

## **GENERAL PRIVACY NOTICE**

### **(UNIONCAMERE EUROPA ASBL)**

We are glad that you have shown an interest in Unioncamere Europa ASBL, an association duly incorporated under Belgian law and registered with the Banque Carrefour des Entreprises (the Belgian register of companies under n° 0899.168.125).

#### **1. Who is concerned by this general privacy notice?**

This general privacy notice applies to all users of our website or the “website” of dedicated Unioncamere events, projects hyperlinks to other third-party websites. It also applies to all the relations existing between Unioncamere and its members, prospects, clients, contractors, and partners. It explains how we collect, use, store, and protect personal data when individuals access or interact with our website and/or online services (hereinafter, referred to as “**you**”).

#### **2. Who is responsible for the collection and use of your personal data (the data controller)?**

Unioncamere Europa ASBL, Avenue Marnix 30, 1000 Brussels, having the company number of 0899.168.125, acts as the data controller in the sense of the GDPR for the processing, including the collection and use of your personal data (hereinafter, the “**Association**”, “**we**”, “**our**” and “**us**”).

Our data protection officer (DPO) can be contacted by email at [DPO@pierstone.com](mailto:DPO@pierstone.com) (English speaking).

#### **3. What is the objective of this general privacy notice?**

This general privacy notice (hereinafter, referred to as the “**Privacy Notice**”) is provided to help you understand why and how we collect and use the personal data that you provide to us.

When you provide us with personal data, such data is processed under the control of the Association, in compliance with applicable data protection legislation, including the General Data Protection Regulation (“**GDPR**”) and the ePrivacy Directive 95/46 (“**ePrivacy**”).

#### **4. In which situations do we process your personal data?**

##### **a. Contact**

When you contact us through our contact form, by telephone, by email, or via any other means, we may collect certain personal data relating to you.

*What personal data do we collect?*

- First and last name
- Name of your organization
- Job title
- Salutation (Mr., Ms.)
- Email address
- Telephone phone number

- Country of residence
- Any other data you provide to us

*How do we collect this data?* Directly from you by telephone, email, via the contact form you fill in or any other means.

*For what purposes?*

- To receive and process your questions or requests, and to provide you with a response
- To communicate with you

*Based on what legal basis?* Performance of pre-contractual and contractual measures or legitimate interest. In case of legitimate interest, we confirmed that a balancing test was performed.

*Do we share your personal data with another company?* These personal data are only shared with an external consultancy company assisting the Association in its day-to-day management. There is no transfer of personal data outside the EU/EEA.

*How long will we keep your personal data?* As long as required to fulfil the purposes described above.

#### **b. The establishment of a convention**

As a partner, provider, or contractor of the Association, you are or will be required to enter into an agreement with the Association in order to initiate the collaboration for which you have requested our services. In this context, we will have to collect some of your personal data.

*What personal data do we collect?* We may collect :

- First and last name
- Name of your organization
- Job title
- Email address
- Telephone phone number
- Country of residence
- ID or document number
- Any other data you provide to us or within the convention

*For what purposes?* Necessary to perform the convention and ensure an effective collaboration.

*Based on what legal basis?* Performance of pre-contractual and contractual measures or legitimate interest. In case of legitimate interest, we confirmed that a balancing test was performed.

*Do we share your personal data with another company?* These personal data are only shared with an external consultancy company. There is no transfer of personal data outside the EU/EEA.

*How long will we keep your personal data?* As long as required to fulfil the purposes described above.

**c. Supply of products and services, process of your operations and execution of your instructions**

*What personal data do we process?*

- First and last name
- Name of your organization
- Job title
- Email address
- Telephone phone number

*For what purposes?* We use your personal data to provide you with the products and services for which you have used and/or contacted the Association. This use implies that the Association is in possession of your personal data as long as it requires the provision of the service(s) to which you have subscribed.

*Based on what legal basis?* This processing activity may be based on our legitimate interest, a legal obligation and/or the performance of any contract with you and/or any commitment made by you or the Association. In case of legitimate interest, we confirmed that a balancing test was performed.

*Do we share your personal data with another company?* These personal data are only shared with an external consultancy company. There is no transfer of personal data outside the EU/EEA.

*How long will we keep your personal data?* As long as required to fulfil the purposes described above.

**d. The sending of invoices and the collection of payments**

*What personal data do we process?*

- First and last name
- Name of your organization
- Job title
- Email address
- Telephone phone number
- Amount of the invoice
- Bank account number
- Other information related to the invoice

*For what purposes?* As part of the services offered by the Association and agreements that you have concluded with us, we will use some of your personal data to prepare invoices and, following the collection of payments, treat them to the accounting department at all useful purposes of good management of billing records.

*Based on what legal basis?* This processing activity may be based on our legitimate interest or legal obligation. In case of legitimate interest, we confirmed that a balancing test was performed.

*Do we share your personal data with another company?* These personal data are only shared with an external consultancy company. There is no transfer of personal data outside the EU/EEA.

*How long will we keep your personal data?* As long as required to fulfil the purposes described above.

#### **e. Compliance with laws and regulations**

We ensure compliance with all applicable laws and regulations. In this context, and if this is necessary, we will have to process some of your personal data.

