

Privacy statement on processing personal data in the context of the online application form of the anti-counterfeiting Blockathon Forum

Protecting your privacy is of the utmost importance to the European Union Intellectual Property Office ('EUIPO' or 'us' or 'the controller'). The Office is committed to respecting and protecting your personal data and ensuring your rights as a data subject. All data of a personal nature that identifies you directly or indirectly will be handled fairly, lawfully and with due care.

This processing operation is subject to Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 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, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC.

The information in this communication is provided pursuant to Articles 15 and 16 of Regulation (EU) 2018/1725.

1. What is the nature and purpose of the processing operation?

As a follow-up action of the EU Blockathon 2018, the EUIPO will orchestrate the collaboration of a community of stakeholders from EU institutions, enforcement authorities, industry and academia in the form of a Forum that will focus on the creation of a definition and a pilot for anti-counterfeiting solutions.

Any member of the public can express their interest to join this Forum through the Observatory website by means of an online application form. The EUIPO will collect and store the personal data of the website's users.

The EUIPO processes personal data contained in the online application form in order to allow users of the new website to raise their awareness of IP and blockchain technology through an interactive platform where they can exchange ideas and add their contributions. This processing is automated as the information is obtained through the online application form.

The overall goal is to create an EU anti-counterfeiting infrastructure based on blockchain. The first step is to form the anti-counterfeiting Blockathon Forum, bringing together all the relevant public and private stakeholders.

Once in place, the Forum will work on the development and implementation of an anti-counterfeiting use case and software to achieve interoperability, standardisation and proof of authenticity, both through electronic channels such as e-mail exchanges and feedback to questionnaires or physical meetings such as workshops, events and meetings and other means of follow up on the topic of the use case and the pilot.

2. What personal data do we process?

We process the following data completed by the interested user in the Forum online application form:

- first name and last name
- job title and company name
- opening line
- industry
- email address
- nationality
- industry
- contributions
- credentials.

3. Who is responsible for processing the data?

Personal data processing is the responsibility of the Observatory director, acting as the delegated EUIPO data controller.

Personal data is processed by the Observatory staff.

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

Personal data is disclosed to members of the Observatory staff responsible for the administration of the Forum web page and the management of the Forum.

Personal data is not intended to be transferred to third countries.

5. How do we protect and safeguard your information?

We take appropriate technical and organisational measures to safeguard and protect your personal data from accidental or unlawful destruction, loss, alteration and unauthorised disclosure or access.

All personal data related to the network members is stored in secure IT applications (e.g. ShareDOX — the document management system) according to the Office's security standards, as well as in specific electronic folders and mailboxes.

The database and mailboxes are password-protected under a single sign-on system and connected automatically to the user's ID. E-records are held securely to safeguard the confidentiality and privacy of the data therein.

Regardless of stage, everybody dealing with personal data in the context of the networking activities must sign a confidentiality declaration.

6. How can you access your personal information and, if necessary, correct it? How can you receive your data? How can you request that your personal data be erased, or restrict or object to its processing?

You have the right to access, rectify, erase and receive your personal data, as well as restrict its processing or object to the same, as provided in Articles 17 to 24 of Regulation (EU) 2018/1725.

If you would like to exercise any of these rights, please send a written query explicitly stating your request to the delegated data controller, the director of the Observatory.

Your request will be answered without undue delay, and in any event within 1 month of receipt of the request. However, according to Article 14(3) of Regulation (EU) 2018/1725 this period may be extended by up to 2 months where necessary, taking into account the complexity and number of requests. The Office will inform you of any such extension within 1 month of receipt of the request, together with the reasons for the delay.

7. What is the legal basis for processing your data?

Personal data is processed in accordance with Article 5(1)(a) of Regulation (EU) 2018/1725 and Regulation (EU) 386/2012.

8. How long can data be kept?

Personal data will be kept only for the time needed to achieve the purpose(s) for which it is processed. The documents containing information about the members of the Forum are living documents that are constantly updated. Whenever a person does not wish to continue being part of this network, the data is deleted automatically from the lists.

In the event of a formal appeal, all data held at the time of the appeal will be retained until the completion of the appeal process.

9. Contact information

Should you have any queries on the processing of your personal data, please address them to the data controller, the director of the Observatory at: DPOexternalusers@euipo.europa.eu

You may also consult the EUIPO data protection officer (DPO) at:
DataProtectionOfficer@euipo.europa.eu.

Forms of recourse

If your request has not been responded to adequately by the data controller and/or DPO, you can lodge a complaint with the European Data Protection Supervisor at:
edps@edps.europa.eu.