



EUROPEAN INNOVATION COUNCIL AND SMEs EXECUTIVE AGENCY (EISMEA)

EISMEA.I – Innovation ecosystems, SMP/Entrepreneurship & Consumers
I.02-2 – SME/SME Pillar, Internal Market and Support to Standardisation

Data Protection Notice

Processing of personal data in the framework of the Building Capacity in the Tourism Ecosystem final event in Seville in October 2026

Your personal data is processed in accordance with Regulation (EU) No 2018/1725¹ on the protection of individuals with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data.

The data controller of the processing operations is the Head of Unit I.02 SMP/SME Pillar, Internal Market and Support to Standardisation of the European Innovation Council and SMEs Executive Agency (EISMEA)

The following **entities process** your personal data on our behalf: 1) **Arctik SRL**, Avenue de Broqueville, 12, 1150 Brussels, Belgium; 2) **KPMG, Asesores S.L**, Paseo de la Castellana 259C, Madrid, 28046, Spain.

The legal basis for the processing activities are:

- Article 5(1)(a) of Regulation (EU) 2018/1725 because processing is necessary for the performance of a **task carried out in the public interest** (or in the exercise of official authority vested in the Union institution or body)² laid down in Union law;
- Article 5(1)(d) of Regulation (EU) 2018/1725 based on **your explicit prior consent** for your non-mandatory personal data indicated below.

The purposes of this processing are to:

- register and manage your participation at the **Building Capacity in the Tourism Ecosystem final event taking place on 9 October 2026 in Seville, Spain**;
- communicate with the participants before and after the event;
- management of access to the event venue;
- organisation and management of travel, accommodation and logistics;
- documentation of the event via photography and videography;
- evaluation, reporting and follow-up activities of this event.

¹ 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 (OJ L295/39 of 21.11.2018).

² *EISMEA Establishment Act*: Commission Implementing Decision (EU) [2021/173](#) of 12 February 2021 establishing the, the **European Innovation Council and SMEs Executive Agency** Single Market Programme - Regulation (EU) [2021/690](#).

The following of your personal data are collected: *first name, last name, country, organisation name, stakeholder group belonging, job title, email address*. All personal data are **mandatory** for the purpose(s) outlined above.

In addition, the following **non-mandatory** personal data are collected: *special requirements (such as accessibility needs or any other onsite event support), dietary requirements, topic(s) of interest, and participation to networking activities* can only be processed based on your explicit prior consent.

Please note that the event will be (partly) **livestreamed** and it is possible that you will be recorded. It is also possible that **photographs** of you will be taken during the event and might be used for related communication purposes, including publication on websites³, reports, newsletters and social media channels⁴. Upon registration, you can give your explicit consent to have your image/voice recorded and published on related communication channels. In the absence of your consent, the organiser will try to find suitable alternatives, so that you can fully take part in the event such as watching some of the key sessions online.

The recipients of your personal data will be authorised EISMEA and Commission staff in charge of the organisation and follow-up of the Building Capacity for the Tourism Ecosystem final event and related activities, authorised staff of the Agency or Commission contractors involved in the registration process and overall event organisation, as well as bodies in charge of monitoring or inspection tasks in application of Union or national law (e.g. internal audits, the Court of Auditors, European Anti-fraud Office (OLAF), or law enforcement bodies).

Your personal data **will not be transferred** to third countries or international organisations.

The event will be organised online **using the following third-party tools:**

For the purpose of online event registration, Microsoft Forms, a third-party tool under Arctik SRL's and the above entities' responsibility, collects from the following data subjects the following personal data: [Microsoft Privacy Statement](#).

For the purpose of sending invitations, notifications and alerts, Outlook, a third-party tool under Arctik SRL's responsibility, processes name, email address, organisation and other relevant information to deliver tailored marketing content. All marketing communications will be strictly opt-in. Outlook's GDPR-related statements can be found here: <https://privacy.microsoft.com/en-us/privacystatement>.

To analyze media channels and traffic and improve our communications activities, we will be using native social media analytics tools (LinkedIn, Twitter, Facebook, YouTube, Instagram) and Meltwater. Meltwater's privacy policy can be found here: <https://www.meltwater.com/en/privacy>.

For the purpose of coordinating discussions between the client, contractors, subcontractors, experts and stakeholders **Teams**, a third-party tool managed by Arctik SRL and above entities collects personal data including email addresses. Teams' privacy policy statement can be found here: <https://privacy.microsoft.com/en-us/privacystatement>.

³ <https://transition-pathways.europa.eu/tourism>.

⁴ LinkedIn: [EISMEA](#).

To enable delegates to connect, discuss and share ideas, **LinkedIn** Groups, a third-party tool managed by Arctik SRL and above entities, collects personal data including email addresses. LinkedIn's privacy policy can be found here: <https://www.linkedin.com/legal/privacy-policy>.

