

PRIVACY NOTICE

January 2022

1. Who is processing your personal data?

“EUPRERA” AISBL (European Public Relations Research and Education Association AISBL, Abbreviation: “EUPRERA”), is an International scientific organisation under Belgian law incorporated since July 7, 2002, with Registered seat's address at Boulevard du Jubilé 71, box 3, 1080 Brussel, Crossroads Bank for Enterprises Enterprise number/VAT : BE0478.953.039.

This Privacy Policy explains how EUPRERA collects and uses information from users of the EUPRERA’s website (available at <https://euprera.org> – the « Website »), as well as the purpose of such collection and use.

EUPRERA may also collect and process certain personal data in the context of congresses organized and managed by EUPRERA (and its partners) in which you freely decide to participate. Information relating to such processing of your personal data is detailed in the regulations specific to these events.

The controller of the data is “EUPRERA”, an International scientific organisation under Belgian law, an autonomous and no-profit organisation that namely aims at stimulating and promoting innovative knowledge and practices of public relations education and research, mainly in Europe.

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.

EUPRERA is committed to ensure your privacy, will safeguard the information you supply and use it only in accordance with the following provisions, and in compliance with applicable privacy and personal data protection legislation. This Privacy Policy may be amended by EUPRERA from time to time and you are therefore invited to review it periodically.

2. What categories of personal data are 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
- Content, date and time of your request, as well as the date, time and content of EUPRERA’s answers to your queries
- 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.

You acknowledge that these personal data may be collected and processed for the purposes of contacting you and answering to your queries.

3. Particular or 'sensitive' personal data

No particular or « sensitive » category of personal data concerning you will be voluntarily collected or processed by EUPRERA and we invite you not to communicate such data via the contact page of the website or via any other free field.

4. For which purposes data is being collected?

Data is collected for the following purposes:

1. 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".
2. 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".
3. Cooperate with other PR associations, scientific journals and practitioners coming from different countries. These subjects usually belong to the category C "partners".
4. Ensure a smooth run of the association, building professional relation with providers and experts. These subjects usually belong to the category D "others".

5. 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.

The institution signing this policy agrees that all persons under its responsibility shall also be considered as consenting to the data processing.

6. What rights do you have?

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

You are entitled to access to your personal data, as collected and processed by EUPRERA, and request the modification or suppression of personal data relating to you if it is incorrect or unnecessary.

You also have the right to ask for the restriction of the processing or to object to the processing as well as the right to data portability (as the case may be).

When applicable, you have the right to withdraw consent at any time, without affecting the lawfulness of processing based on consent made prior to such withdrawal. To exercise these rights, please send an email to dpra@euprera.org or administration@euprera.org (main and default address).

You also have a right to lodge a complaint with a supervisory authority (in particular in the Member State of the European Union of your usual place of residence, place of work or the place where the violation occurred) if you consider that the processing of personal data related to you infringes the data protection legislation.

In Belgium, you can send your complaint to the Data Protection Authority (DPA) at the following address:

Data Protection Authority
Rue de la Presse 35
1000 Bruxelles
+32 (0)2 274 48 00 / +32 (0)2 274 48 35
contact@apd-gba.be
<https://www.autoriteprotectiondonnees.be/citoyen>

7. Will the data be shared with any third parties?

You acknowledge that EUPRERA may disclose your personal data to the providers, publishers and partners/community of EUPRERA members only for the above-mentioned purposes, both inside and outside the European Economic Area, namely its hosting website provider. You acknowledge that this may involve transfers of your personal data to countries that do not provide an adequate level of protection. Appropriate contractual measures will be taken to ensure the security of your personal data in compliance with the applicable privacy and personal data protection legislation. A copy of those appropriate contractual measures can be provided upon request.

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.

8. Links to third party websites

The Website may links to other websites, which are not subject to this Privacy Policy. EUPRERA recommends you examine the Privacy Policy applicable to these other websites. EUPRERA assumes no responsibility whatsoever for the personal data and privacy practices of such websites and encourages you to review each website's privacy policy before disclosing any personal data.

9. How long will the data be stored for?

EUPRERA does not keep your personal data, as collected and processed in accordance with this data protection policy, for a period exceeding the time necessary to achieve the purposes described above.

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 member; members who do not pay their membership fee for three years can be ceased automatically. Data referred to category C (partners) and D (others) will be stored until the cooperation agreement runs.

10. How data breach is prevented?

EUPRERA hosts the data in a secure way.

Measures will be taken to safeguard against unauthorised or unlawful processing and accidental loss or destruction or damage to the data. Any personal data which is contained in EUPRERA or any of its processor's regular backups will not be deleted, provided that any such personal data shall remain subject to the applicable confidentiality, data privacy and security obligations until destroyed.

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, Members management system, etc.). In this case, the providers' privacy policy and their measures to avoid intrusions are verified.

11. Modifications

EUPRERA expressly reserves the right to modify this Privacy Policy and you agree to regularly consult the Privacy Policy available on the website.

By modifying the Privacy Policy, EUPRERA will take into account your legitimate interests.

You will receive a modification in the event of a modification of the Privacy Policy. By continuing to actively use the website after such notification, you acknowledge having read the changes made to the Privacy Policy.

12. How can you get in touch?

If you have any questions or concerns regarding the Website or this Privacy Policy, please feel free to contact the DPRA (director of public relations and administration) at this specific address: dpra@euprera.org or administration@euprera.org (main and default address).

You can also reach us (postal address) at Bd. Du Jubilé 71 bte 3, 1080 Brussels, Belgium.