



Data Protection Notice

EU agri-food business delegation to Japan, 8-13 June 2025

Based on the Regulation 2018/1725¹ (hereinafter ‘the Regulation’), the European Research Executive Agency (‘REA’) collects and processes your personal data necessary for the organisation and management of the business delegation to Japan, 8-13 June 2025 (hereinafter ‘the event’ or ‘the business mission’), organised by the Agri-food promotion, Environmental Observation and Innovative Governance Unit at REA. REA uses external contractors to organise and manage this mission.

1. WHY DO WE COLLECT YOUR PERSONAL DATA?

The purpose of this processing operation is to organise the full logistics of the business mission and the various activities in the programme, to share information among participants and among counter partners in Japan, to support your participation in the business mission as well as ensuring that all imposed local and international health and safety regulations are complied with, if any, thus not to share information containing personal data.

For this, identification data are processed for the sole purpose of inviting the participants to the business mission and the activities of the programme, having access to the venues and to the dedicated online platform, including your name in the lists of participants, websites, business mission’s catalogue, promotion activities linked to the business mission, articles such as press releases, having access to the reports, distributing (re)evaluation forms, business mission follow-up, promotion of the activities linked to the business mission. You agree to share information containing personal data for emailing and inclusion in collateral disseminated during the business mission.

Your passport data may be processed for the booking of your internal travel in Japan e.g. between Tokyo and Osaka. All necessary documents such as vaccination data may be collected for ensuring that the health and safety measures imposed by Japan authorities are complied with, if any, and reducing the risk of infection.

The business mission is organised physically in Tokyo and Osaka, Japan, with a full programme of meetings, seminars, VIP dinners, visits to local retailers, EXPO Osaka, etc. The business mission will have the presence of European Commissioner Christophe Hansen, European Business Delegates, European Commission officials and Japanese stakeholders.

2. WHO IS RESPONSIBLE FOR THIS PROCESS?

The controller is the European Research Executive Agency (REA), represented by its Director. For organisational reasons, the role of the data controller has been entrusted by the Director to the

¹ Regulation 2018/1725 of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC (OJ L 295 of 21 November 2018).

delegated controller and is exercised by Head of Unit of REA.B4 ‘Agri-Food promotion, Environmental Observation and Innovative Governance’.

The delegated controller may be contacted via the following e-mail address: REA-AGRI-EVENTS@ec.europa.eu.

The following entities process your personal data on REA’s behalf:

- ONE (GOPA COM), contractor of REA for the organisation and implementation of the business mission
Boulevard de la Woluwe 2
1150 Brussels, Belgium
Email : Info@gopacom.eu
- Edelman Public Relations worldwide, contractor of REA for the organisation and implementation of the business mission
Avenue Marnix 22
1000 Brussels, Belgium
Email: Stefan.Borst@edelman.com
- Opera Business Dreams, contractor of REA for the organisation and implementation of the business mission
Avenida Abderraman III, 18
14006 Cordoba, Spain
Email: Opera@operagb.com

3. WHAT IS THE LEGAL BASIS TO COLLECT YOUR DATA?

This processing activity is based on:

1. Article 5(1)(a) of the Regulation: it is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in REA based on the legal acts².
2. Article 5(1)(d) of the Regulation: based on the data subject explicit consent for the following specific purposes:
 - to be included in the business mission participant list, which is shared among the participants and authorised persons for the business mission and a follow-up of the business mission;
 - to be included in the business delegation list on the business mission platform;
 - to be included in the producers’ catalogue which will be printed and disseminated to business mission delegates and external stakeholders;
 - to organise the various activities of the business mission in partnership with local stakeholders;
 - to book your travel between Tokyo and Osaka, Japan;

² **Council Regulation (EC) No 58/2003** of 19 December 2002 laying down the statute for executive agencies to be entrusted with certain tasks in the management of Community programmes, OJ L 11, 16.1.2003; **REA Establishment act**: Commission Implementing Decision (EU) 2021/173 of 12 February 2021 establishing the European Climate, Infrastructure and Environment Executive Agency, the European Health and Digital Executive Agency, the European Research Executive Agency, the European Innovation Council and SMEs Executive Agency, the European Research Council Executive Agency, and the European Education and Culture Executive Agency and repealing Implementing Decisions 2013/801/EU, 2013/771/EU, 2013/778/EU, 2013/779/EU, 2013/776/EU and 2013/770/EU; and, **REA Delegation Act**: Commission Decision C(2021)952 of 12 February 2021 delegating powers to the European Research Executive Agency with a view to the performance of tasks linked to the implementation of Union programmes in the field of Research and Innovation, Research of the Fund for Coal and Steel and Information Provision and Promotion Measures concerning Agricultural Products comprising, in particular, implementation of appropriations entered in the general budget of the Union; and, **Regulation (EU) No 1144/2014** of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008.

- to follow all imposed local and international travel and health and safety regulations, as well as guidelines implemented and advised to by the organising team;
- to be included in the mailing lists produced to dispatch an anonymous questionnaire for the evaluation of the business mission;
- to be included in the mailing lists to receive relevant information concerning the promotion of agricultural products in the form of newsletters and direct mailing;
- to be included in the mailing lists to receive invitations to future similar events that REA may organise;
- to be included in the mailing lists for being contacted in the context of the EU activities;
- for communication purposes: to be included in live web-streaming and audio-visual recording, as well as photographs that may be taken and published on REA's / the European Commission's social media channels and websites.
- to be included in the publication of the speakers/moderators' name, picture, short CV, presentations in the digital and paper materials about the business mission.

