

Privacy Notice

Introduction

This Privacy Notice is designed to inform you about the personal data relating to you which MediaRoad, a project consortium composed of 9 partners (see below) (acting as joint data controllers and hereinafter collectively referred as “**MediaRoad, We, Our and Us**”), collects via the website www.mediaroad.eu (referred to hereinafter as the “**Website**”), why We collect and process such personal data, on which legal basis, and how We will handle personal data you provide Us with and personal data We learn about you from your visit to the Website. Your use of the Website implies your acknowledgment of this Privacy Notice.

The members of the consortium are:

- EBU-UER AISBL, established Avenue Des Arts 56, Bruxelles 1000, Belgium, VAT number: BE0875.249.608;
- DE VLAAMSE RADIO EN TELEVISIEOMROEPORGANISATIE NV (VRT), established Auguste Reyerslaan 52, Brussel 1043, Belgium, BE0244.142.664;
- INSTITUT FUER RUNDFUNKTECHNIK GMBH (IRT), established Floriansmuehlstrasse 60, München 80939, Germany, DE 129521727;
- BRITISH BROADCASTING CORPORATION (BBC), established Portland Place Broadcasting House, London W1a 1aa, United Kingdom, VAT number: GB333.289.454;
- ASSOCIATION EUROPEENNE DES RADIOS (AER), established Rue Des Deux Eglises 26, Bruxelles 1000, Belgium, VAT number: BE0446.286.409;
- COORDINATION EUROPEENNE PRODUCTEUR INDEPENDENTS (CEPI TV), established Rue Cernuschi 5, Paris 75009, France, FR 79803779917;
- ECOLE POLYTECHNIQUE FEDERALE DE LAUSANNE (EPFL), established In BATIMENT CE 3316 Station 1, Lausanne 1015, Switzerland, VAT number: CHE116075613TVA;
- INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM (IMEC), established KAPELDREEF 75, LEUVEN 3001, Belgium, VAT Number: BE0425.260.668; and
- RAI-RADIOTELEVISIONE ITALIANA SPA (RAI), Established In Viale Mazzini 14, Roma 00195, Italy, IT 06382641006.

Legal basis

We process your personal data on the basis of Our legitimate interest to answer to your questions via the “contact us” form.

For the other purposes described below We process your personal data on the basis of your specific consent.

You have the right to withdraw such consent at any time, without affecting the lawfulness of such processing before the withdrawal of consent.

Personal data collected

We collect personal data relating to you (referred to hereinafter as “**Personal Data**”) in two ways:

- through registration and sending of information that you choose to enter on certain pages of the Website. The information marked with the “*” symbol must be provided, in order to enable Us to fulfill the processing purposes, as mentioned below. Such Personal Data directly collected from you include your first and last name, personal or professional address, personal or professional email address, personal or professional mobile or other phone number, position, title, Company name, message, newsletter(s) you have chosen to register or other personal information or contact information you provide Us with. We may also ask for your comments, suggestions, or other information relating to the Website, Our services, or Our organization. Other specific types of information may be requested in connection with surveys we could invite you to participate.
- through cookies. For more information about cookies, please see below.

Use of Personal Data

Your Personal Data will exclusively be used to the extent necessary to allow Us:

- to respond to your direct request, as described at the time when We collect your Personal Data or as otherwise described to you prior to the use of your Personal Data
- to send you requested mailings or event information (Newsletter)
- to realize online surveys

We may combine the Personal Data you submit with other personal data We have obtained about you for the same purposes from other sources, including if you have provided your information to Us in other places or through another medium (such as social media platforms). These sources are: Twitter and LinkedIn.

We may not use your Personal Data for new purposes which are as yet unforeseen in this Privacy Notice except on the basis of an applicable statutory permission. In any event, prior to using Personal Data for other purposes, We will inform you about such change to this Privacy Notice. In case of consent-based activities, We will not process your Personal Data for such new purposes without first obtaining your consent.

Special category of personal data

We will not collect or process any special category of personal data relating to you. The special categories of Personal Data include data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs or other beliefs of a similar nature, trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, health, sex life or sexual orientation.

Direct marketing

We will not use your Personal Data for direct marketing purposes without your explicit prior consent, except where authorised under applicable law.

If at any time you decide not to receive any commercial or promotional information from Us, You may, free of charge and without having to provide any justification, opt-out of any direct marketing campaigns and oppose to the future processing of your Personal Data for such purposes by sending Us an email at info@mediaroad.eu and mention “opt-out” in the subject of your email. Alternatively, you may use the opt-out procedure provided in any promotional message you receive from Us.

