

PRIVACY POLICY (GDPR)

1. WHO ARE WE?

The **European Heritage Heads Forum** (EHHF) is an internal organisation, hosted and legally based in Brussels 1000, Place Saint-Géry 23 (*Asbl Patrimoine & Culture*), in Belgium. The EHHF website is managed by Yellow Pimento and, when needed, by their parties under the responsibility of Yellow Pimento.

The terms 'we', 'our', 'ours' of this privacy policy refer to the EHHF. The terms 'your', 'yours', refer to any user of the EHHF website. The person responsible for the Data Protection is the EHHF Administrative Secretary (secretariat@ehhf.eu).

2. INTRODUCTION & GENERAL CONDITIONS

The EHHF commits to protect and respect your privacy. The hereby privacy policy lists the ways the EHHF will use the personal data collected through its website. It refers to any kind of information that concerns you and that you willingly shared with us by phone, text, email, post, or any other way of correspondence.

In order for us to offer you an optimal service, collection of data is sometimes needed. The hereby privacy policy details the following aspects:

- What kind of data is collected?
- In what purpose the EHHF is using the data that is collected in you concern?
- When is the EHHF able to use this data to contact you?
- Is the EHHF able to share your data with others?
- The choices you can make in regards to the personal data you provide
- The way cookies are used on our website and how you can refuse it.

The EHHF commits to protect your personal data. When you provide data of this kind, we are legally obliged to use it conforming to EU Directive 2016/679 of the European Parliament and Council (27th, April 2016), in relation to the protection of physical persons, the handling of private data and the free circulation of this data, amending the previous directive 95/46/CE (mentioned below as the 'general data protection regulation'). The EHHF website contains hyperlinks to other websites, which belong and are managed by third parties. These websites have their own privacy policies and might use cookies. We recommend that you have a look at it. Their policies will rule the way your data is used once you have visited their websites. We decline any responsibility regarding the privacy policies of others.

3. WHAT KIND OF DATA IS COLLECTED?

When you reach a website such as the EHHF's, or when you subscribe to any services or actions that the EHHF is developing, or when you contact the EHHF via phone or text, we might receive personal data from you.

It might be personal data that you provided yourself such as your name, your address or email address, your phone number, your gender, your date of birth, your personal interests, but also general information (aggregated, non-personal), collected through the way you use the EHHF online services. For more information, refer to the Article 15 of the hereby privacy policy, which concerns cookies, similar technologies, and the way they are used on this website.

4. IN WHAT PURPOSE THE EHHF IS USING THE DATA THAT IS COLLECTED IN YOU CONCERN?

The EHHF is your personal data to meet with certain objectives, mainly:

- To provide better information regarding our services and purpose

- To better answer your requests
- For administrative reasons, which means the EHHF may contact you in regards to its services or the content you subscribed to
- To show you relevant information and communication, see Article 7
- To contact you regarding a request you might have formulated
- For analytical and research purposes, in order to improve our service

If the EHHF aims to use your personal data for other purposes, we will first ask for your appreciation. Refer to Article 18 for more information.

5. WHEN WILL THE EHHF CONTACT YOU?

The EHHF can contact you:

- In the framework of any contractual activity between you and the EHHF
- In the framework of any request you made, including commercial purposes
- In the framework of your correspondence towards the EHHF or the comments you might have made in regards to our services
- In the framework of an application
- In the framework of our rights and legal obligations
- In the framework of eventual personalised services
- In the framework of a contribution you might have made addressed to the EHHF
- To invite you to participate to possible and voluntary surveys regarding our services
- To update any material modification to the hereby listed policies and services

We will never contact you to request personal information that does not comply with our services or activities. Should you receive any emails or calls from people requesting information in the name of the EHHF, other than the EHHF related staff, please refer immediately to the person in charge of personal data protection.

6. WILL YOU BE CONTACTED FOR MARKETING PURPOSES?

The EHHF will only send you emails or contact you when you agree with it. You will always have the possibility to unsubscribe, following the procedure that is listed in Article 12. We might contact you to hear your opinion on certain topics related to the EHHF. The EHHF can personalise the content of a message based on information you would have provided beforehand.

7. IS THE EHHF SHARING MY PERSONAL DATA WITH OTHERS?

The EHHF will not sell or share your data with anyone for marketing purposes.

