



EVENTS PRIVACY STATEMENT FOR MARTEL INNOVATE

SUMMARY

MARTEL GMBH is processing your data in compliance with the GDPR:

- + register you to the MARTEL INNOVATE events and to populate participants lists,
- + where applicable, set up networking activities for event participants,
- + inform you about MARTEL INNOVATE activities,
- + provide access to resources,
- + promote and document the MARTEL INNOVATE activities,
- + produce aggregated statistics

Your data will be kept no longer than five years after the completion of the project. You might be photographed or recorded for documentation and promotional purposes on the project and project partners web and social media handles. Data transfers outside the EU might happen, including to project partners located outside the EU, who will comply with the GDPR and to third parties. You have a right to view personal data, to rectification and, in some circumstances, to restriction of processing and to object. Contact info@martel-innovate.com

INTRODUCTION

You are invited to participate and contribute to the activities of MARTEL INNOVATE.

Your participation is voluntary, you are free to withdraw at any time before or during the activities you are involved in by contacting the people mentioned in the current form.

Before you decide whether or not to take part, please take some time to read the following information carefully. Please, feel free to ask questions if more information or clarifications are needed using the contact details in the last section of this sheet.

MARTEL INNOVATE SCOPE

Martel is a dynamic digital innovation agency with almost 30 years' experience empowering organisations across Europe and worldwide throughout their journey from novel ideas to technological implementation, media and market strategy. After more than one hundred cutting-edge projects, Martel has grown from its origins as a small consulting agency into a thriving organisation with offices in Switzerland and in the Netherlands.

Building on its foundation in the management of European Commission funded projects and EU consulting, Martel's business has diversified to include research and development activities in several advanced domains, but also a broad palette of communication, marketing, media and training services.

With a skilled and passionate international team, Martel helps its customers and partners achieve ambitious innovation goals in an impactful and sustainable way. Martel offers support and

guidance spanning from securing funds and providing expertise in selected ICT domains, to strategic communication, marketing and engagement plans.

Martel also offers dedicated training on European funding rules and mechanisms, on media and communication for science and technology, and on advanced topics in Cloud Computing, Edge Computing, Internet of Things, Artificial Intelligence and open-source Software Engineering.

The Martel Innovate is

- + **MARTEL GMBH** – 111 Überlandstrasse, 8600 Dübendorf, Switzerland
- + **MARTEL INNOVATE B.V.** – Keizersgracht 482, 1017EG Amsterdam, The Netherlands

PROCESSING OF PERSONAL DATA

Your personal data will be processed in compliance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

The legal basis for the processing activity is Article 5(1)(d) of Regulation EU 2018/1725 based on your explicit consent for your non-mandatory personal data indicated below.

The data controller of the processing operation is MARTEL GMBH. The event registration platform used is Tito (<https://ti.to>), which is GDPR-compliant and has its own privacy policy, available at this URL: <https://ti.to/privacy>.

The following entities process your personal data:

- + **MARTEL GMBH** – 111 Überlandstrasse, 8600 Dübendorf, Switzerland
- + **MARTEL INNOVATE B.V.** – Keizersgracht 482, 1017EG Amsterdam, The Netherlands

The data collected are stored on Google Drive¹, managed by MARTEL GMBH.

The purposes of this data processing are:

- + to register you to the MARTEL INNOVATE events and meetings and to populate participants lists,
- + where applicable, to set up networking activities for event participants,
- + to inform you upcoming events, meetings, workshops and other activities organised by MARTEL INNOVATE,
- + to provide access to resources linked with MARTEL INNOVATE events,
- + to promote and document the MARTEL INNOVATE activities,

¹ Please note that Google Drive has its own Privacy Statement: <https://www.google.com/drive/terms-of-service/>

- + to produce aggregated statistics to monitor the performance of the project.

In addition, personal data are collected based on your explicit prior consent, in case you decide to interact on social media, or on interactive platforms used during the event (*e.g. Particify*): photo or video materials depicting you, your social media account handles, comments you decide to share, feedback, questions, contributions during the event or meeting.

The meeting might be audio and video recorded or web-streamed, and pictures might be taken for live streaming and live or future dissemination on the project and the project partners' web and social media outlets. This means that you might be photographed or recorded and that photographs and recordings of you might be taken during the event and might be used for online and offline communication activities related to MARTEL INNOVATE.

Third party tools are used to organise the event (user registration, interactions during the session and data storage):

- + The participant registration platform used is **Ti.to events registration management** system. Terms of use and Privacy Policy: <https://ti.to/privacy>
- + **Google Drive** is used to store participants and contact lists, privacy statement: <https://www.google.com/drive/terms-of-service/>
- + **Particify live interaction platform**, terms and conditions: <https://particify.de/datenschutzerklaerung>
- + **Slido live interaction platform**, terms and conditions: <https://www.slido.com/terms>
- + **Video streaming/conferencing systems** might be used to web-stream the event. Software tools used will be one or a combination of the following:
 - **Zoom** - <https://www.zoom.com/en/trust/privacy/privacy-statement/>
 - **MS Teams** - <https://www.microsoft.com/en-gb/privacy/privacystatement>

Your personal data will not be transferred to third countries or international organisations, except for data collected by the above-mentioned services, based on their terms of service and privacy statements, listed above. The partners will ensure a level of protection of personal data in line with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

PURPOSE AND DURATION

Your contact and personal data will be collected with the following purposes:

- + Registration and listing of event participants
- + Photo, video and audio recordings documentation of the event
- + Statistics and indicators to assess the project performance (aggregated data)
- + Creating and maintaining contact information lists to send updates and information on the project (consent is optional)

The data will be kept for as long as it is considered as necessary to fulfil the project contractual obligations and no longer than five years after the completion of the project.

COLLECTED INFORMATION

By participating in this activity, you will be asked to provide us with the following information:

- + Name, surname, email address, gender, organisation, type of organisation, country, affiliation to Associations, Topics of Interest,
- + Photograph, video recorded / interview, personal statement on specific issues / topics / questions, etc. and any consequent communication and promotion activities on behalf of the project.

RIGHTS UNDER THE GENERAL DATA PROTECTION REGULATION

Right to view personal data (right of access)	You have a right of access to the data that are processed about you and to various other information.
Right to rectification (correction)	You have the right to have inaccurate personal data about you rectified.
Right to restriction of processing	In certain circumstances, you have the right to have the processing of your personal data restricted.
Right to object	In certain circumstances, you have the right to object to the otherwise lawful processing of your personal data by the responsible partner.

You may retract your consent at any time by writing to info@martel-innovate.com without affecting the lawfulness of the processing based on your consent before its withdrawal.

Your request to exercise one of the rights listed above will be dealt with within one month.

CONTACTS

If you have any question or request related to the current project, activity, or data treatment process please contact info@martel-innovate.com.