



Data Protection Notice for conference “EU health technology assessment: Advent of a new era of collaboration and competitiveness Conference organised by the European Commission”

This Data Protection Notice describes the measures taken to protect your personal data with regard to the action involving the present data processing operation and what rights you have as a data subject.

The European Health and Digital Executive Agency (HaDEA or Agency) protects the fundamental rights and freedoms of natural persons and in particular your right to privacy and the protection of your personal data.

Your personal data¹ are processed in accordance with Regulation (EU) No 2018/1725² 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.

What is the purpose(s) of this processing activity?

The purpose(s) of processing is to provide you with information about the event (before, during and after) and to process your application for participation and for your participation in this event.

It covers:

- Sending **invitations** to the speakers and participants;
- Registration of **on-site participants** to the event, management of their participation online, and inclusion in participant lists;
- Registration of **online participants** to the event, management of their participation online, and inclusion in participant lists;
- Management of potential meetings related to the event, e.g. preparatory meetings with the speakers, and other related follow-up actions, such as the collection of feedback, reports, other publications and information material, and sending of emails informing on future activities related to the event;
- Collection of event statistics;
- Management of the web-streaming of the event;
- Management of the recording of the event;

¹ **Personal data** shall mean any information relating to an identified or identifiable natural person (‘data subject’). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

² 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) (EU DPR).

- Management of pictures from the event.
- Collecting bios and pictures of the speakers
- Management of travel related information for speakers and sponsored participants

This event will be web streamed. Online participants will have access to web-streaming and will not be able to unmute their microphone or turn on their camera or use the chat or Q&A section. For the town hall meeting in breakout room 3, the online participants will join a dedicated online session on Webex via a link provided in advance of the conference. They will participate in group discussions with each other, share their names, turn on their cameras and microphones. They will also be connected to the onsite breakout room and will be visible to the onsite participants.

Who is the data controller?

The data controller of the processing operation is the Head of unit A2 in HaDEA.

The following entity/ies process your personal data on our behalf:

1. cecoforma (processor)

Address: Rue Léon Frédéricq 14, 4020 Liège, Belgique

Email: htaconference@cecoforma.com

As the logistics coordinator, cecoforma collects and processes personal data to ensure the smooth organisation and management of the event. This includes handling participant registration, travel arrangements, accommodation coordination, on-site logistics (such as badge printing), and post-event follow-ups. Additionally, cecoforma manages communication with participants regarding event-related updates and collects feedback through post-event surveys.

2. Cagency (processor)

Address : Rue Artan 120, 1030 Bruxelles, Belgique

Email: camille@cagency.io

As the provider of on-site audiovisual (AV) equipment and streaming management, Cagency collects and processes personal data to ensure the seamless execution of the event's hybrid format. This includes managing technical setup, live streaming, video recording, and AV support for both in-person and online participants. Additionally, Cagency processes speaker details for technical coordination and may collect participant registration data for streaming analytics and viewer engagement.

*Additionally, Cagency uses their proprietary online platform 'Streamcage' to stream the event for online viewers. Cagency collects and processes personal data to facilitate the **online broadcasting of the event.***

All collected data are hosted on secure servers located in Roubaix or Frankfurt and are not transferred outside the EU/EEA.

3. Degen Travel Business (subprocessor)

Address: Boulevard d'Avroy 32, 4000 Liège

Email: bts@degentravel.com

As the travel agency responsible for managing travel bookings for sponsored participants of the event, Degen Travel Business, in collaboration with the cecoforma, collects and processes personal data to facilitate and ensure all travel and

accommodation details and arrangements, and accommodation reimbursements are arranged accurately and efficiently.

4. Stova Group, LLC. (sub-processor)

Address: 16217 South Bringham Blvd., Suite 400, Bluffdale, Utah 84065, USA

Contact person: Jesse Braughler, Information Security Officer and Data Protection Officer

Email: privacy@stova.io

As the provider of the registration platform, Stova collects and process all personal data provided in the registration form. The data are used to facilitate participant registration, check-in procedures, and badge issuance for in-person attendees, ensuring a smooth and organised event experience.

For information on how Stova Group uses cookies and processes personal data, please visit: <https://stova.io/privacy-policy/>.

5. FIELDDRIVE (subprocessor)

Email: denis@fielddrive.com

Address: Mechelsesteenweg 303 - 2830 Willebroek - Belgium

Only for the on-site event, as the providers of the onsite badge production, Fielddrive collects and process all personal data provided in the registration form. The data are used to facilitate participant registration, check-in procedures, and badge issuance for in-person attendees, ensuring a smooth and organised event experience.

For information on how Fielddrive uses cookies and processes personal data, please consult <https://www.fielddrive.com/privacy-policy>.

Third party tools used for the organisation of the event

The event will be organised using the following tools:

a. YouTube:

As a video hosting and streaming platform used for the event, YouTube, provided by Google, collects and processes personal data to facilitate the online broadcasting of the event. This may include user interaction data, viewing behaviour, and technical details related to streaming performance.

YouTube stores collected personal data on servers within the EU but may also process data in accordance with its own policies.

For more details on how YouTube uses cookies and processes personal data, please visit: [YouTube Privacy Policy](#).

b. Sli.do:

As the Q&A and polling platform used for the event, Sli.do, provided by Cisco Systems, collects and processes personal data to facilitate interactive audience engagement during the event. This includes handling questions, polls, and participant interactions submitted through the platform.