To raise awareness and promote the project activities, **X [formerly known as Twitter]**, a third-party tool is used and is managed by Arctik SRL. Twitter Privacy Policy can be found here: <https://twitter.com/en/privacy>.

Facebook - for the purpose of disseminating news, event updates and community content through Promoting Enterprise social media, a third-party tool managed by Arctik SRL, collects personal data including email addresses and usage data. Meta's privacy policy can be found here: <https://www.facebook.com/privacy/policy/>.

Instagram - for the purpose of disseminating news, event updates and community content through Promoting Enterprise social media, a third-party tool managed by Arctik SRL, collects personal data including email addresses and usage data. Meta's privacy policy can be found here: <https://privacycenter.instagram.com/policy>.

A third-party tool, **Canva**, is used to carry out design/editing tasks for the promotion purposes of the project and is managed by Arctik SRL. The privacy statement can be accessed here: <https://www.canva.com/policies/privacy-policy/>.

A third-party tool, **Copilot**, is used to carry out early research and low-value tasks for the preparation of the event and is managed by Arctik. The privacy statement can be accessed here: <https://privacy.microsoft.com/en-us/privacystatement>, with Copilot-specific privacy information available at <https://www.microsoft.com/en-us/microsoft-copilot/privacy-and-security>.

The processing of your data will **not include automated decision-making** (such as profiling).

The following **technical and organisational security measures** are in place to safeguard the processing of your personal data:

- All personal data in electronic format (emails, documents, databases, uploaded batches of data, etc.) are stored on the servers of EISMEA, the European Commission (and of its contractors if contractors are engaged to assist the controller in the organisation and management of meeting(s) or event(s)).
- All processing operations are carried out pursuant to Commission Decision (EU, Euratom) 2017/46 of 10 January 2017 on the security of communication and information systems in the European Commission.
- In order to protect your personal data, EISMEA and the Commission have put in place a number of technical and organisational measures. 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 personal data being processed. Organisational measures include restricting access to the personal data solely to persons with a legitimate need to know for the purposes of given processing activities.
- EISMEA and Commission contractors are bound by specific contractual clauses for any processing operations of your personal data by themselves and by their sub processors on their behalf and by the confidentiality obligations deriving from the General Data Protection Regulation ('GDPR' - Regulation (EU) 2016/679), which may include the use of Standard Contractual Clauses.

From the contractors' side, the following **technical and organisational security measures** are in place to safeguard the processing of your personal data, in accordance with Article 33 of Regulation (EU) 2018/1725:

- **Technical measures:** all personal data collected for this event is stored in password-protected systems and files, with access restricted to authorised personnel only; data is transmitted using secure connections; and personal data is not shared with any party other than the entities and tools identified in this notice;
- **Organisational measures:** access to personal data is granted strictly on a need-to-know basis to Arctik SRL and the processors named above who are directly involved in delivering the Building Capacity in the Tourism Ecosystem final event, and staff and contractors handling personal data are bound by confidentiality obligations;
- **Retention and deletion:** personal data is held only for as long as necessary for the purposes set out in this notice and is automatically and permanently deleted at the end of the retention periods described below;
- **Breach management:** in the event of a personal data breach, Arctik SRL will notify the EISMEA Data Controller and the EISMEA Data Protection Officer without undue delay, so that the notification and communication obligations under Articles 34 and 35 of Regulation (EU) 2018/1725 can be met.

Your personal data will be kept for a maximum period of 5 years after the end of the event. Data will be automatically deleted at the end of this period.

The personal data may be further processed for historical, statistical or scientific purposes. The further retention time for this purpose will be 10 years.

Delegate information will be held by the Client and the contractor, Arctik SRL, and hosted on servers located within the European Union. Processing will be carried out in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation) and the Belgian Data Protection Act of 30 July 2018. Delegate data will be stored in Arctik SRL's systems for event management purposes. All personal data remain under the responsibility of the Event Organiser as data controller.

You have the right to access your personal data and to request your personal data to be rectified, if the data is inaccurate or incomplete; where applicable, you have the right to request restriction or to object to processing, to request a copy or erasure of your personal data held by the data controller. If processing is based on your consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of the processing based on your consent before its withdrawal.

Your request to exercise one of the above rights will be dealt with without undue delay and within **one month**.

Your right to information, access, rectification, erasure, restriction or objection to processing, communication of a personal data breach or confidentiality of electronic communications may be restricted only under certain specific conditions as set out in the **applicable [Restriction Decision](#)** in accordance with Article 25 of Regulation (EU) 2018/1725.

If you have **any queries** concerning the processing of your personal data, you may address them to EISMEA, acting as data controller, via EISMEA-SMP-COSME-ENQUIRIES@ec.europa.eu, and the contractor, acting as data processor, via events@arctik.eu.

You shall have the right of recourse at any time to the EISMEA Data Protection Officer at EISMEA-DPO@ec.europa.eu and to the European Data Protection Supervisor at <https://edps.europa.eu>.

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