

EFFRA Privacy Policy & GDPR

Introduction

At EFFRA, we value the trust placed in us by our members, partners, stakeholders and website visitors. We are committed to protecting and respecting the privacy of individuals whose personal data we collect and process during our activities. We recognize that individuals are sensitive about how information relating to them is collected, used and shared, and we appreciate the trust they place in EFFRA to handle their personal data carefully, responsibly and transparently.

This Privacy Policy explains how EFFRA collects, uses, stores, shares and protects personal data in connection with its activities, in accordance with the General Data Protection Regulation (GDPR) and other applicable data protection legislation. By visiting our website, participating in our activities or events, engaging with our projects or services, or otherwise providing personal information to EFFRA, you acknowledge that you have read and understood this Privacy Policy.

The EFFRA website is maintained by the European Factories of the Future Research Association (EFFRA), a not-for-profit association based in Brussels, Belgium. EFFRA is responsible for ensuring that personal data processed in connection with its activities is handled in accordance with applicable data protection requirements.

How we use your personal data

Membership and Organization Services

When you visit our website, you may be invited to provide personal data in connection with membership of EFFRA.

We collect and process the following personal data:

- Name of the association and contact person
- Email address
- Job title
- Postal address and country
- Payment information (processed securely through our payment provider)

Purposes of Processing

We may use your personal data for the following purposes:

- **Membership management:** To process and maintain membership records
- **Payment processing:** To track annual fee payments and manage accounts
- **Communications:** To keep members informed about news, activities, and knowledge sharing
- **Event management:** To register participants for conferences, meetings, and training sessions, webinars and other EFFRA activities.
- **Evaluation:** For post-event evaluation of training and courses organized by EFFRA

Website Cookies and Analytics

What Cookies We Use

When you visit our website, we use cookies and similar technologies to enhance your experience and understand how our site is used and gather analytics.

Essential cookies may be used based on our legitimate interest in providing a functional website. Non-essential cookies (e.g., for analytics) are only used with your consent, collected via our cookie banner. You can manage your cookie preferences through your browser settings.

Our website may use Google Analytics. Depending on your cookie choices and the configuration of the service, relevant information may be processed by Google LLC and may be transferred outside the European Economic Area (EEA). Such transfers are subject to applicable data protection requirements and appropriate safeguards.

You can manage or withdraw your cookie choices through our cookie consent mechanism. You may also control certain cookies through your browser settings.

How we collect your data

- Become a member of our association
- Subscribe to our newsletters
- Register to events, conferences or webinars
- Contact us via email or our website
- Use our members' portal or other digital services
- Participate in our surveys or initiatives

Providing personal data is necessary for accessing many of our services. If you do not provide this data, we may not be able to offer you the requested services or benefits.

Third-Party Services

We may share your data with trusted third-party service providers who support our operations (e.g., IT support, event platforms, payment processors). These providers are contractually bound to comply with GDPR and only process your data under our instructions.

We do not sell or rent your personal data to third parties.

- **Google Maps:** We use Google Maps to display our location, which may process your IP address and location data
- **WordPress:** We use WordPress as our website content management system (CMS) to create, manage, and publish content and to provide the functionality and security of our website. WordPress may process certain technical information, such as IP addresses and device/browser data, as necessary to operate and secure the website.
- **GlueUp:** We use GlueUp for CRM, membership management, event management and related services. Personal data processed through GlueUp is handled in accordance with applicable data protection requirements and the safeguards applicable to any international transfers.

Payment Processing

We receive payments from members via bank transfer and Stripe payment processor in the case of events. We implement best privacy practices and financial details are shared only with our Treasurer and accounting services for accountability purposes. Credit card numbers and cardholder names are securely processed by Stripe and are not stored on our systems or shared with third parties.

Photos, Video and Event Content

EFFRA may take photographs and video recordings during its events and activities for the purpose of documenting, communicating and promoting EFFRA's activities. Images and recordings may be used on EFFRA's website, social media channels, newsletters, publications and other communication materials.

