



# GDPR

PRIVACY POLICY

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# PRIVACY POLICY

## Table of contents

PRIVACY POLICY .....	2
I. What is the purpose of a confidentiality policy?.....	4
A. Principles .....	4
B. Legal mentions.....	4
1. Privacy regulations.....	4
2. Specific conditions .....	4
3. Modification of the privacy policy.....	5
II. Collection of personal data – Privacy charter .....	6
A. What are personal data? .....	6
B. What personally identifiable information is collected about you? .....	6
C. Who collects your information? .....	6
D. What to do in the event of identity theft, data theft or hacking?.....	6
E. How does the ERDF Department use your data?.....	7
1. The purposes for which your data are processed .....	7
2. Data conservation period .....	7
3. Communication of your data .....	7
4. Security and confidentiality of your data .....	8
5. Transfer of your data outside the European Union .....	8
6. Advertising sent by e-mail and any other means of communication .....	8
7. Hypertext links to other websites.....	9
III. <i>Cookie policy</i> .....	10
A. What is a <i>cookie</i> ?.....	10
B. What type of cookies do we use? .....	10
1. Cookies that are strictly necessary for browsing.....	11
2. Analytical and performance cookies.....	11
C. How do I manage cookies on my computer, tablet, etc.?.....	11
IV. Your rights with regard to your personal data .....	12



V. Your rights with regard to your personal data.....	12
VI. Who to contact? The Data Protection Officer (DPO), the Complaints Department and the Belgian Data Protection Authority (DPA).....	13
A. Data Protection Officer (DPO).....	13
B. Complaints Department.....	13
C. Data Protection Authority .....	13





## I. What is the purpose of a confidentiality policy?

### A. Principles

The ERDF Department undertakes to protect your personal data online in compliance with privacy regulations. The department also undertakes to respect image rights (see section “B. Legal information”). This policy applies to all pages of the website managed by the ERDF Department.

The ERDF Department uses the information it collects about you to communicate with you, to better understand how its website is used and to send you information that may be of interest to you (see sections II and III of this policy).

There are several other names for this policy – “privacy statement”, “data protection policy” or sometimes simply “privacy”. Their objective remains the same: informing users about how their private data are used.

The ERDF Department invites you to read this policy to find out how your personal data will be processed. As this policy is subject to change, the ERDF Department invites you to consult it regularly.

This privacy policy is a document setting out the way in which the ERDF Department collects, uses and communicates data. It aims to fulfil four roles:

1. Informing users about the collection and use of their personal data.
2. Giving users the option of withdrawing their consent to this use of their personal data.
3. Giving users access to the data collected and allowing them to exercise their rights over the data.
4. Ensuring the security of the users' data.

All these measures help to ensure that your personal data will not be sold to third parties or used for malicious purposes.

### B. Legal mentions

#### 1. Privacy regulations

The ERDF Department will use your data in accordance with the regulations relating to privacy, in particular the following legal texts:

- 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 (General Data Protection Regulation, also known as “GDPR”);
- Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002 concerning the processing of personal data and the protection of privacy in the electronic communications sector (Directive on privacy and electronic communications);
- The law of 3 December 2017 establishing the Data Protection Authority.

#### 2. Specific conditions



Specific conditions may apply, for example if you take part in competitions. In that case, they will be mentioned in the appropriate place with regard to the purpose to be achieved: for example, in the rules for participation in said competition.

### *3. Modification of the privacy policy*

The ERDF Department reserves the right to modify this privacy policy to ensure its compliance with the privacy regulations in force or to adapt it to its practices. The department therefore invites you to consult the policy regularly to take note of any changes. New versions will be published on our website, updating the date mentioned in the last paragraph.

The ERDF Department will not make any changes that would reduce the level of protection of your rights, as guaranteed in this privacy policy, without obtaining your prior consent.





## II. Collection of personal data – Privacy charter

### A. What are personal data?

'Personal data' (hereafter 'your data' if the data in question are yours) means any information relating to an identified or identifiable natural person (hereafter called 'data subject'). An identified or identifiable natural person is a person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Personal data must be processed fairly, lawfully, and in a transparent manner in relation to the data subject, and must be collected for specified, explicit and legitimate purposes, be appropriate, relevant and not excessive, be accurate and stored in a form which enables the identification of the persons in question.

### B. What personally identifiable information is collected about you?

The types and volumes of information that the ERDF Department receives and stores depend on how you use its website. You can access most of our pages without indicating who you are or without revealing any personal information.

In certain cases, the ERDF Department asks you for this information to be able to provide you with specific services or to send you correspondence. The personal identification information you provide in this way will not be passed on to any third party, except for the purposes of carrying out the requested service.

