

1. AN OVERVIEW OF DATA PROTECTION

The Luxembourg Media and Digital Design Centre (hereafter “LMDDC”, “We”) is committed to ensure the highest standards of data protection in compliance with the applicable legislation, notably with reference to the 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 (hereafter “GDPR”).

The present document aims at illustrating what personal data we collect about you, the reason why LMDDC uses your data and, as the case may be, share your data and the applicable retention periods. Additionally, the notice also provides you with information regarding your rights, how to exercise them and whom you can contact in case of any query.

2. SCOPE OF THE NOTICE

The present notice is directed to participants (hereafter the “Participant”) on LMDDC’s public events, including workshops, café-philosophy, demonstrations, tours of the LMDDC's facilities, and online events such as webinars (hereafter “Event”).

3. IDENTITY OF THE DATA CONTROLLER

The data controller is normally LMDDC, having its registered office at 5, Avenue des Hauts-Fourneaux L-4362 Esch-sur-Alzette, Luxembourg. LMDDC is in this case the sole responsible for collecting and processing your personal data in relation with your participation to LMDDC’s activities. However, joint controllers may exist for certain events.

4. HOW WE OBTAIN THE PERSONAL DATA OF PARTICIPANTS

Generally, we obtain the personal data directly from Participants, typically at the registration to an Event, when attending an Event, when communicating with us in relation to an Event, when completing our feedback forms or surveys or when submitting a scientific paper.

In some cases, we may obtain the personal data from third parties:

- a third party who may register the Participant for a LMDDC's Event on his/her behalf,
- a third party who may submit the paper within the context of the call for papers and indicate the Participant as author,
- LMDDC's IT providers as better explained below.

5. CATEGORIES OF PERSONAL DATA WE PROCESS

The categories of personal data that we collect about you may vary depending on the type of Event. Those include:

- Contact details: name, surname, address, postal code, city, country, email, phone number, title,
- Professional information: company/organisation, job title and department,
- Economic and financial information: if we need to process payments and refunds, bank account details, credit card details and payment information,
- Technical data: device identification data and traffic data (e.g. MAC addresses, web logs, etc.) and password in the case of user account creation on our event management platform,
- Your dietary requirements,
- Your image, audio and likeness (as captured on a webinar, in photographs or recordings taken at the Event),
- Events You have attended in the past or for which you are registered to attend in the future,

- Records of communications sent to You or received from You,
- Any other requirement (such as accessibility requirements and emergency contacts).

6. WHY AND HOW YOUR PERSONAL DATA IS PROCESSED, AND ON WHICH LEGAL BASIS

Below you can find the list of purposes and legal basis on whose grounds LMDDC collects and processes Participants' personal data:

PURPOSE	LEGAL BASIS
To perform and execute agreements	<p>The processing of personal data is necessary for a contract with the Participant, in the case of sponsors, speakers, authors and remaining Participants purchasing registrations for Events.</p> <p>After the Event, in the case of financial transactions, LMDDC will need to process personal data to comply with legal obligations.</p>

Event management	<p>LMDDC processes personal data for such purpose under LMDDC's legitimate interest in properly organizing and deploying Events to the extent that processing is not strictly necessary for the participation to the Event as such. The use made of the personal data benefits the individuals since it allows LMDDC to enhance the experience at the Event that the Participant has registered for, including :</p> <ul style="list-style-type: none">• distribution of badges distribution of satisfaction forms, managing complaints, feedback and queries regarding an Event;• ensuring the broadcast of an Event, in case of an online webinar;• receiving and evaluating papers submitted in the context of a call for papers related to an Event;• ensuring the security of our premises and facilities, as well as to provide Participants access to the premisses of an Event; <p>taking photographs and/or videos of an Event and of Participants for direct use during the Event, for dissemination in different media (LMDDC Intranet, LMDDC's social media accounts, conferences..) and promotion to the general public;publishing and sharing attendance lists between Participants as well as biographies and list of speakers, sponsor and authors;performing statistics and evaluation of Events.</p> <p>In the case of dietary requirements, we process such personal data on the basis of your explicit consent provided when you voluntarily decide to communicate them to us.</p>
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Processing of contact details for inviting Participants to future events	Consent provided during the Event registration. To withdraw consent, the Participant can click the unsubscribe link in the footer of any email received or contact LMDDC at communication@lmddc.lu .
Processing of contact details for sending Participants LMDDC newsletter	Consent provided during the Event registration. To withdraw consent, the Participant can click the unsubscribe link in the footer of any email received or contact LMDDC at communication@lmddc.lu .

