

Privacy Policy

We respect your privacy and take special care to protect personal data. For this reason, all correspondence sent to us, including electronic correspondence by email, is protected in accordance with this Privacy Policy. We want everyone who visits our website or contacts us in any other way to know how we protect privacy and how you can protect your own privacy. Please read this Privacy Policy.

This document also fulfils the information obligation referred to in Article 14(1) of the GDPR.

Key terms used in this Policy

1. **User** means any natural person who visits the website or uses services offered on the website, such as the newsletter or events organised by EEA, who is a member of EEA, or who is an employee of an organisation belonging to EEA.
2. **GDPR** means Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.
3. **Personal data** means all information relating to an identified or identifiable natural person, identified directly or indirectly by one or more specific factors, including device IP address, location data, online identifiers, and information collected via cookies or similar technologies.

Who is responsible for processing personal data

4. The controller of your personal data is the European Enterprise Alliance with its registered office in Brussels, Transparency Registration number 329556137684-27, address: Square de Meeûs - 38/40, 1000 Brussels, Belgium.
5. The controller operates the website at <https://enterprisealliance.eu/>. By visiting the website, submitting participation applications for projects, sending enquiries or membership declarations, or corresponding with us, including electronically, you accept the rules of this Privacy Policy.
6. We also use social media platforms, such as LinkedIn and X, where you can find information about us and contact us. Data protection rules on those platforms are defined separately by their owners.
7. Providing personal data is voluntary. Providing certain data, or a login and password, is necessary to use specific services or projects available on the website. If you refuse to provide data or consent, we will not be able to provide those services to you.
8. Persons participating in projects or services available on the website are asked to provide data necessary for identification and account management, such as login and password, assigned in accordance with the regulations of those projects or services.

9. The controller selects and applies appropriate technical and organisational measures to protect processed personal data. Full access to databases is granted only to persons duly authorised by the controller with appropriate permissions.
10. The personal data protection system used by the controller, and the solutions applied, are regularly reviewed and updated when needed. This includes ongoing updates, especially technical safeguards.
11. Your personal data is protected against disclosure to unauthorised persons and against processing in breach of applicable law.
12. Personal data processed by us is not subject to automated decision-making, including profiling.
13. Visitors may browse the website without prior registration or providing personal data.

Purposes of processing personal data

14. Personal data, including names and surnames, contact details such as email and phone number, data related to electronic communication, correspondence data such as address, city, street, and postal code, and data of the entity for which you work, together with its address and contact details, is processed based on:
 1. Article 6(1)(a) GDPR, user consent, for measuring satisfaction levels or ensuring participation in our projects, activities, and events.
 2. Article 6(1)(b) GDPR, for the performance of a contract concluded with our contractors, and to improve functionalities and services provided through the website. For this purpose, we analyse user activity, preferences, and market our own products or services.
 3. Article 6(1)(c) GDPR, to fulfil legal obligations of the controller, mainly concerning EEA employees.
 4. Article 6(1)(f) GDPR, legitimate interest of the controller, for pursuing or securing claims, direct marketing, or recording and disseminating information about events, initiatives, and projects organised by us.
15. User activity on the website, including personal data, may be recorded in system logs. These logs are collected in connection with service provision and contracts. Data is also processed for technical purposes, such as ensuring system security and correct operation, backups, system testing, detecting irregularities, and protection against abuse or attacks.

Data retention period

16. As a rule, data is processed for the duration of service provision or order fulfilment, until consent is withdrawn, or an effective objection is raised where processing is based on the controller's legitimate interest.
17. In the case of employment, data is processed and stored in accordance with applicable law, including for the duration of employment and recruitment processes. If the user consents to processing for future recruitment, data is processed no longer than one calendar year from the application date.

18. The processing period may be extended if necessary to establish, pursue, or defend claims. After this period, data is processed only where required by law. After the retention period, data is permanently deleted or anonymised.

Data recipients

19. In connection with projects or services, personal data may be transferred to external entities, including providers responsible for IT system operation, updates, delivery, event organisation, as well as accounting, legal, audit, consulting, and courier service providers.
20. With user consent, data may be shared with other entities for their own purposes, including marketing. In some cases, data may be transferred to another controller for its legitimate interest. The user will be informed in advance. The information obligation under Article 14 GDPR will then apply to the new controller, and the user may exercise rights with that controller.
21. Personal data is not transferred outside the European Economic Area, and decisions are not made in an automated manner.

Cookie Policy

23. The website uses cookies. These are small text files sent by a web server and stored by browser software. When the browser reconnects to the website, the website recognises the device type. Parameters allow only the server that created them to read the information. Cookies facilitate the use of previously visited websites.
24. Collected information includes IP address, browser type, language, operating system, internet service provider, time and date, location, and information sent via contact forms.
25. Data is used to monitor how users use the website to improve functionality and ensure efficient navigation. We use Google Analytics to monitor user behaviour. For statistics, advertising, or additional functionalities, we also use other tools such as Google AdWords.
26. Cookies identify users and allow content customisation based on preferences, including advertising. We use cookies to ensure high service quality.
27. The website uses the following cookies:
 - Performance cookies collect information on website usage.
 - Functional cookies that remember user settings and personalise the interface, such as language, region, font size, or website appearance.
 - Advertising cookies that deliver advertising content tailored to user interests.
28. Users may disable or restore cookie collection at any time by changing browser settings.

User rights

29. Users have the right to access their data, obtain a copy, rectify, erase, restrict processing, data portability, object to processing based on the controller's legitimate

interest or for direct marketing, and withdraw consent at any time without affecting lawfulness of processing before withdrawal.

30. If a user believes personal data processing violates GDPR or other data protection laws, a complaint may be lodged with the President of the Personal Data Protection Office.
31. Requests to exercise data subject rights may be submitted in writing or by email to the controller's contact details, or as specified in project or service regulations.
32. Requests should specify the scope of the request, the right being exercised, and the processing activity concerned.
33. If the controller cannot identify the request or the requester, additional information will be requested.

Controller contact details

34. For questions about the scope or purpose of processing, or user rights, please consult this Privacy Policy or office@enterprisealliance.eu or by post at the address above.

We acknowledge responsibility for protecting data entrusted to us by users. We treat data security seriously. We protect data against unauthorised access and regularly review collection, storage, and processing methods. We apply appropriate technical, physical, and organisational safeguards. Access to data is granted only to employees and entities who need it to process data solely for the purposes described in this Privacy Policy.