
Privacy Policy of the project research activities

(For applicants, selected participants, stakeholders)

Date: 27 June 2022

About MediaFutures

MediaFutures is a research project funded by the European Commission under its H2020 programme. The project will create a data digital innovation hub which aims to reshape the media value chain and address current media challenges by developing innovative solutions. MediaFutures will enable innovation via the intersection of artistic production with quality journalism & science education and define a participatory, citizen-centric, inclusive, interdisciplinary, innovation programme for entrepreneurs & creatives.

Three competitions addressing pressing technical & non-technical challenges in the media value chain will be organised throughout the three years of the project (from September 2020 until the 31 August 2023). The competitions are organised around three tracks: start-ups for citizens, start-ups meet artists and artists for media. The selected participants will benefit from experimentation facilities, data & other resources to test and nurture their ideas. The project will enable access to funding & mentoring in technical, legal, business, societal, media & sustainability domains. MediaFutures partners will provide toolkits, guidance and best practices for innovators and creatives selected.

Dissemination and communication activities will be conducted all along the project lifecycle to increase the visibility for the projects outcomes.

About the data that will be processed by MediaFutures and the purposes for which they will be collected

MediaFutures partners have the contractual obligation to undertake a number of research activities according to the grant agreement of the project (n°951962). Some research activities will involve the processing of personal data. In such a case, if your personal data are processed, you will be the 'data subject'. Hereby we sum up under what circumstances we process your personal data.

Your data will not be used for any other purposes than those listed below. Your data will not be used for direct marketing purposes.

Applicants and Participants/subgrantee

For the purpose of this document, participants must be understood as sub-grantee.

At the launch stage of the open calls, the platform [F6S](#) will be employed, [SurveyMonkey](#) will be used for the third cohort to collect and manage the application forms. The personal data collected will only be used to inform individuals of the outcome of the evaluation process. The data will also be used to record the aggregated number of applications received over the programme's lifespan. This will be permitted to report about programme related key projects indicators. The application form will collect name, email address, ID number (ID card or passport), country of residence, gender, age, picture, CV, portfolio.

We collect the information mentioned in the application forms for several purposes: the **identification and selection** of the applicants to the MediaFutures open calls competitions. The data will also be used to conduct a matchmaking between artists and entrepreneurs if this is the open call track chosen.

Personal data will also be collected **to conclude sub-grantee agreements** between the selected participants and the MediaFutures consortium. They will also be used for the evaluation of the participants progress in the project.

Personal data will be used for **internal communication purposes about the project** such as the selection of participants, the monitoring residencies progress, the communication of training and coaching sessions. Furthermore, the MediaFutures consortium commits to ensure diversity in the selected candidates, the information collected will help to respect this commitment.

During their project participation, personal data of the participants will be collected for **external communication purposes about the project**: dissemination activities, publications about the awarded projects and the projects outcomes. Pictures or videos taken during events, project exhibitions or when monitoring residencies will be used for this purpose.

Personal data, when possible in an anonymized form, will be used at a later stage to conduct statistics about the project (for instance the gender and geographical balance), analysis of the project's impact and progress, to elaborate a toolkit, provide tailor made support to participants and provide support for research. Interviews and feedback sessions will be conducted and collected from the participants.

Stakeholders

Data from stakeholders (name, email address, link to their linkedin or twitter) will also be collected for creating a stakeholders mapping and for communication purposes in relation to the project.

Evaluators

A contact list of evaluators for the project will be set up for internal and communication purposes.

Will we process sensitive data?

MediaFutures will not process sensitive personal data.

The controller

In MediaFutures, processing operations are handled by different partners. The MediaFutures consortium is composed of the following partners.

Further information on their activities in the project and their contact details can be found in Annexes I and II.

Partners
Gottfried Wilhelm Leibniz Universität Hannover
Institut de Recherche et de Coordination Acoustique Musique
Zabala Innovation Consulting S.A.
DEN Institute
next media accelerator GmbH
King's College London
Luiss Libera Università Internazionale Degli Studi Sociali Guido Carli
Fundació Eurecat
Open Data Institute LBG
Katholieke Universiteit Leuven

The Partners are concluding a joint controllership agreement as required by the article 26 GDPR. This policy applies to all members of MediaFutures, adherence is mandatory and non-compliance could lead to appropriate legal actions.

Should you have any query regarding the way personal data is processed, you can **directly contact the partner** in charge of the activity involving your personal data (Annex I and II).