We use data only within the EHHF circumscription and will never display it otherwise, unless you asked, or consented to something outside of our field of expertise, excepted when:

- The divulgation is needed or authorised by law (for instance to governmental institutions or public authorities), is requested by court order or in order to prevent fraud or crime
- The EHHF ceases to act as responsible of the data handling, after a merging operation, an acquisition or any kind of role shifting
- The below limited circumstances happen: We can share your data with third service providers or other associated organisations only in the purpose of providing services and performing tasks on our behalf. Although, should we need the help of any outside service providers, we will only share data that is necessary to provide the required services. Besides, the contracts that tie us to these specific services providers oblige them to secure your data and no to use them for direct marketing purposes. We do not give up your data to third parties for marketing purposes, unless you agree or request such a thing.

8. HOW LONG THE EHHF WILL KEEP YOUR DATA?

We keep your personal data in our systems only the time necessary to accomplish the concerned service or delivery. Or the time that is legally or contractually agreed between you and the EHHF.

9. WHAT CAN WE DO WITH THE PERSONAL DATA YOU PROVIDED?

You have the right to limit and to object the way we use your personal data. You have the right to withdraw your consent and the right to demand the deletion of your personal data. You can exercise your rights by contacting the person responsible for your personal data protection: secretariat@ehhf.eu.

10. CAN YOU DETERMINE THE INFORMATION THE EHHF HAS?

Conforming to the general data protection regulation, you can access the personal data the EHHF collected, and correct them any time you want. You can exercise your rights by contacting the person responsible for your personal data protection: secretariat@ehhf.eu.

11. WHAT WILL HAPPEN IF YOU ARE NOT SATISFIED WITH THE WAY THE EHHF IS USING YOUR PERSONAL DATA?

You can complain to the Belgian Protection Data Authority:

- By post : Autorité belge de protection des données,
Rue de la Presse, 35, 1000 Bruxelles.
- By phone : +32 (0)2 274 48 00
- By fax : +32 (0)2 274 48 35
- By email to commission@privacycommission.be .

12. WEB-BROWSERS COOKIES

a. What is a cookie?

A cookie is a small amount of data that often includes a unique identification and that is sent to the internet browser you use with your computer, tablet or phone (referred to as "devices"), from the website computing system, and then kept on your device's hard-drive. Any website can send their own cookies to your browser, if your browser's settings allow it.

A lot of websites function that way when someone visit, in order to follow up with the massive online information flow. Similar technologies are often used within emails to know if it has been read or if the user has clicked on the links provided by it.

Although, you can modify your cookie settings at any time in your browser's preferences. On the EHHF website, the cookies record information about your browsing preferences and allow us to adapt the platform to your favourite use and interests.

b. EHHF Cookies and blocking cookies

The EHHF cookie policy is available on our website too. It contains detailed information on the way the EHHF is using cookies, and explains how to control the cookies that are sent to your device through the EHHF website.

It is crucial to keep in mind that if you change your settings and block certain cookies, you will no longer be able to benefit fully from a few of the EHHF website functionalities and services, and that we might not be able to provide some of the services your initially agreed to.

c. Other data collected through browsers

Your browser can also provide us data concerning your device, such as the IP address and the details concerning the browser you use.

In case you are worried about the way we use cookies and comply with your preferences, please contact the person responsible for your data protection: secretariat@ehhf.eu.

13. THE 'DO NOT TRACK' PARAMETRE ON YOUR BROWSER

Certain browsers provide the DNT setting preference which, once activated, send signals to the websites to forbid them from following your browsing activity, especially marketing third parties, social networks or statistical companies. Our website cannot deal with DNT settings yet.

14. MODIFICATIONS TO THE PRIVACY POLICY OF THE EHHF

The hereby privacy policy might be updated occasionally. We recommend you have a look at it each time you provide data to the EHHF. The date of the most recent update is mentioned at the end of the document. If you do not agree with this update, please stop using the EHHF website and providing us personal data.

In case material modifications are brought to the privacy policy, for instance regarding the way we plan on using your personal data, we will clearly draw your attention towards it.

15. CONTACT THE EHHF REGARDING OUR PRIVACY POLICY

Should you have any questions or comments regarding the privacy policy, please contact the personal responsible for your data protection: secretariat@ehhf.eu.

Update: 12 November 2020