



SPECIFIC PRIVACY STATEMENT

EFSA NEWSLETTERS AND EMAIL ALERT SERVICES

The e-subscription tool to the newsletters and automatic email alerts of the European Food Safety Authority (EFSA) is available in the section '[Newsletters & email alerts](#)' of EFSA's website.

In accordance with Article 15 of Regulation (EU) 2018/1725¹ on the protection of natural persons with regards to the processing of personal data by the Union institutions, bodies, offices, and agencies (hereafter '*the Data Protection Regulation*'), EFSA informs you on the following:

1. INFORMATION ON THE CONTROLLER AND THE DATA PROTECTION OFFICER

The Head of Communication, Engagement and Cooperation Department (COMCO) is the controller of EFSA newsletters and email alert services. The controller can be contacted by writing to webupdates@efsa.europa.eu.

EFSA's data protection officer can be contacted for information and advice on data protection by writing to DataProtectionOfficer@efsa.europa.eu.

2. PURPOSE OF THE PERSONAL DATA PROCESSING

The purposes of EFSA newsletters and email alerts and the collection and further processing of personal data therein are:

- (1) For subscribers: to receive periodically via email the EFSA newsletters and/or email alerts;
- (2) For EFSA: a means of communicating to the general public on its activities in the field of food and feed safety in accordance with its mandate.



3. LEGAL BASIS

The EFSA communication activities form part of the tasks carried out in the public interest and for the management and functioning of EFSA as mandated by its Founding Regulation (EC) No 178/2002², in Article 23 and Article 40 thereof.

The subscription to the EFSA newsletters and email alert services entails the processing of a limited number of personal data based on your consent in accordance with Article 5(1)(d) of the Data Protection Regulation, with the aim of providing you with the service. As a subscriber, you can opt-in to the following selections in the subscription form:

- The subscription type (e.g.: EFSA Highlight, daily alerts),
- The scientific subject areas on which you would like to receive information,
- The type of content on which you would like to receive information,
- Your consent for the subscription(s) opted for,
- Your consent for receiving invitations to events,
- Your consent for statistical analysis

Your consent and subscription are registered and confirmed following a two-step self-registration process:

- (1) You select the type of subscription(s) and click on "Submit" in the e-subscription form.
- (2) You click on a confirmation link sent in an automatically generated message to the email address you provided.

You can anytime withdraw consent by using the 'unsubscribe' link provided in the periodical newsletter/alert email messages which you receive through the service provider (Salesforce).

4. INFORMATION ON THE SALESFORCE CRM TOOL SUPPORTING THE EFSA NEWSLETTERS AND EMAIL ALERTS DISTRIBUTION

For the registration and management of subscriptions to newsletter and email alerts, EFSA relies on <https://www.salesforce.com>, a cloud-based CRM tool, the provider of which acts as a processor for EFSA. The newsletter distribution is one of the use cases supported by the Salesforce Relationship Management. You can find more information on the Salesforce CRM tool in the General privacy statement [here](#).

The EFSA-related data and information processed in the Salesforce CRM tool is stored in the provider's data centres located in Germany and in France.

Limited profiling:

Through EFSA's Relationship Management system based on the Salesforce CRM tool, EFSA collects usage data on subscribers, allowing us to measure the user satisfaction about EFSA's communication products and to identify possible improvements. The system allows a high-level profiling of subscribers in the sense of Article 15(2)(f) of the Data Protection Regulation,



helping EFSA to identify segments of its audiences based on their engagement level with our communication products circulated by email.

5. CATEGORIES OF DATA SUBJECTS

Any person with a valid email address can subscribe to EFSA newsletters and email alert services. When subscribing, the user is optionally asked to indicate his/her area of professional occupation according to the broad categories in the drop-down list here below, which allows EFSA to map target audiences interested in its activities:

- Academia/Research Institute
- Citizen
- Consultant
- EFSA Registered Stakeholder
- EU Institution
- Industry – multinational
- Industry – small and medium-sized enterprise (SME)
- International organisation
- Media
- Non-governmental organisations (NGO)
- Public authority in EU Member or State public authority outside the EU
- Other

6. CATEGORIES OF PERSONAL DATA PROCESSED

EFSA newsletters and email alert services include the processing of following personal data:

- Your first name, last name and email address inserted in the subscription form,
- Optionally, the area of professional occupation for audience targeting purposes,
- Your 'Service Usage Data' which may include device information, logging data and usage data for Salesforce's technical and operational management purposes.

7. RECIPIENTS OF PERSONAL DATA

Your personal data as a subscriber to EFSA newsletters and/or email alert services are accessible to:

- EFSA staff in charge of the administration of the subscriptions based on the Salesforce service provision,
- Salesforce as EFSA's service provider, its affiliates, and any sub-contractors, authorised to use such data for the sole purpose of the performance, management, and follow-up of the contract in accordance with applicable data protection laws,
- Institutions and bodies having a legitimate purpose to audit, to exercise supervisory tasks or in charge of judicial proceedings in relation to EFSA: the Internal Audit Service, the EU Court of Auditors, the EU Ombudsman, OLAF, the EU Court of Justice, the European Data Protection Supervisor.



8. WHAT ARE YOUR RIGHTS AS A DATA SUBJECT IN RELATION TO DATA PROCESSED ON YOU?

As a data subject, you can exercise your right of access, rectification or erasure of your personal data and withdraw your consent to EFSA newsletters and email alert services, by sending a request by email to the controller using the contact details in point 1.

9. RETENTION PERIOD OF PERSONAL DATA

All personal data is retained for as long as the data subject is subscribed, receiving periodically by email the EFSA newsletters and alerts. A self-service feature contained in each email delivery allows you at any time to edit your subscription or to unsubscribe. After unsubscribing, your personal data is deleted from the Salesforce mailing list.

10. RIGHT TO LODGE A COMPLAINT

Data subjects have the right to lodge a complaint on the processing of their personal data in the context of the subscription to EFSA newsletters and email alerts with the European Data Protection Supervisor ([EDPS complaints form](#)).