



**European Committee
of the Regions**

PRIVACY STATEMENT

MS Dynamics and ClickDimensions

The European Committee of the Regions (CoR) is committed to respecting the privacy of the audience it communicates with. The following privacy statement outlines the criteria by which the CoR collects, manages and uses personal data related to the efficient distribution of the CoR's press releases, newsletters, invitations to events and any relevant communication in the framework of its activities.

1. Name of the processing operation and short description:

The Dynamics Customer relationship management application and the ClickDimensions marketing automation application are working tools for the staff of the CoR, used for the purpose of managing contacts and mailing lists, executing mass mailings (of newsletters, events invitations etc.) and gathering information through online forms and surveys. Data is stored in the Dynamics database, which is hosted by the CoR.

2. Who is responsible for the processing of personal data in Microsoft Dynamics CRM at the CoR (data controller)?

Achim Ladwig, Head of Digital and Social Media, Publications Unit, Directorate for Communication

3. What are the purposes of the processing?

Dynamics is a working tool and an information channel that allows for:

- Stakeholder relationship management;
- Keeping the target audience informed about the work of the CoR through newsletters, press releases and similar mailings;
- Event management (invitation, registration, follow-up) and conducting surveys (external and internal);
- Internal communication (newsletter for members, cultural events etc.).

The CoR is able to collect statistical data on related email campaigns, such as allowing users to see which links in their message were most popular with recipients, the number of delivered and opened messages, and the number of bounces and unsubscribes.

Dynamics also logs information on whether the data subjects received the emails or opened them, and whether any links in the email were clicked. This is done to allow the CoR to collect statistical data on related email campaigns.

4. What is the legal basis for the processing?

The processing of personal data is lawful under:

- Article 5a) of Regulation 45/2001 - Processing is necessary for the performance of a task carried out in the public interest on the basis of the treaties establishing the European Communities, the CoR's mission in particular being to represent all the European Union's territorial areas, regions, cities and municipalities and to involve regional and local authorities in the European decision-making process, thus encouraging greater participation from our fellow citizens; and
- Article 5d) of Regulation 45/2001 - The data subject has unambiguously given his or her consent.

5. What personal data may be stored?

ORGANISATIONS

Organisation name, acronym, organisation name in English and French, working languages, country represented, regions represented, NUTS classification, website, phone and fax number, Twitter account, Facebook account, LinkedIn account, street and number, postal code, city, country, areas of interest, type of organisation, and for CoR Members – political group, geographical reach.

CONTACTS

Email address, last name, first name, gender, organisation, country represented, region represented, NUTS classification, department, office, job title, salutation, languages, phone number, mobile phone, Twitter account, Facebook account, LinkedIn account, street and number, postal code, city, country, role in the organisation, areas of interest, and for CoR Members – political group.

Dynamics also logs information on whether emails were received and opened, and if any links in the email were clicked. This is done to allow the CoR to collect statistical data on its email campaigns.

6. Who has access to your personal data?

CoR and CoR/EESC Joint Services staff (officials, temporary agents, contract agents, seconded national experts, trainees), who request it for the purposes of their work, and who are granted access based on the needs of their job, and after having completed the relevant training.

7. How can I access, amend or delete my data?

You have the right to access your personal data and to request rectification or deletion thereof. You can exercise these rights by addressing your query to the CoR Dynamics team via their functional mailbox: Dynamics4CoR@cor.europa.eu. Your query will be dealt with within twenty (20) working days.

You can further unsubscribe from receiving specific or any content from the CoR at any time by clicking on the "unsubscribe" link at the bottom of any received email. If you opt out of all CoR content, we will not contact you anymore; however, your data will be kept. (If you wish your data to be deleted, you should specifically request this in an email to: Dynamics4CoR@cor.europa.eu).

8. How long are my data kept for?

Data is no longer used after you opt out of all CoR content by clicking on the "unsubscribe" link at the bottom of any received email. Data is deleted within twenty (20) working days upon receipt of your request to do so at the CoR Dynamics team's above functional mailbox. Furthermore, every two years the CoR carries out a clean-up of all the inactive contact data in the database.

9. Whom do I contact if I have queries or complaints?

You are strongly advised to contact first of all the CoR Dynamics team, via their functional mailbox: Dynamics4CoR@cor.europa.eu.

If you are not satisfied with the Dynamics team's answer, you are then also entitled to contact the Dynamics data controller: Achim Ladwig, Head of Digital and Social Media, Publications Unit, Directorate for Communication (dynamicsdatacontrol@cor.europa.eu).

Any queries concerning the processing of your personal data may be addressed to the CoR Data Protection Officer (DPO): data.protection@cor.europa.eu.

For matters relating to the processing of your personal data, you may also have recourse at any time to the European Data Protection Supervisor (EDPS): edps@edps.europa.eu.
