



Data Protection Notice for

Heilbronn Clusters Meet Regions & Matchmaking Event

09-10 April 2025, Heilbronn, Germany

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 operation is the Head of Unit I.0.2 (SMP/SME Pillar) of the European Innovation Council and SMEs Executive Agency (EISMEA).

The following entities process your personal data on our behalf:

1. The European Cluster Collaboration Platform (ECCP) consortium led by 1) IMP³ROVE – European Innovation Management Academy EWIV, Dreischeibenhäus 1, 40211 Düsseldorf, Germany, whose functional mailbox is data.privacy@improveinnovation.com, in cooperation with: 2) AgriFood Lithuania DIH, Mokslininku st. 2A, LT-08412 Vilnius, Lithuania, 3) European Cluster Alliance, Rue Belliard 40, 1040 Etterbeek, RPM Brussels, Belgium, 4) Association Européenne des Agences de Développement, Rue Montoyer 24 bte 13, B-1000 Brussels, Belgium, 5) Inpulse Partners SRL, Calea Floreasca 167bis, 0144159 Bucharest, Romania, 6) iOBelgium Zavelheide 15, 2200 Herentals, Belgium, 7) LOW Associates Brussels SRL, Rue de la Longue Haie, 63, Boite 1, 1000 Brussels, Belgium, 8) Polish Cluster Association (Związek Pracodawców Klastry Polskie), ul. Księcia Bolesława 1/3, 01-452 Warszawa, Poland, 9) Asociación IDiA, Calle Eduardo Ibarra 6, 50009 Zaragoza, Spain, 10) Prognos AG, Rue de la Loi 155, Brussels, Belgium, Brussels, VDI/VDE Innovation + Technik GmbH, Steinplatz 1, 10623 Berlin, Germany, and 11) Consulting Cluster Veritas Ltd, 34, Bogatitsa Street, Office A-01, Sofia, 1421, Bulgaria.

E-mail addresses: contact@clustercollaboration.eu;
eumatchmaking@clustercollaboration.eu; clustersmeetregions@clustercollaboration.eu

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).

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 application to the “Clusters meet Regions” event on 09-10 April 2025 and to the linked Matchmaking event;
- include you in the list of applicants/participants;
- facilitate information about your application and use it to make the final selection;
- to provide related follow-up activities such as satisfaction surveys, communication concerning the event, post-event communication, invitation to next editions, management of lists and mailing lists for contacts, presentations, live web streaming and/or audio and video recording of speakers and participants;
- to include data in the participants’ list, which will be shared with other participants of the event on the B2Match platform to allow online networking, and for internal statistical reporting.

The following of your personal data are collected:

- **For event participants:** First Name, Last Name, professional phone number, email address, dietary restrictions, Job Title, entity name, country, region, days of attendance to the event, mode of attendance, interest areas regarded to the event, site visits attendance, pitching session kind of participation, IP address (if attending remotely).
- **For event speakers:** First name, Last Name, Organization/company name, professional/personal email address, professional phone number, country of origin, nationality, date of birth, mode of attendance, dietary restrictions, special assistance need, IP address (if attending remotely), biography, photo.

² EISMEA Establishment Act: Commission Implementing Decision (EU) 2021/173 of 12 February 2021 establishing the European Climate, Infrastructure and Environment Executive Agency, the European Health and Digital Executive Agency, the European Research Executive Agency, the European Innovation Council and SMEs Executive Agency, the European Research Council Executive Agency, and the European Education and Culture Executive Agency and repealing Implementing Decisions 2013/801/EU, 2013/771/EU, 2013/778/EU, 2013/779/EU, 2013/776/EU and 2013/770/EU (OJ L 50/9 of 15.2.2021) and Regulation (EU) 2021/690 of the European Parliament and of the Council of 28 April 2021 establishing a programme for the internal market, competitiveness of enterprises, including small and medium-sized enterprises, the area of plants, animals, food and feed, and European statistics (Single Market Programme) and repealing Regulations (EU) No 99/2013, (EU) No 1287/2013, (EU) No 254/2014 and (EU) No 652/2014..

These elements are mandatory for the purposes outlined above.

In addition, the following **non-mandatory** personal data may be collected: your photos, videos, your LinkedIn/Twitter account, which you may have the opportunity to provide if you want and will only be processed based on your explicit prior consent.