Sli.do stores collected personal data on servers within the EU and processes it in compliance with applicable data protection regulations.

For more details on how Sli.do uses cookies and processes personal data, please visit: [Slido Privacy Policy](#).

c. Webex: Video Conferencing and Webinar Platform

As a video conferencing and webinar platform used for the event, Webex, provided by Cisco Systems, Inc., collects and processes personal data to facilitate the online participation of attendees, speakers, and moderators. This may include user interaction data, technical details related to connectivity, and session engagement metrics.

Webex stores collected personal data on servers within the EU and processes it in compliance with applicable data protection regulations.

For more details on how Webex uses cookies and processes personal data, please visit: [Webex Privacy Policy](#).

Which personal data is collected?

The following of your personal data are collected:

1. For the participation to the event

a. As **speaker or participants (online and on-site):**

- First name;
- Last name;
- Job Title;
- Organisation / Institution;
- Country;
- Professional email address.
- Any data provided in the registration form

b. Moreover, for **speakers**, their voice will also be web-streamed, recorded, and the recording made publicly available.

c. Moreover, for **online participants** of the event, the following data will also be collected:

- Browser user agent
- Browser IP address
- Browser first and last visit timestamps.

d. Moreover, for **online participants** of the townhall meeting of breakout room 3, they will also be connected to the onsite townhall and therefore their data will also be available to onsite participants. The townhall shall however not be recorded or webstreamed.

All personal data are mandatory for the purposes outlined above.

2. For the reimbursements of expenses (travel, accommodation costs etc.) of the speakers and sponsored participants:

- ID card or passport;
- Bank account information;
- Any other information related to the travel arrangements, e.g. country and city of residence, *departure city and country*).

All personal data are mandatory for the purposes outlined above.

3. For on-site participants and speakers:

- A photographer will be present, and it is possible that **photographs** of you will be

taken during the event and used for communication-related purposes. These can only be processed based on your explicit prior consent. Upon registration, you can give your explicit consent to be photographed and for your image to be published on related communication channels, i.e. the Agency's and Commission's official websites and social media platforms. In the absence of your consent, the organiser will provide you with a way to be identified by the photographer, so that they do not take identifiable photos of you.

- The event will be **web-streamed and recorded**, and while this should only concern the speakers, it is possible that any onsite participant will be **webstreamed and recorded**. The webstreaming and recording can only be processed based on your explicit prior consent. Upon registration, you can give your explicit consent to have your image/voice webstreamed and recorded, and published on related communication channels, i.e. the Agency's and Commission's official websites and social media platforms. In the absence of your consent, the organiser will provide colour coded lanyard (the colour to be determined closer to the conference date) and a no camera zone for those who do not provide their consent to be web streamed and recorded or their photos to be taken. The townhall meeting in breakout room 3 (both online and onsite sessions) will not be web-streamed and will not be recorded.

Who has access to the personal data of data subjects and to whom can they be disclosed?

The recipients of your personal data are:

- Authorised staff of HaDEA and Commission responsible for the organisation and management of the event, as well as the attendance of VIPs;
- Authorised staff of HaDEA and Commission receiving pictures and audio-visual material for subsequent communication purposes;
- Authorised staff of the processors and subprocessors as described above, in particular if required for organisation purposes (such as event management organisations);
- Agents of the security personnel, including agents of invited VIPs for security purposes;
- The public when watching/listening to the event or the recording/photos;
- On a need-to-know basis and in compliance with the relevant current legislation, bodies charged with monitoring or inspection tasks in application of EU law (e.g. EC internal audit, Court of Auditors, European Anti-fraud Office (OLAF), the European Ombudsman, the European Data Protection Supervisor, the European Public Prosecutor).

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

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

Which is the legal basis for processing your personal data?

The legal basis for the processing activities indicated above is:

- for your mandatory personal data indicated above: 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)³;

- for your non- mandatory personal data indicated above: Article 5(1)(d) of Regulation EU 2018/1725 based on your explicit consent.

How to withdraw your consent and the consequences of doing this

If you want us to delete your personal data, please contact us and we will do it at the latest one month after your request.

Please note that withdrawing your consent does not affect the lawfulness of any processing based on your consent before this consent is withdrawn. Attention is drawn to the consequences of a delete request, which means that all your contact details will be lost.

How long do we keep your personal data?

Your personal data will be kept for a maximum period of **12** months from **the day of the event**. Data will be deleted at the end of this period.

What are your rights regarding your personal data?

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**.

If you have **any queries** concerning the processing of your personal data or wish to exercise any of the rights described above, you contact HaDEA HoU A2 (acting as data controller) HADEA-A2-DATA-PROTECTION@ec.europa.eu or HaDEA DPO via: HADEA-DPO@ec.europa.eu, with the contractor's contact point in CC at: HTAconference@cecforma.com.

You shall have right of recourse at any time to the European Data Protection Supervisor at EDPS@edps.europa.eu.

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³ Specifically, this data processing activity by HaDEA relates to the tasks of the Agency listed under Article 4 of the Commission Implementing Decision (EU) 2021/173 of 12 February 2021 establishing the European Health and Digital Executive Agency and Regulation (EU) 2021/522 establishing a programme for the EU's action in the field of health (EU4health programme) for the period 2021–2027 [C\(2021\)948](#).