*What personal data do we process?*

- First and last name
- Name of your organization
- Job title
- Salutation (Mr., Ms.)
- Email address
- Telephone phone number
- Country of residence
- ID or document number (if needed).

Any other data you provide to us *For what purposes?* Compliance with all applicable laws and regulations.

*Based on what legal basis?* This processing activity may be based on our legitimate interest or legal obligation. In case of legitimate interest, we confirmed that a balancing test was performed.

*Do we share your personal data with another company?* These personal data are only shared with an external consultancy company. There is no transfer of personal data outside the EU/EEA.

*How long will we keep your personal data?* As long as required to fulfil the purposes described above.

#### **f. Database of contacts**

Within the framework of the numerous services that we propose, and within the framework of the organization of seminars, meetings and conferences that we present, we constitute a database of contacts. In this context, some of your personal data may be collected in a database.

What personal data do we process?

- First and last name
- Name of your organization
- Job title
- Email address
- Telephone phone number
- Interests in certain events, meetings or conferences

*For what purposes?* Creation and exploitation of a database of contacts.

*Based on what legal basis?* The legal basis for processing your data for this purpose is your consent.

*Do we share your personal data with another company?* These personal data are only shared with an external consultancy company. There is no transfer of personal data outside the EU/EEA.

*How long will we keep your personal data?* As long as required to fulfil the purposes described above.

## **g. Events**

What personal data do we process?

- First and last name
- Name of your organization
- Salutation (Mr., Ms.)
- Job title
- Email address
- Telephone number
- ID or document number

*For what purposes?* Organize the events you sign up for. Follow up on these events. Solicit your opinion on the events that took place in order to register for constant improvement thanks to your comments. Send you invitations to events that may interest you.

*Based on what legal basis?* This processing activity may be based on our legitimate interest or your consent. In case of legitimate interest, we confirmed that a balancing test was performed.

*Do we share your personal data with another company?* These personal data are only shared with an external consultancy company. There is no transfer of personal data outside the EU/EEA.

*How long will we keep your personal data?* As long as required to fulfil the purposes described above.

## **h. Meetings organization**

What personal data do we process?

- First and last name
- Name of your organization
- Job title
- Email address
- Country of residence
- Telephone number
- ID / Passport

*For what purposes?* As part of its services, the organization of meetings is possible. In this context, and for a question of security and coordination, we will have to process some of your personal data.

*Based on what legal basis?* This processing activity may be based on our legitimate interest, a legal obligation and/or the performance of any contract with you and/or any commitment made by you or the Association or your consent. In case of legitimate interest, we confirmed that a balancing test was performed.

*Do we share your personal data with another company?* These personal data are only shared with an external consultancy company. There is no transfer of personal data outside the EU/EEA.

*How long will we keep your personal data?* As long as required to fulfil the purposes described above.

## **i. Newsletters**

What personal data do we process?

- First and last name
- Name of your organization
- Email address

*For what purposes?* To send you our newsletters.

*Based on what legal basis?* Consent

*Do we share your personal data with another company?* These personal data are only shared with an external consultancy company. There is no transfer of personal data outside the EU/EEA.

*How long will we keep your personal data?* As long as required to fulfil the purposes described above.

## **5. Simple Analytics**

We use Simple Analytics, a privacy-first analytics tool that uses few or no cookies, offers EU/EEA hosting options, and only provides us with limited, high-level insights such as page views, number of visitors, countries, and device types.

## **6. External IT providers**

We may share your personal data with our external IT service providers who act as data processors on our behalf. These providers assist us with the secure hosting, maintenance, and operation of our systems. In all cases, we ensure that such processors are bound by appropriate contractual obligations and comply fully with the requirements of the GDPR, including implementing adequate technical and organizational measures to protect your personal data. We confirmed that we concluded a data processing agreement with our data processors.

## **7. What are your rights in relation to your personal data?**

You have certain rights regarding your personal data that we process, including the following:

- **The right to be informed:** You have the right to be provided with clear, transparent, and easily understandable information about how we use your personal data and your rights related thereto. This is in part why we are providing you with this general Privacy Notice.
- **The right of access:** You have the right to obtain a confirmation on whether we process your personal data, details of such processing, access to your personal data and a copy of your personal data.
- **The right to rectification:** You are entitled to have your personal data rectified if they are inaccurate or incomplete.

- **The right to erasure:** This is also known as ‘the right to be forgotten’ and, in simple terms, enables you to request the deletion or removal of your personal data where there is no compelling reason for us to keep using it. Please note that this is not an absolute right and exceptions apply.
- **The right to restrict processing:** You have the right to block or prevent further use of your personal data in certain circumstances. When processing is restricted, we can still store your personal data, but our use of your personal data will be restricted.
- **The right to object to processing:** Where the processing is based on our legitimate interest, you have the right to object to such processing unless we have a compelling and legitimate reason to continue processing your personal data.
- **The right to lodge a complaint:** You have the right to lodge a complaint about the way we handle or process your personal data with your national data protection authority, namely the Belgian Data Protection Authority, Rue de la Presse, 35, 1000 Brussels (+32 (0)2 274 48 00).

## 8. Amendment to this general Privacy Notice

The Association reserves the right to change this Privacy Notice from time to time without prior notice. Any modifications shall be effective from the time of the distribution of the new Privacy Notice to you.

Last update: 01.01.2026

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