

Cerame-Unie Privacy Policy

This privacy policy constitutes the privacy practices and standards of Cerame-Unie aisbl.

Cerame-Unie complies with national and European Union (EU) data privacy laws in accordance with, *inter alia*, the General Data Protection Regulation (GDPR), *Regulation (EU) 679/2016*, and the Belgian *Data Protection Act 1998*.

Cerame-Unie is committed to safeguarding the privacy of individuals whose personal data we hold. Accordingly, Cerame-Unie treats with the utmost confidence and security any and all personal data that it processes.

What personal data does Cerame-Unie process?

Cerame-Unie commits to processing only that personal data, which is absolutely necessary to fulfil the purposes for which it is collected. Cerame-Unie does not collect or process personal data for which it has no legal basis to do so.

Cerame-Unie, in its capacity as an industry association and in the administration of day-to-day business activities, may process, *inter alia*, the following categories of personal data:

- Name;
- Contact details;
- Company details;
- Public biographies;
- Photographs (public events organised by Cerame-Unie);
- Identification details (to comply with security requirements).

Why does Cerame-Unie process personal data?

Cerame-Unie processes personal data for, *inter alia*, the following purposes:

- *Business administration*: Cerame-Unie may process personal data in the day-to-day running of the business, record-keeping, and other administrative purposes.
- *Correspondence and communication*: Cerame-Unie, in its capacity as an industry association, may process contact details of business contacts for the purposes of communicating the interests of its members, representatives of the European ceramics industry, at the European Union level.
- *Events and meetings*: Cerame-Unie may process personal data for the purposes of organising events and meetings. This may include, *inter alia*, registering the attendance of participants, arranging travel arrangements for participants, and other organisational matters.
- *Membership*: Cerame-Unie may process personal data of its members for administrative and organisational purposes.

What special categories of personal data does Cerame-Unie process and why?

Cerame-Unie may process the following special category of data to facilitate the safe provision of meals during business functions, meetings, and events:

- Health: strictly limited to dietary requirements.

Cerame-Unie seeks the explicit consent of the data subject before processing special categories of personal data. In the processing of special categories of personal data, Cerame-Unie complies with the conditions and obligations of national and EU data privacy laws.

From where does Cerame-Unie receive the personal data that it holds?

Cerame-Unie receives the majority of the personal data that it holds directly from the data subject, the majority of which are Cerame-Unie members or the members of our member associations. Cerame-Unie receives other non-member personal data primarily through, *inter alia*, publicly available databases, business interactions, correspondence, and other avenues in the process of conducting business relations.

How long does Cerame-Unie retain personal data?

Cerame-Unie commits to retaining personal data for the shortest time necessary to fulfil the purposes for which it was originally collected. This is determined on a case-by-case basis.

Does Cerame-Unie share with third parties the personal data that it holds?

Cerame-Unie shares with third parties only that personal data, which is absolutely necessary for the performance of specific business functions. This may include booking hotels for members or co-ordinating with member associations to organise events.

In the sharing of personal data with third parties, Cerame-Unie commits to complying with the conditions and obligations of national and EU data privacy laws.

Cerame-Unie does not share personal data with third parties for commercial purposes.

Does Cerame-Unie transfer personal data outside of the EU or to international organisations?

Cerame-Unie rarely transfers personal data outside of the EU and only insofar as to facilitate a specific and legitimate business function, often with respect to international organisations. This may include, *inter alia*, organising events of international ceramics producers, contributing to the business functions of non-EU members, or corresponding with international business contacts.

In transferring personal data outside of the EU, Cerame-Unie commits to complying with national and EU data privacy laws.

What obligations does Cerame-Unie have with respect to the rights of the data subject?

With respect to the personal data held on the data subject, Cerame-Unie will, upon request of the data subject:

- Provide access to the personal data of the data subject in a machine-readable format;
- Correct any inaccurate or incomplete personal data of the data subject;
- Erase personal data of the data subject;
- Restrict processing of the personal data of the data subject;
- Transfer the personal data of the data subject to the data subject in a machine-readable format to facilitate data portability.

The data subject also has the right to object to any processing of their personal data by Cerame-Unie.

Any of the above rights can be exercised by sending a request to [data\[at\]cerameunie.eu](mailto:data[at]cerameunie.eu) or by contacting us by post at: Rue Belliard 12, Brussels 1040, Belgium.

Does Cerame-Unie use cookies on its website?

Cerame-Unie employs cookies to extract usage data for the purposes of providing a better online user experience and for accountability purposes. The data produced by this process is anonymous, cannot be linked to an identifiable natural person, and thus does not constitute personal data.

Who is the personal data and privacy contact person at Cerame-Unie?

Cerame-Unie's Communications & Events Officer, Rafael Sampson, is the contact person for all matters relating to Cerame-Unie's data protection and privacy policy. Contact him at [data\[at\]cerameunie.eu](mailto:data[at]cerameunie.eu)

Changes to Cerame-Unie's privacy policy

Cerame-Unie reserves the right to change the privacy policy at its discretion without prior notice. In the event of changes to the privacy policy, the revised privacy policy will be published as soon as possible indicating the date of publication.