The ERDF Department does not collect personal data, unless this information is disclosed voluntarily. By voluntarily contacting the ERDF Department, you declare that you agree to the legitimate collection of data, for example: the surname and first name of the person concerned, e-mail address, telephone number, the content of the message, the moment (date and time), the e-mail header and any physical addresses mentioned, as well as other personal data.

In addition, data may be collected during your browsing of the ERDF Department's websites without you providing it directly (see part III Cookie policy).

### C. Who collects your information?

When you are on the website of the ERDF Department or on any other communication platform that depends on it or on which its staff are active while performing their duties, and you are asked to provide personal data, you will communicate these data to the ERDF Department only, unless otherwise stipulated.

### D. What to do in the event of identity theft, data theft or hacking?

The ERDF Department has taken all possible and relevant legal and technical measures to prevent unauthorised access and use of your data. Consequently, it declines all responsibility in the event of identity theft, data theft or computer crime. In the event of our computer systems being hacked, the



ERDF Department will immediately take all possible measures to minimise damage and/or theft, and will inform you of the affected data and the extent to which it has been affected.

In the event of identity theft, data theft or computer crime, the ERDF Department invites you to lodge a complaint with the [Complaints Service](#) and the relevant authorities. Once the complaint has been received by the Complaints Service, and unless otherwise stipulated by said authorities, the ERDF Department will keep the data in question for a period of two years.

#### **E. How does the ERDF Department use your data?**

The ERDF Department does not distribute, sell or rent user information to anyone. It uses data about you to better understand the people who visit its website (including social media, blogs, forums, etc.), applications and other technological and communication devices. It also uses your data to send you information to which you have subscribed or which may be considered to be of interest to you.

If you owe the ERDF Department money, some of your data may be passed on to organisations for purely technical and administrative processing. These organisations are not allowed to distribute, sell or rent your data.

##### **1. The purposes for which your data are processed**

The ERDF Department processes your data only for specific, explicit and legitimate purposes, with a view to:

- Enable the game/contest/quiz you are taking part in.
- Manage the ERDF Department's relationship with you, manage advertising for its services or those of its partners, or even those of third parties: for example, it has to collect and use your data to send you its newsletters and keep you informed of its competitions and other information likely to be of interest to you.
- Personalise your experience by recommending content you might like, based on your interests, your age category and your previous use of its services.
- Find out as much as possible about your preferences and habits so that it can personalise its offer, and end up providing you with content, including advertising, which better matches your profile.
- Offer personalised content and adapt its website and services as well as the content and the advertising on the website (i) to the characteristics that you yourself have indicated and that we may know of (age, gender, etc.) and, where applicable, (ii) to your previous browsing that we may know of.
- Improve its content based on information about who consults its content and how it is consulted.
- Evaluate the effectiveness and user-friendliness of the ERDF Department's website and other technological tools, and to improve them for the benefit of our visitors and users.
- Carry out internal statistical surveys and market research: for example, to assess your interests and to better define the development of its competitions, games, quizzes, services and communication strategies.

##### **2. Data conservation period**

The ERDF Department will only keep your data for as long as is necessary to achieve the purposes the data are processed for and in accordance with legal requirements.

##### **3. Communication of your data**



The ERDF Department may share your data with the other BRPS departments and with its partners so as to achieve the exact same purposes as set out above, provided that the information sharing is fair and lawful and aims to achieve a specific, explicit and legitimate purpose.

To introduce you to products or services that may be of interest to you, the ERDF Department may also pass on your data to other third-party companies, provided you have given your explicit consent for this.

Your data may be passed on to people acting in name of the ERDF Department or on its behalf, for processing in accordance with the purposes for which they were collected (for example a transport company, so that it can deliver a prize won in a competition, or a company that will send out newsletters). The ERDF Department ensures that its own subcontractors guarantee an adequate level of protection, i.e. it imposes a contractual guarantee that its subcontractors will process your data exclusively for the authorised purpose, with the required discretion and security.

#### ***4. Security and confidentiality of your data***

Access to your data is restricted to the ERDF Department staff members who require this information and who observe strict standards of confidentiality while processing your data.

To guarantee the security and confidentiality of your data, the ERDF Department has implemented the highest security standards and only works with subcontractors who also have to uphold these standards. Despite the resources deployed to create a reliable and trustworthy website, the ERDF Department reiterates that the internet is not a perfectly safe environment. Consequently, the ERDF Department assumes no responsibility and offers no guarantee as to the security of your data during their transit via the internet.