- Attendees may request not to be photographed or recorded, when reasonably possible.
- You may request not to be tagged or individually identified in social media posts or other publications.

- You may object to the use of your image or recording by contacting EFFRA.
- Where processing is based on consent, you may withdraw your consent at any time. Withdrawal does not affect processing carried out before the withdrawal.
- EFFRA will take reasonable steps to accommodate requests and objections concerning the use of identifiable images or recordings.
- For general group photographs or recordings where removing an individual is not reasonably feasible, EFFRA will consider reasonable objections and, where appropriate, avoid using the relevant image or recording in future publications.
- Images and recordings will be retained only for as long as reasonably necessary for the purposes for which they were collected, unless a longer retention period is required or permitted by law.

Legal Basis for Processing

We process your personal data based on the following legal grounds:

Newsletter and communications:

Newsletter subscriptions are based on consent.

You may also subscribe to our newsletter by expressing requesting it to EFFRA. The office will then add you manually to our database and notify you about your privacy rights.

For the purpose of documenting and demonstrating compliance with applicable data protection requirements, we may record information relating to your subscription, including the date and time of your registration and confirmation and the IP address used during the subscription process.

You may withdraw your consent and unsubscribe from our newsletter at any time by using the “unsubscribe” link included in our communications or by contacting EFFRA.

Data Transfers

Some of your personal data may be transferred outside the European Economic Area (EEA):

- **Google Analytics data:** Processed by Google LLC in the United States under adequate safeguards
- **Stripe payments:** Payment data processed globally with adequate safeguards including Standard Contractual Clauses

- **GlueUp – CRM:** Personal data processed through GlueUp may be transferred outside the EEA under appropriate safeguards, including Standard Contractual Clauses where applicable. See GlueUp's Privacy Policy for further information: <https://www.glueup.com/legal/user-agreement>

How we protect your data

We take appropriate technical and organizational measures to ensure the security and confidentiality of your personal data, including:

- Restricted access to data
- Use of secure servers and encrypted connections
- Regular data back-ups
- Confidentiality agreements with staff and service providers

Data Retention

We retain personal data for the following periods:

- **Active member data:** Duration of membership plus 3 years for accounting and legal compliance
- **Former member data:** 3 years after membership ends for potential re-engagement
- **Newsletter subscribers:** Until you unsubscribe (public newsletter)
- **Website analytics data:** 26 months (Google Analytics retention period)
- **Payment records:** 7 years as required by Belgian accounting law
- **Event photos and recordings:** Until you request removal or our legitimate interest expires

Your Rights Under GDPR

You have the following rights regarding your personal data:

- **Access:** Request copies of your personal data
- **Rectification:** Request correction of inaccurate or incomplete data

- **Erasure:** Request deletion of your data (right to be forgotten)
- **Data Portability:** Receive your data in a machine-readable format
- **Objection:** Object to processing based on legitimate interests
- **Restriction:** Request limitation of processing
- **Withdraw Consent:** For consent-based processing (newsletter, analytics, photos)

Opt-Out and Data Removal

If you have registered to receive communications from EFFRA and later change your mind, you can contact us to have your name and contact information removed from our distribution lists.

To exercise your rights or opt-out, please send an email to info@effra.eu

Legal Disclosure

We may disclose personal information when required by law or in good faith belief that such action is necessary to conform to legal requirements or comply with legal process served on EFFRA.

Contact Information

Data Controller: EFFRA office

Address: Rue Belliard 40, 1040 Etterbeek, Belgium

Email: info@effra.eu

Data Protection Officer: info@effra.eu

If you are not satisfied with our response to your data protection concerns, you can lodge a complaint with the Belgian Data Protection Authority (Autorité de protection des données/Gegevensbeschermingsautoriteit) or your local supervisory authority.

Updates to This Policy

We may update this privacy policy from time to time to reflect changes in our practices or legal requirements. We will notify members of significant changes via email or website announcement.