



EMA/589513/2019

Record of data processing activity for usability testing exercises (public)

1.	Last update of this record, version number:	16 December 2019, version 1
2.	Reference number:	S6
3.	Name and contact details of controller:	European Medicines Agency Internally: Head of Stakeholders & Communication Division (S) S-DataController@ema.europa.eu
4.	Name and contact details of DPO:	dataprotection@ema.europa.eu
5.	Name and contact details of joint controller (where applicable)	N/A
6.	Name and contact details of processor (where applicable)	N/A
7.	Purpose of the processing	To collect feedback from individuals during usability testing exercises in order to improve user experience on EMA corporate website: ema.europa.eu.
8.	Description of categories of persons whose data EMA processes and list of data categories	Volunteers who agreed to participate in the usability testing exercise. In this processing operation EMA processes data directly collected from volunteers when they participate in usability testing exercise. For example, such data include the following: <ul style="list-style-type: none">• voice recording (to record the answers of questions asked to the participant during the testing);• screen recording (including cursor movements) of the computer used by the participant during the testing. More information on the data collected is available in the privacy



		statement linked below.
9.	Time limit for keeping the data	Participants' personal data will remain available for 1 year after the results of the usability testing have been completely analysed or until the participant requests deletion of his/her data.
10.	Recipients of the data	EMA's Stakeholders & Communication Division staff.
11.	Are there any transfers of personal data to third countries or international organisations? If so, to which ones and with which safeguards?	N/A
12.	General description of security measures, where possible.	<p>The Agency has put in place appropriate technical and organisational measures (security policies and procedures) to protect personal data from accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to your personal data. The Agency takes all the necessary measures to ensure the maximum safety and security of personal data held.</p> <p>The data provided in the usability testing exercise are held in a secured and protected database hosted by EMA, the operations of which abide by EMA's security policy. The database is not accessible from outside EMA. Inside EMA, the database is managed using a user ID and password.</p>
13.	For more information, including how to exercise your rights to access, rectification, object and data portability (where applicable), see the privacy statement:	<p>Details concerning the processing of your personal data are available on the Agency's website at: https://www.ema.europa.eu/en/about-us/legal/general-privacy-statement, where you may find the EMA General Privacy Statement as well as the privacy statements on specific data processing operations.</p>