In the absence of your consent, the organiser will try to find suitable alternatives, so that you can fully take part in the event, e.g. by collecting your questions in advance by email to be discussed during the webinar. In such a case, please send your questions to clustersmeetregions@clustercollaboration.eu

The recipients of your personal data will be: EISMEA (European Innovation Council and SMEs Executive Agency) and the European Commission staff in charge of the ECCP matchmaking events and the Enterprise Europe Network (EEN). The collected personal data might also be communicated to bodies in charge of monitoring or inspection tasks in the application of Union or national law (e.g., internal audits, Court of Auditors, European Anti-fraud Office (OLAF), law enforcement bodies).

The participants list will be distributed through a dedicated web-based matchmaking tool and a dedicated event booklet to all the participants and will include the following information: first name, last name, professional e-mail address and a photograph.

Your personal data will be transferred to Wirtschaftsförderung Raum Heilbronn GmbH to select the participants, to ensure meaningful matchmaking activities/meetings, and to analyse feedback and report about the event.

The following **third-party tools** will be used for the organisation of this hybrid event:

1. For the purpose of registration and facilitating the matchmaking Event, **B2Match, a third-party tool managed by EURADA and Inpulse Partners SRL**, collects the following personal data: First Name, Last Name, contact number, email address, dietary restrictions, Job Title, entity name, country, region, days of attendance to the event, mode of attendance, interest areas regarded to the event, site visits attendance, pitching session kind of participation, IP address (if attending remotely). Moreover, it hosts the collected personal data on servers of the B2Match. For information on how B2Match uses cookies and how it processes personal data, please see at: <https://www.b2match.com/>
2. For the purpose of facilitating webinars and plenary sessions, **Zoom, a third-party tool managed by Consulting Cluster Veritas Ltd.**, please visit this link to know all data collected during a meeting and how it is processed: [Privacy | Zoom](#) Some of the data collected is: Username, Country, IP, display name, picture, email address, phone number (if provided) and device information. Moreover, it hosts the general collected personal data on servers in the United States for video calls; it hosts meetings with data centres in Germany and Netherlands. For more information on how Zoom uses cookies and how it processes personal data, please see at: <https://zoom.us/>

Your personal data **will not be transferred** to third countries or international organisations with the exception of data collected by third-party tools (*Zoom*) with their own privacy policy, which you are strongly suggested to read carefully.

Zoom user-generated information is stored in the data center in the United States as provided during the ordering process. Data is replicated across data centres within the same region to ensure availability. Zoom, inc. data, which utilises Host and Usage Information, is stored in the Netherlands and Germany. For free user accounts, the data defined in this privacy data-sheet is stored in a Zoom data centre outside the account holder's region. For more information, please see: <https://zoom.us>

3. For the purpose of post-event debriefing and undertaking online surveys, EUSurvey, a thirdparty tool managed by **Consulting Cluster Veritas**, and **B2Match, a third-party tool managed by EURADA** and Inpulse Partners SRL collect the following personal data: First Name, Last Name, Job Title, Organisation/ company name, professional email address, Country, IP address. Moreover, it hosts the collected personal data on servers in the EU. For information on how EUSurvey uses cookies and how it processes personal data, please see: <https://ec.europa.eu/eusurvey/> For information on how B2Match uses cookies and how it processes personal data, please see at: <https://www.b2match.com/>
4. For the purpose of streaming services provided online for public retransmission provided by **Youtube**, please visit this link to know all data collected during a meeting and how it is processed: [Youtube - Privacy](#).

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 (e-mails, 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 has 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 account consideration the risk presented by processing and the nature of the personal data being processed. Organisational measures include restricting access to the personal data solely to authorised persons with a legitimate need to know for the purposes of given processing operations.
- EISMEA and Commission contractors are bound by specific contractual clauses for any processing operations of your personal data on their behalf and by the confidentiality obligations deriving from the General Data Protection Regulation ('GDPR' – Regulation (EU) 2016/679).

Your personal data will be kept for a maximum period of 48 months after the event. Data will be manually 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 after the end of the Single Market Programme (SMP).

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 Head of Unit I.02 (SMP/SME Pillar) (entity acting as data controller) via: EISMEA-COSME-DP@ec.europa.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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