About your rights as a data subjects

At any time,

- You can **request information** about the scope of processing of your personal data without costs. You can request information about the purposes, categories of information, recipients, retention, source of collection, transfer to third-countries (non-EU Member States). Moreover, the data subject is entitled to receive a copy of such data.
- You are legally entitled to **request modification or deletion** of your personal data.
- You have the right to **lodge a complaint** against MediaFutures regarding data protection issues with any data protection authority within the European Union
- You have the right to **request that your data are suspended from being processed**, if the data are inaccurate or unlawfully or unnecessarily processed.
- You have **the right to object** to the processing of your personal data, unless the processing is conducted on public interest grounds

If you wish to exercise one of the rights outlined above or several of them, you can directly contact the partner in charge of the activity involving your personal data (Annex I and II).

To avoid misuse, however, please establish your identity in a suitable form. In order for us to be able to provide you with information quickly and efficiently, please make sure to include in your application as concrete information as possible. For instance, you should specify which of these rights you would like to exercise and which processing activity are you referring to.

MediaFutures will provide you with the necessary information according to Art 15 GDPR at the latest within one month of receipt. In exceptional cases, this period may be extended. In this case, you will be informed accordingly.

MediaFutures Consortium is committed to respond in a timely manner to any inquiry you may have, and comply with any reasonable exercise of your rights listed above. However, you should be aware that, each time your requests are not satisfactorily fulfilled by the controller, or you believe that your rights have been violated, recourse to data protection authorities (listed in Annex II) or to the ordinary judicial branch are still possible.

Security measures and access control

Appropriate security policies, rules and technical measures are implemented to protect your personal data from unauthorised access. MediaFutures partners commit that their employees, who have access to, and are associated with the processing of personal data, are obliged to respect the confidentiality of your personal data. Access control and authentication-based environments are applied to the access to data-sets containing personal data.

MediaFutures partners use the secured and restricted MS Teams online storage space contracted by the project coordinator. This is where the personal data managed by the consortium will be stored. The access is based on login/password and access rights can be defined for each data item for each user.

Data retention

Personal data from the applicants to the open calls	The data will be kept for half a year from the moment the call for application ends. After that the data will be deleted or fully anonymized.
Personal data from the participants/sub-grantee (selected applicants), evaluators and stakeholders.	The data will be deleted or fully anonymized when the research purpose is completed and at the latest one year after the end of the Media Futures project, i.e. 31/08/2023, or one year after the later end of the MediaFutures project in case of an extension approved by the European Commission.
Financial data from the participants/sub-grantee (selected applicants)	The data will be kept up to five years after the project ends in order to comply with relevant regulation and potential audits. The data will then be deleted or fully anonymized.

If immediate deletion will not occur, that means we have a legal obligation and/or a research purpose to archive the data either for contractual reasons or for scientific research finalities.

Data will be held electronically and will be retained, stored, deleted or destroyed in line with legislative and regulatory guidelines applicable. Data will be retained in a secure location where only authorized persons will have access. Once the retention period will have elapsed, the documents will be reviewed, archived or confidentially destroyed dependent on their purpose.

Data retained will go through an accuracy check and will be regularly updated following the information communicated by data subjects.

Principles applicable to the data processing

Processing personal information pursuing research interests implies that a number of safeguards and proactive initiatives are taken in order to protect your privacy rights. In order to do so, MediaFutures project partners begin all processing of personal data by following these principles:

- **Fairness and lawfulness.** Personal data are processed fairly and for the purposes for which they were collected initially. Moreover, personal data processing operations are assessed against their legality by the partners.
- **Security of processing.** Personal data processing operations are conducted following the available security measures, both technical and organizational. As an example, access control
 - and authentication-based environments are applied to the access to data-sets containing personal data for any researcher involved in MediaFutures personal data processing operation.

- **Minimization.** Collection and processing of personal data follow the principle of data minimization. This means, for example, collecting your data in a way that only the strictly necessary amount of it is processed. Partners commit to collect only the bare minimum personal data to fulfil their activity and project's tasks.
- **Third-party non-disclosure.** No personal data will be disclosed to any third-party (i.e. non-consortium entities) unless there is an explicit authorization to do so by the interested individual.
- **Accuracy.** Media project regularly reviews datasets where personal data are stored in order to ensure the accuracy and reliability of the information therein. Systems to update the information are in place to ensure both security and controlled access to datasets.

In addition, MediaFutures partners are committed to implement the two following points all along the project lifecycle.

- Awareness raising. We regularly undertake activities aimed at informing our consortium partners about the data protection obligations and standards that we abide to. Initiatives are performed on a periodical basis and include webinars, presentations and ad-hoc telco on privacy, data protection and the respect for fundamental rights in our research activities.
- Further research guidelines. MediaFutures project makes extensive use as a benchmark and as a code of conduct of further ethical guidelines issued by the European Commission on responsible research. Such manuals inform researchers and projects funded under the Horizon2020 and similar EU funding programs about the best practices to be adopted when the research involves the processing of personal data.

About third party access to personal data?