#### ***5. Transfer of your data outside the European Union***

In accordance with privacy regulations, personal data may only be transferred to countries that guarantee an adequate level of security and that comply with the same or essentially equivalent provisions and guarantees to those of the privacy regulations. The country, the transmission and storage duration, the nature of the data and the exact purposes are criteria that must be examined case by case.

The Brussels Capital Region guarantees to refrain from activating the processing or storage of data in countries that cannot offer substantially equivalent guarantees, unless:

- the data subject has given their explicit consent;
- the transmission is necessary for the performance of the contract (between the user and the ERDF Department);
- the transmission is necessary for the purpose or performance of a contract concluded or to be concluded between the controller and a third party in the interest of the user;
- the transmission is necessary (important public interest or right) or meets a legal obligation;
- the transmission takes place from a public register intended to inform the public, under European or national law.

#### ***6. Advertising sent by e-mail and any other means of communication***

The ERDF Department will gladly share with you, by e-mail and/or any other means of communication (all social media, for example: Facebook, X, Instagram, LinkedIn, forums, etc.), its newsletters, competitions, useful tips or other information that might be of interest to you.

Of course, you have the right to object, at any time and free of charge, to the use of your personal data to receive advertising from the ERDF Department, other BRPS departments, partners or third-party companies.





To opt out of receiving any such communications in the future, simply choose one of the following options:

- click on the unsubscribe link included in the advertising e-mail;
- change your account settings;
- If these steps taken with the responsible administration or the changing of your user preferences have no effect, we invite you to exercise your rights by means of the procedure described in section IV “Data subjects exercising their rights”.

Only if you have given your consent, we will pass on your e-mail address and/or other relevant personal data to our partners and other third-party companies so that they can send your product or service offers that may be of interest to you.

#### *7. Hypertext links to other websites*

The website of the ERDF Department and its services may contain hyperlinks to other websites that are neither operated nor controlled by the ERDF Department. Consequently, the ERDF Department cannot be held responsible for the content of such websites, nor for the data protection practices of the third parties operating them, which may differ from its own.



### III. *Cookie policy*

To make its website easier and more enjoyable to use, the ERDF Department uses cookies. These enable its websites to remember your actions and preferences (user name, language, font size and other display settings) for a given period of time, so that you do not have to provide this information again each time you visit these websites or surf from one page to another.

#### A. *What is a cookie?*

A cookie is a tiny text file, possibly encrypted, stored by a website on your computer or on any other technological device (smartphone, tablet, etc.) that you use to visit the website. The purpose of these cookies is to speed up and personalise your use of the ERDF Department's website as you visit and return to it.

To achieve this, cookies communicate information between your web browser (Chrome, Firefox, Internet Explorer, Safari, etc.) and the server hosting the website. For instance, cookies communicate your website display preferences (language, font size, etc.), your browsing history, your choices among the options offered by a website as well as registration data.

The cookies enable the ERDF Department to compare new visitors to old ones, for instance, to understand how users browse its website, to count the website's visitors and to obtain data from which it can improve the browsing experience in the future.

Cookies do not keep track of any personal information about a user, and identifiable data will never be recorded. If you do not wish to use cookies, you must configure your computer settings to delete all website cookies and/or receive a notification if cookies are stored.

If you do not wish to modify the cookie settings, you can simply continue your visit to the website.

#### B. *What type of cookies do we use?*

Cookie type	Mandatory/optional	Cookie name and storage period	Purpose of the cookie
Cookies that are strictly necessary for browsing	Mandatory		
Analytical and performance cookies	Optional.	Google Analytics.  These cookies are anonymous and can be stored for up to 2 years.	To find out the number of visitors, for instance, their geographical location, how they browsed the website (how and via which page they accessed it, the pages that followed during their session and the page via which they left the website), the time of the visit, etc.



### 1. Cookies that are strictly necessary for browsing

These cookies are essential for browsing the website and taking advantage of its functions. They cannot be deactivated in our systems. They are deposited on your terminal in response to actions you take that are equivalent to a request for services, such as defining your confidentiality preferences, logging in (accessing secure areas of the website) or filling in forms.

They therefore make it possible to:

- surf between the different sections of websites;
- fill in forms;
- securely verify your identity before granting you access to your personal information when you have created a personal account, including the navigation between the secure areas of the website requiring authentication.

You can configure your web browser to block cookies or alert you to the existence of cookies. If you reject these cookies at a later date, some sections of the website or some of the services offered may not function as they should or may no longer function at all.

### 2. Analytical and performance cookies

These cookies collect information on how visitors use a website, and more specifically on the number of visits and the user behaviour on websites.