Please note that opting out from receiving promotional messages from Us will not prevent you from receiving information that relates to any contract you may have entered into with Us.

Automated decision-making

We will not make use of automated decision-making processes, including profiling, except where authorised under applicable law. In such case we would inform you about the logic involved in the decision, as well as the significance and the envisaged consequences of such processing for you.

Sharing Personal Data and transferring Personal Data to third countries

We will not make your Personal Data available to any third party and shall not publicly disclose the Personal Data unless such transfers are based on your specific consent, necessary for the performance of a contract entered into between you and Us, or when such transfer of Personal Data is otherwise authorised or compulsory by law or by order of an administration or judicial authority.

We transfer your Personal Data to the following recipients: Our web developer (Paulina Kott) and the supplier we use for the sending of newsletter (MailPoet).

Please note that whenever your Personal Data are transferred to processors or third parties located outside the European Economic Area in countries which are not considered by the European Commission to guarantee an adequate level of personal data protection, We will ensure that appropriate measures are implemented according to the applicable national and European legislation relating to data protection. You may obtain a copy of the appropriate safeguards taken or information as to where they have been made available by sending Us an email at info@mediaroad.eu.

Use of cookies

Cookies are small text files that are placed on your computer or other device by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the website.

General information about the cookies used

This Website uses cookies to improve your experience on the website, to analyze your use of the Website via Google Analytics, to enable social interaction features with supported external social networking websites. When you visit our Website for the first time, the entry page will show information on privacy and respective wording regarding the consent to the use of cookies through a “cookie banner”. If you continue to actively use the Website and do not actively object to the use of cookies, you agree to our use of cookies and such consent will be stored in your browser, so that the information does not have to be repeated on every page of the Website. Should the consent be missing in your browser (e.g. if you deleted your cookies), the “cookie banner” with privacy information will appear again the next time you visit the Website. We may install and use certain technically required cookies which therefore do not require your prior consent. We may also use session cookies which are automatically deleted at the end of your session and which also do not require your prior consent. Other cookies (such as cookies to improve the navigational experience by keeping record of certain data – this avoids you having to reintroduce such data at each connection – and by tailoring the content of the Website to your preferences) may be installed and used on the basis of your consent. You will find all relevant information about the cookies used by this Website in the table below.

Cookie name	Category of information stored	Purpose	Domain	Type of cookie	Retention time	Related to user tracking	Communication to 1/3 party	Privacy policy of third party
PHPSESSID	Session ID	Functional	www.mediaroad.eu	First Party	Session	No	No	/
_ga	Alphanumeric (client number)	Analytics	.mediaroad.eu	First Party	2 years	Yes	Yes	http://www.google.it/intl/en/policies/privacy/
_gali	Alphanumeric	Analytics	.mediaroad.eu	First Party	30 seconds	Yes	Yes	
_gat	Alphanumeric	Analytics	.mediaroad.eu	First Party	1 minute	Yes	Yes	
_gid	Alphanumeric (Session ID)	Analytics	.mediaroad.eu	First Party	24 hours	Yes	Yes	
__unam	Alphanumeric (Web pages viewed and navigated, time spend on pages)	Social sharing and analytics	.mediaroad.eu	First Party	9 months	No	Yes	http://www.sharethis.com/privacy/
__stid	Alphanumeric	Social sharing	.sharethis.com	Third party	1 year	No	Yes	
ee_cookie_test	Alphanumeric	Technical	www.mediaroad.eu	First Party	24 hours	No	No	/

Additional information about specific cookies

Google Analytics: This Website uses Google Analytics, which is a web data analysis tool of Google Inc. (Google). Google Analytics uses cookies to help Us analyze how users use the Website.

Since we have activated the anonymization of IP-addresses transferred¹, Google will prior to such transfer truncate/anonymize the last octet of the IP address within Member States of the EEA. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. Google will use this information for the purpose of evaluating your use of the Website, compiling reports on Website activity for Us and providing other services relating to Website activity and internet usage to Us. Google will not associate your IP address with any other data held by Google. Further information concerning the terms and conditions of use and data privacy can be found at <http://www.google.com/analytics/terms/gb.html>. Please note that on this Website, Google Analytics code is supplemented by “anonymizelp” to ensure an anonymized collection of IP addresses (so called IP-masking).