7. SHARE OF YOUR PERSONAL DATA WITH THIRD PARTIES

LMDDC may share your personal data with:

- LMDDC's team on a need-to-know basis, in order to ensure the proper organisation and management of the Event,
- The other Participants in the Event,
- The public in general in relation to dissemination of photographs and videos,
- External service providers that perform services on LMDDC behalf, such as catering companies, event organisation or communication agencies service providers and IT service providers,
- Institutional or non-institutional partners, with whom LMDDC collaborates in the context of the Events' management and organisation,
- The scientific committee that is in charge of evaluating and selecting the scientific papers,
- The Publisher that is responsible for the publication of the selected scientific papers.

8. ENSURING PERSONAL DATA SECURITY AND INTEGRITY

In compliance with the applicable data protection legislation, LMDDC has put in place appropriate technical and organisational measures in order to prevent or act upon any unauthorised and unlawful processing or disclosure, accidental loss, modification or destruction of personal data. These measures are implemented based on the current state of art, an evaluation of the risks derived by the processing activity and the need to protect personal data. Such technical and organisation measures are regularly updated and/or adjusted to new technical developments or any organisational change that may affect LMDDC.

In particular, access on a need-to-know basis has been implemented to ensure only staff with appropriate need for the purpose has access to the personal data of Participants in LMDDC Events. Additionally, we have data processing agreements in place with our processors.

9. DATA RETENTION PERIODS

LMDDC will only retain your personal data for a period of time that is strictly necessary for the purposes for which we collect your data, without prejudice to LMDDC to keep them for a longer duration for legal and/or regulatory obligations applying to LMDDC or due to exceptional situations that would justify them being kept longer (judicial procedure, etc.). Below are the details regarding the time we keep your personal data:

PURPOSE	LEGAL BASIS
To perform and execute agreements	The personal data will be retained for 30 years (maximum) from the termination of the agreement in accordance with Art. 2262. Code Civil.
Event management	In this case, we will keep the personal data in accordance with our retention schedule.

Processing of contact details for inviting Participants to future events	Until you unsubscribe to the newsletter.
Processing of contact details for sending Participants LMDDC Newsletters	Until you unsubscribe to the newsletter.

10. YOUR RIGHTS AND HOW TO EXERCISE THEM

With regards to your personal data collected and processed by LMDDC, you may exercise at any time the following rights:

- Right to access: You have the right to receive confirmation about whether or not your personal data is being processed by LMDDC. If that is the case, you have the right to know what data is being collected and processed and to obtain a copy of it;
- Right to rectification: If the personal data we hold about you is inaccurate or incomplete, you have the right to request to have it rectified;
- Right to erasure: Subject to certain conditions specified in art. 17 of the GDPR, you have the right to have your personal data deleted by LMDDC;
- Right to restriction of processing: Subject to certain conditions specified in art. 18 of the GDPR, you have the right to obtain restriction of the processing of your personal data performed by LMDDC;
- Right to data portability: Subject to certain conditions specified in art. 20 of the GDPR, you have the right to obtain a copy of the personal data you provided to LMDDC in a structured, commonly used and machine-readable format and to request the transfer of these data to another data controller;
- Right to object: You have the right to object the processing of your personal data when the conditions set out in art. 21 of the GDPR apply;
- Right to withdraw consent: If LMDDC is processing your personal data based on your consent, you have the right to withdraw that consent at

any time. The withdrawal of such consent shall not affect the lawfulness of processing based on consent before its withdrawal.

- Right to lodge a complaint with a supervisory authority: You have the right to lodge a complaint with the Commission Nationale pour la Protection des Données (CNPD). More information on how to lodge a complaint are available on CNPD's website: <https://cnpd.public.lu>.

You may exercise any of these rights by contacting our Data Protection Officer (DPO) by sending an email to dpo@lmddc.lu

11. CHANGES TO THIS NOTICE

LMDDC may make changes to this privacy notice from time to time, to reflect our current privacy practices or to comply with changes in the applicable data protection legislation. LMDDC encourages you to regularly visit our website and consult this document in order to remain informed on our data protection policies.