These cookies enable the ERDF Department in particular to compile statistics. For instance, by counting visits and traffic sources, so that the ERDF Department can measure and improve the performance of its websites and services. They help the department to know which pages are most and least popular, to see how visitors navigate its websites and how its services are used.

These cookies are also used to check the website's performance, in the sense that they will also indicate whether error messages are issued, how often and based on which actions.

The cookies do not collect data that can be used to identify visitors. Insofar as all the information collected by these cookies is compiled, it remains anonymous. These cookies are solely intended to improve the functioning of the websites.

The information collected by cookies is aggregated. This means that if you delete these cookies, the ERDF Department will not know when you have visited our website or used its services, and will not be able to monitor its performance.

### C. How do I manage cookies on my computer, tablet, etc.?

Most internet browsers are automatically configured to accept cookies. However, you can configure your browser to accept or block all or some cookies.

To find out more about cookies, see: [AllAboutCookies.org](https://www.allaboutcookies.org/) (in EN/FR), [Wikipedia](https://en.wikipedia.org/wiki/Cookie_(computing)).

You can delete cookies that are already installed on your technological device (computer, smartphone, tablet, etc.) at any time, and configure most browsers to block them. However, in that case, you may have to enter certain preferences yourself each time you visit the ERDF Department's website. As a result, some services and functions may not be accessible. In other words, the ERDF Department cannot guarantee you access to all the services on its website if you refuse to save cookies.

In your browser settings, you can refuse the installation of cookies. The way in which you activate and delete cookies depends on your technological device and your internet browser.



## IV. Your rights with regard to your personal data

A. You have the right to:

- receive information about the processing of your personal data
- obtain access to the personal data held about you
- request that incorrect, inaccurate or incomplete personal data be corrected
- request that personal data be deleted if they are no longer necessary or if their processing is unlawful
- object to the processing of your personal data for canvassing purposes or for reasons connected with your particular situation
- request the restriction of the processing of your personal data in specific cases
- receive your personal data in a structured, commonly used and machine-readable format and send it to another controller (“data portability”)

B. You can exercise your rights as follows:

You can choose to:

- submit a request to exercise a right via our online portal:

<https://mes-droits-rgpd.servicepublic.brussels/>  
<https://mijn-avg-rechten.overheidsdienst.brussels/>

- Contact the Data Protection Officer by post at:

Brussels Regional Public Service  
DPO  
Place Saint Lazare 2  
1035 Brussels

## V. Your rights with regard to your personal data

The ERDF Department is the controller.

Contact the department at:

ERDF Department - Brussels International  
Brussels Regional Public Service  
Place Saint Lazare 2  
1035 Brussels

The ERDF Department is part of the BRPS, one of the entities of the Brussels Capital Region (Office of the Minister President, Rue Ducale 7-9, 1000 Brussels).



## VI. Who to contact? The Data Protection Officer (DPO), the Complaints Department and the Belgian Data Protection Authority (DPA).

For all your questions, remarks and complaints relating to the GDPR, the protection of your personal data or respect for your privacy, the ERDF Department always invites you to contact it first, as the controller of the personal data your request is about.

If the ERDF Department is unable to answer your questions or propose a satisfactory solution, you can contact the following people:

### A. Data Protection Officer (DPO)

The Data Protection Officer (DPO) appointed pursuant to Article 37 of the General Data Protection Regulation can be contacted at the following e-mail address: [dpo@sprb.brussels](mailto:dpo@sprb.brussels), or by post at the following address:

Brussels Regional Public Service  
DPO  
Place Saint Lazare 2  
1035 Brussels

Please help us process your request optimally by providing as many details as possible about the purpose of your request (e.g. opposition to advertising by the ERDF Department or its partners).

### B. Complaints Department

If you would like to receive further information or formulate a complaint about anything other than the processing of your personal data or respect for your privacy, you can contact the Complaints Department of the Brussels Regional Public Service (BRPS).

#### **Contact details:**

Brussels Regional Public Service  
Complaints Department  
Place Saint-Lazare 2  
1035 Brussels  
Tel.: +32 (0)2 800 37 54  
e-mail: [plaintes@sprb.brussels](mailto:plaintes@sprb.brussels)

### C. Data Protection Authority

If you are of the opinion that the ERDF Department has not processed your personal data in accordance with the regulations in force, you have the right to lodge a complaint with the Data Protection Authority and/or to take legal action.

To lodge a complaint with the Data Protection Authority:



**Data Protection Authority**  
Rue de la Presse 35  
1000 Brussels  
E-mail: [contact@apd-gba.be](mailto:contact@apd-gba.be)

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