How to prevent cookies to be set

You may prevent cookies to be set by adjusting your browser accordingly. Indeed, most web browsers allow some control of most cookies through the browser settings. To find out more about how to prevent cookies to be set, visit <http://www.allaboutcookies.org>.

However, in such case, certain features of the Website may not work properly and some functionalities of the Website might no longer be available to you.

How to delete/deactivate cookies

In order to delete/deactivate all cookies set on your computer, the majority of web browsers allow you to disable completely the use of cookies, or to delete cookies created by specific domains/websites. To find out how to do it, please refer to your browser's help page:

- Chrome: <https://support.google.com/chrome/answer/95647?hl=en>

¹ Alternative to be used if Google analytics is used with IP anonymization. Please note that the use of IP anonymization is required under German data protection law. For more details on IP anonymization see the following link: <https://support.google.com/analytics/answer/2763052>

- Internet Explorer: <http://windows.microsoft.com/en-US/internet-explorer/delete-manage-cookies#ie=ie-11-win-7>
- Firefox: <http://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Safari: https://support.apple.com/kb/PH21411?viewlocale=en_US&locale=en_US
- Safari on IOS: <https://support.apple.com/en-us/HT201265>
- Opera: <http://www.opera.com/help/tutorials/security/cookies>

You can specifically prevent Google’s collection and use of data (cookies and IP address) for any website you visit by downloading and installing the browser plug-in available at <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

You may [also] specifically refuse the use of Google Analytics on this Website by clicking on the following link. An opt-out cookie will be set on the computer, which prevents the future collection of your data when visiting this Website: **Disable Google Analytics**.

Share on social networks

We make use of a social plug-in to enable you to share Website’s information on Twitter, Facebook, LinkedIn through “Share” buttons.

For data privacy reasons, we deliberately opted against utilizing direct social network plug-ins on our Website. Instead, we employ an alternative technical solution that allows you to decide whether to transmit data to the social network operators and when. Thus when you visit the Website, data are never automatically transmitted to a social network. Only when you actively click on the respective button yourself will your web browser connect to the servers of the social network, i.e. clicking on elements then clicking on the social network’s icon indicates your consent to your browser connecting to the servers of the social network and sending usage data to that social network operator, whether or not you are a subscriber of such social network.

We have no influence over the nature or scope of data that social networks may then gather. For information regarding the purpose and scope of data collection, further processing and use of data by social networks and regarding your data privacy rights and relevant configuration settings, see the social networks’ respective data privacy advisories.

Links to third parties websites

On certain areas of this Website, We may provide links to third parties websites, which are not subject to this Privacy Notice. These links are provided as a convenience to you; however please be aware that We do not control such third parties or their websites and that those third parties will have a different privacy notice applying to information collected from you when you are on those third parties’ websites. We encourage you read the privacy notices of all websites carefully before providing personally identifiable information.

Storage duration

We will retain your Personal Data only as long as necessary for the fulfilment of the purposes described above or as required by law, having regards to the following criteria: Industry standards.

Security and confidentiality

We have implemented technical and organisational measures in accordance with standard industry practices to ensure an appropriate level of security of the Personal Data processed. Nevertheless, security requires efforts from all actors involved. We thus encourage you to contribute to these efforts by taking appropriate security measures yourself, including using strong passwords and keeping all user names and passwords (if any) confidential.

Children on the Website

This Website is not intended for or directed to children under 16. We do not knowingly collect any information from such individuals. If you believe your child has provided Us with Personal Data, please contact Us at info@mediaroad.eu.

Your rights

At any time, you may exercise your right to request access to or rectification of and, as the case may be, erasure of any Personal Data relating to you. You may also object to processing, or request a restriction of processing and benefit of a right to data portability (as the case may be), in compliance with applicable data protection law, by sending a signed request form with a copy of your ID card, passport or other proof of identity to info@mediaroad.eu or in writing to MediaRoad c/o AISBL EBU-UER, Av. Des Arts 56, 1000 Brussels, Belgium.

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.

As a data subject, you 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, your place of work or the place where the violation occurred) if you consider that the processing of Personal Data relating to you infringes the applicable legislation relating to data protection.

Effective date and changes

This Privacy Notice is in effect since 31 January 2018. We reserve the right, at Our complete discretion, to change, modify, add, or remove portions of this Privacy Notice at any time. You should check back periodically at this page to read the most recent version of this Privacy Notice as your continued use of this Website following the posting of changes to these terms will mean you acknowledge these changes.

Thank you for visiting this Website.