No personal data will be shared with third parties, namely beyond the MediaFutures partners.

About transfer to countries outside the European Union?

Two partners of the MediaFutures consortium are located in the United Kingdom. In the Brexit context, it means that the United Kingdom has left the European Union since the 31st January 2020 and must in principle be considered as a third country within the meaning of the GDPR. However, a bridging mechanism is in place until the end of June according to which transfers of personal data from the EU to the United Kingdom are not to be regarded as transfers to a third country.

This section will be updated at the end of June in light of the Brexit negotiation chapter on personal data and the adoption of an adequacy decision. .

Beside this situation, MediaFutures does not plan to transfer personal data in the scope of the project to countries outside the European Union.

Changes To This Privacy Policy

The MediaFutures Consortium may update this Privacy Policy from time to time. You are advised to consult periodically this website page containing the Privacy Policy for any changes.

Annex I : Map of the personal data processing activities intended by projects Partners

A description of the data processing activities to be performed

Processing activities	Retention Period	Purposes for collection	GDPR lawful basis for processing	Data Subjects concerned	Partners in charge of this processing activity
<u>Data collected in the application form for the open call</u> : name, contact details, curriculum vitae, nationality, country of residence, portfolio, photo,...	The data will be kept for half a year from the moment the call for application ends. After that the data will be deleted or fully anonymised.	<p>These data are necessary for the identification, selection of the applicants to the MediaFutures open calls competitions. MediaFutures partners commit to ensure diversity in the selected candidates this is why data such as the country of residence and gender will be collected.</p> <p>These information will be used at a later stage to:</p> <ul style="list-style-type: none"> -communicate with candidates and participants about the project (outcome of the evaluation process) -conduct a matchmaking between artist and entrepreneurs if this is open call track chosen. -conduct statistics on the project -analyse project's impact and conduct adaptations -evaluate the progress of the projects -elaborate a toolkit and training sessions to support participants at best <p>The data will also be used to record the aggregated number of applications received over the programme's lifespan.</p> <p>This will be used to report against programme related key projects indicators.</p>	Consent	Applicants Participants	Zabala and ODI
<u>Personal data collected for the completion of the Sub grantee contract</u> : name, address, email address, banking details for the grant.	Until one year after the projects ends Except for the financial data which will be kept up to five years after the project ends in order to comply with relevant regulation and potential audits. The data will	See the sub-grantee agreement when concluded to see the exact purpose of the processing of personal data. For instance identifying the participants, his contacts details banking details to transfer the grant.	Processing is necessary for the performance of a contract to which the data subject is party	Participants	LUH and Zabala



	then be deleted or fully anonymised.				
<u>Personal data collected and processed within the residencies:</u> Gender, phone number, skype id or other tools id for virtual meetings, social media profile, pictures or videos taken during the acceleration/residency program, personal feedbacks on the program (at the end of the acceleration/residency), minutes of meetings.	Until one year after the projects ends A study might be conducted after the end of the project on the monitoring of the residencies.	For monitoring the residencies, sharing news and disseminating the progress of the project, for analysing project's impact, KPI compliance, analysis and research.	Processing is necessary for the performance of a contract to which the data subject is party (sub-grantee agreement)	Participants	IRCAM
<u>Training activities:</u> Identification and communication details of participants for participation to the trainings.	Until one year after the projects ends	Personal data communicated to the partners in charge of the trainings. These partners are then in charge of providing the training to the participants who registered online to their trainings. Each partner is responsible for their training organisation.	Processing is necessary for the performance of a contract to which the data subject is party (sub-grantee agreement)	Participants	ODI (lead) Partners providing trainings : ODI, IRCAM, ZABALA, KUL, LUISS
<u>Data collected and generated for the experiment support</u> Identification and communication details of participants for receiving the experiment support	Until one year after the projects ends	Personal data of participants (identification and contact details) are communicated to the partners providing the experiment support for entering in contact with the participants and offering them some experiment support.	Processing is necessary for the performance of a contract to which the data subject is party (sub-grantee agreement)	Participants	EUT (lead) Partner involved KCL
<u>Data collected for the acceleration programme:</u> Email addresses and in exceptional cases only phone numbers.	Until one year after the projects ends	For monitoring and coaching purposes. For instance, monitoring the startups'/artists' progress, results and connecting startups/artists to mentors/investors.	Processing is necessary for the performance of a contract to which the data subject is party (sub-grantee agreement)	Participants	NMA
<u>Personal data collected from stakeholders</u> Name, email address, link to their LinkedIn or Twitter when possible	Until one year after the projects ends but if Members of the mailing list specifically agree to it at the end of the project the mailing list of networks could be continued and be used after the project	For building a network and creating a mailing list to disseminate project outcomes, awards, success stories, opportunities, ...	Consent	Stakeholders	DEN

Annex II : Contact details in the event of a data breach

For the purposes of this research, MediaFutures partners are the data controllers. More specifically, only the researchers involved in the project will have access to your personal data. Should you have any specific questions about this study, including the processing of your personal data regarding the respective activities carried out (see Annex I), please feel free to contact them.

