



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

23 November 2020
EMA/416293/2020

European Medicines Agency's Privacy Statement

For media professionals

The European Medicines Agency (hereinafter "EMA" or "Agency") is committed to respect the right to data protection of its staff members and the public. The Agency collects and uses personal data in accordance with *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* (hereinafter "EUDPR"). This Privacy Statement explains how EMA processes the data of journalists and other media professionals.

EMA's Media and Public Relations Service (or "press office") collects the personal data of journalists who explicitly request to be in its media distribution list to receive information about the activities of the Agency. The subscribers will regularly receive press releases, invitations to press conferences and other events and, occasionally, user feedback surveys.

The Agency may also use external media databases to get in touch with journalists. A media database is a directory of communication professionals compiled by a public relations company. The Agency is not responsible for the accuracy of the personal data included in these databases. However, EMA will only engage with an external provider which complies with the Union data protection legislation including, in particular, the EUDPR. Currently, the Agency uses the "Vuelio Database" which belong to Access Intelligence Plc. More information on Vuelio's privacy policy is available [here](#).

1. Who is responsible for processing your data?

1.1. Who is the data controller?

EMA is ultimately responsible to comply with your data protection rights and freedoms. On behalf of EMA, the Head of the Stakeholders and Communication Division is appointed as a 'Internal Controller' to ensure the lawful conduct of this processing operation.

The contact details of the Internal Controller are the following: S-DataController@ema.europa.eu.

1.2. Who is the data processor?

The Agency may engage third parties to process data on behalf of the Agency in order to host its database of media professionals.

Official address Domenico Scarlattilaan 6 • 1083 HS Amsterdam • The Netherlands

Address for visits and deliveries Refer to www.ema.europa.eu/how-to-find-us

Send us a question Go to www.ema.europa.eu/contact **Telephone** +31 (0)88 781 6000

An agency of the European Union



Currently, the Agency's database of media professionals' contact details is hosted by Vuelio. Vuelio will not use or disclose this personal data to third parties.

The contact details of the data processor(s) are the following:

Vuelio (Access Intelligence Plc)
79 Hatton Garden
London, EC1N 8AW
United Kingdom
info@vuelio.com

The data processor is located in the UK which is considered as a third country as of 1 January 2021.

2. Purpose of this data processing

The purpose of this data processing activity is to inform journalists and other media professionals about EMA's activities through sending them:

- Press releases
- Notices for press conferences, media trainings and other events
- Occasionally, user feedback surveys to help improving the Agency's services

2.1. Personal Data concerned

In this processing operation the Agency processes personal data submitted by journalists who request to be included in the EMA media distribution list via the Agency's [press office inbox](#) or [EMA's contact form](#). Such data may include the following:

- Name and surname
- Name of the media outlet
- Email address
- Telephone and fax number (if spontaneously provided by the data subject)

As mentioned above, the Agency may also use external media databases to collect the contact details of journalists. Currently, the Agency uses the "Vuelio Database" which belong to Access Intelligence Plc. From such database, the Agency collects the same type of personal data as listed above. To learn more about the personal data processing carried out by Vuelio's, please check [its privacy policy](#).

2.2. Legal Basis

When you provide your personal data via the Agency's [press office inbox](#) or [EMA's contact form](#), your consent is requested to the processing of that data in accordance with this Privacy Statement. You have the right to withdraw your consent later at any time. Please note that such withdrawal does not affect the lawfulness of processing carried out by EMA before the withdrawal of your consent.

As regards the data collected from external media database, the Agency processes this data in order to perform its tasks in the public interest as required by Article 26(2) and Articles 57(1)(f) and (m) of Regulation (EC) No 726/2004.

3. How long do we keep your data?

The personal data processed in this activity is stored until the individual concerned (i.e. the data subject) asks to be removed from the list. A reminder containing this information is sent to data subjects every time they receive a communication (press release, invitation, etc.).

4. Who has access to your information and to whom is it disclosed?

The data collected will be processed internally by EMA's Media and Public Relations Service (press office) staff, which is part of the Agency's Stakeholders and Communication Division. Although the data processor (Vuelio) hosts the Agency's database of media professionals' contact details the data processor is not allowed to access the data, and they will not use or share the data with third parties.

5. Your data protection rights

Data Subjects can opt out of from receiving communications from the Agency by clicking on a link at the bottom of each communication to unsubscribe or sending an email to EMA's press office. In such cases, the Agency will also delete the data subject's personal data from its files.

In addition, as data subject (i.e. the individual whose personal data is processed), you have a number of rights:

- **Right to be informed** – This Privacy Statement provides information on how EMA collects and uses your personal data.
- **Right to access** – You have the right to access your personal data. You have the right to request and obtain a copy of the personal data processed by EMA.
- **Right to rectification** – You have the right to obtain - without undue delay - the rectification or completion of your personal if it is incorrect or incomplete.
- **Right to withdraw consent** – You have the right to withdraw your consent to the processing of your personal data. However, this will not affect the lawfulness of any processing carried out before consent is withdrawn.
- **Right to erasure** – You have the right to require EMA to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing. In certain cases your data may be kept to the extent it is necessary, for example, to comply with a legal obligation of the Agency or if it is necessary for reasons of public interest in the area of public health.
- **Right to restrict processing** – In a few, codified cases, you have the right to obtain the restriction of the processing, meaning that your data will only be stored, but not actively processed for a limited period of time. For more information about this right and its limitations, see the EMA General Privacy Statement, hosted at www.ema.europa.eu/en/about-us/legal/privacy-statement.
- **Right to object** – If the Agency processes your data for the performance of a task in the public interest (without your consent or another lawful basis); you have the right to object to this processing on grounds related to your particular situation.
- **Right to portability** - Where the processing is carried out in automated means you have the right to receive your personal data (which was provided to the EMA directly by you) in a machine-readable format. You may also ask the EMA to directly transfer such data to another controller.

The rights of the data subject can be exercised in accordance with the provisions of the EUDPR. For anything that is not specifically provided for in this privacy notice, please refer to the contents of the general EMA Privacy Statement: www.ema.europa.eu/en/about-us/legal/privacy-statement

Data subjects whose contact details were collected from the Vuelio database may exercise their data subjects' rights regarding the data processing activity of Vuelio by [contacting Vuelio](#).

6. Recourse

In case you have any questions regarding the processing of your personal data, or you think that the processing is unlawful or it is not in compliance with this Privacy Statement or the general EMA Privacy Statement, please contact the **Data Controller** at S-DataController@ema.europa.eu.

Data subjects may lodge a complaint with the **EMA Data Protection Officer**: dataprotection@ema.europa.eu.

You also have the right to lodge a complaint with the **European Data Protection Supervisor (EDPS)** at any time at the following address:

- Email: edps@edps.europa.eu
- Website: www.edps.europa.eu
- Further contact information: www.edps.europa.eu/about-edps/contact_en