTool for congress management, Simply Voting for virtual general assembly, Campaign Monitor for newsletters). In this case, the providers' privacy policy and their measures to avoid intrusions are verified.

## Will the data be shared with any third parties?

Data referred to categories A (potential members) are not shared with anybody. Data referred to categories B (members), C (partners) and D (others) can be shared within the community of EUPRERA members only.

In the eventually it's needed to share the contact details with third parties, the data subject will be informed. This may happen for instance when finalizing a publication, such as the yearly congress book which contains contributions from different authors who may be put in contact with the publisher. The third parties have access to personal information needed to perform their functions, but may not use it for other purposes.