For any further questions and concerns regarding the processing of your personal data, please contact the data protection officers of the partner in charge of the MediaFutures research activity involving personal data at stake by your request. Please specify the name of the project as well as the names of the researchers involved.

If, after contacting the data protection officer, you would still like to lodge a complaint about the use of your personal data, you can contact the Data Protection Authority related to the partner processing activities in the project.

Partner	Name and contact details of the researchers involved	DPO of the partner	Responsible Data Protection Authority
LUH		Simon Graupe Address: Gottfried Wilhelm Leibniz Universität Hannover Datenschutzbeauftragter – Welfengarten 1 D – 30167 Hannover Phone Number: (+)49 511 762 0 E-mail: datenschutz@uni-hannover.de Website: https://www.uni-hannover.de/en/universitaet/organisation/beauftragte-und-vertretungen/datenschutz/	Die Landesbeauftragte für den Datenschutz Nie Address: Prinzenstraße 5 30159 Hannover Phone Number: +49 (0511) 120 45 00 Telefax: +49 (0511) 120 45 99 E-Mail: poststelle@lfd.niedersachsen.dedersachsen
IRCAM		Michel Muckensturm Address: IRCAM - 1 place Igor Stravinsky F-75004 Paris - France Phone Number: (+)33 144784194 E-mail: michel.muckensturm@ircam.fr Website: https://www.ircam.fr/mentions-legales/	Commission Nationale de l'Informatique et des Libertés - CNIL Address: 3 Place de Fontenoy TSA 80715 – 75334 Paris, Cedex 07 Phone Number: +33 1 53 73 22 22 Fax: +33 1 53 73 22 00 Contact: https://www.cnil.fr/en/contact-cnil Website: http://www.cnil.fr/
DEN		Andrea Nicolai	Autorité de protection des données/Gegevensbeschermingsautoriteit



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ZABALA		Ainhoa Zabala Address: Paseo Santxiki, 3 bis E-31192 Mutilva (Navarra) - Spain Phone Number: T (+34) 948 198 000 E-mail: Website: https://www.zabala.eu/en/home	Agencia Española de Protección de Datos (AEPD) Address C/Jorge Juan, 6 28001 Madrid Phone Number: +34 91 266 3517 Fax: +34 91 455 5699 E-mail: internacional@aepd.es Website: https://www.aepd.es/
NMA		Nico Lumma Address: Am Sandtorkai 27 D-20457 Hamburg Phone Number: +4915161315310 E-mail: nico@nma.vc Website: www.nma.vc	"Der Bundesbeauftragte für den Datenschutz und die Informationsfreiheit Address: Graurheindorfer Straße 153 53117 Bonn Phone number.: +49 228 997799 0 Fax: +49 228 997799 5550 E-mail: poststelle@bfdi.bund.de Website: http://www.bfdi.bund.de/ "
KUL	Noémie Krack E-mail: noemie.krack@kuleuven.be Marie Beudels E-mail: marie.beudels@kuleuven.be	Toon Boon Address: Legal Department Krakenstraat 3 - box 5516 3000 Leuven Phone Number (+32) 16324074 E-mail: dpo@kuleuven.be Website: https://admin.kuleuven.be/privacy/en/index	Autorité de protection des données/Gegevensbeschermingsautoriteit Address: Rue de la Presse 35, 1000 Bruxelles Phone numbers : +32 (0)2 274 48 00 / +32 (0)2 274 48 35 E-mail : contact@apd-gba.be Website : https://www.dataprotectionauthority.be/citizen
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EURECAT		Maria Carmen Calvo Valera Address:	Agencia Española de Protección de Datos (AEPD) Address:



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ODI		Lisa Allen Address: ODI, 5th Floor, Kings Place, 90 York Way, London, N1 9AG Phone Number: 020 3598 9395 E-mail : lisa.allen@theodi.org Website : https://theodi.org/	Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF Phone Number: 0303 123 1113 Fax: 01625 524510 E-mail : Website: https://ico.org.uk/
KCL		Albert Chan Address: Information Compliance team King's College London, Room 5.20, JCMB 57 Waterloo Road, London SE1 8WA Phone Number: 0303 123 1113 E-mail: info-compliance@kcl.ac.uk Website: https://www.kcl.ac.uk/aboutkings/orgstructure/ps/audit/compliance/data-protection/data-protection-introduction	Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF Phone Number: 0303 123 1113 Fax: 01625 524510 E-mail : Website: https://ico.org.uk/