You may give specific consent-by ticking the relevant opt-in boxes in the registration form.

4. WHICH PERSONAL DATA ARE COLLECTED?

The personal data processed in the framework of the business mission organisation are:

- For the business mission organisation (mandatory): your contact details, i.e., title, first name, last name, salutation, nationality, city, country of residence, position/function, organisation, email address, mobile phone number;
- For transport booking purposes: hotel and flight booking information, i.e., hotel name, check-in and check-out dates, copy of hotel booking, departure/ arrival airports, departure/ arrival date and time, airline, flight number;
- For flight booking purposes: your passport copy and passport information, i.e. first name, last name, country of origin, passport number, passport issue date, passport expiry date;
- For health and safety compliance (mandatory if required by the current health situation): vaccination information, i.e., vaccination status, vaccine type/ brand, vaccination validity period etc.;
- For matchmaking (non-mandatory): profile picture, link to LinkedIn profile;
- For access to building, Osaka EXPO 2025 (mandatory if physical attendance): your identification data, i.e., date of birth, passport or identity card number, passport or identity card valid date and nationality;
- For communication purposes (non-mandatory): live web streaming, images and video recordings of the participants (including speakers/moderators); images and video recordings of the event may be published on REA / the European Commission's social media accounts and websites;
- For accessibility or dietary purposes (non-mandatory): sensitive data on mobility and special needs/requirements;
- For reimbursement needs (non-mandatory): financial personal data may be collected (payment card number or bank account or other financial data);
- For online events (non-mandatory): data linked to the participation: any other personal data that data subject would share online via the authorised platforms, according to the privacy policy of the third party providing the platform.

5. WHO WILL HAVE ACCESS TO YOUR PERSONAL DATA?

Access shall only be granted on a need-to-know basis.

The following categories of individuals will have access to your personal data for this specific business mission:

a. WITHIN REA?

- Authorised staff of the REA B4 Unit ‘Agri-Food promotion, Environmental Observation and Innovative Governance’ responsible for the organisation and management of this business mission;
- Authorised staff of the REA Communication sector may access pictures and audio-visual material for subsequent communication purposes after the business mission.

b. OUTSIDE REA?

- Business mission participants will receive the participants’ list containing names, contact details, position/function, and name of the organisation;
- Authorised staff of external contractors, as listed in section 2, and its local subcontractors if foreseen for organisation purposes (such as event management organisations, catering services that may handle data relevant to meal/dietary preferences; travel agency that may handle travel/accommodation relevant data);
- Authorised staff of the European Commission or of other institution, agency or body co-organising the business mission for event organisation purposes;
- Authorised staff of the European Commission for policy purposes;
- Third-party platform provider authorised by the Commission, Webex;
- Japanese buyers to establish contacts between business delegates.

INTERNATIONAL TRANSFER

Your personal data will be transferred to Japan. The international transfer is governed and lawfully justified by Chapter V of the Regulation. The following safeguards are in place for this transfer:

- The collected personal data and all information related to the business mission are stored on the servers of REA and the servers of its external contractors, as listed in section 2;
- The data recipients use standard contractual clauses, binding corporate rules and/or a derogation;
- The data subject has explicitly consented to the proposed transfer, after having been informed of the possible risks of such transfers for the data subject due to the absence of an adequacy decision and appropriate safeguards.

6. HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We keep your personal data for a period as indicated below:

- Contact details processed for the purpose of the organisation and management of the business mission will be deleted after the last action of this processing operation, except for participants who have given their explicit consent to receive information about other events and/or receive the newsletter, etc.
- Personal data resulting from the picture and audio footage activity:
 - images and video recordings will be kept for up to 4 years after the business mission;
 - recordings from web-streamed and online event will be kept for up to 4 years before being deleted.

Personal data shared with selected contractors for organisational purposes are retained during the business mission organisation period and will be erased by the contractors in accordance with the corresponding contractual obligations and provisions.

Sensitive data relating to dietary / accessibility requirements that cannot be anonymised will be kept until the end of the business mission.

Reports containing personal data will be archived according to REA’s legal framework.

7. WHAT ARE YOUR RIGHTS?

As a participant, you have the right to withdraw your consent at any time, without affecting the lawfulness of the processing before the withdrawal of your consent. Participation to the business mission is not conditional to participants' consent to appear on pictures and audio-visual material. You may disagree to appear on pictures and audio-visual material. For physical attendance, you will be provided with a badge to wear visibly during the business mission. For online attendance, you can switch off your camera and mute yourself.

You may have access to your personal data and may exercise your right of information / access / rectification / erasure / restriction / data portability / objection / withdrawal of consent by contacting the data controller at REA-AGRI-EVENTS@ec.europa.eu

Any request from a data subject to exercise a right will be dealt within one month from receipt of the request. This period may be extended pursuant to Article 14(3) of the Regulation.

Your right to information, access, rectification, erasure, restriction or objection to processing, communication of a personal data breach or due to confidentiality of electronic communications may be restricted only under certain specific conditions as set out in the applicable Restriction Decision in accordance with Article 25 of Regulation.

Attention is drawn to the consequences of a delete request, which means that all your contact details will be lost.

Your personal data will not be used for any automated decision-making including profiling.

8. CONTACT INFORMATION

In case you have any questions about the collection/processing of your personal data, you may contact the data controller who is responsible for this processing activity:

European Research Executive Agency

Unit REA B.4 SB34 10/034

B-1049 Brussels/Belgium

Email: REA-AGRI-EVENTS@ec.europa.eu

Further to the above, the following instances can be addressed:

REA Data Protection Officer (DPO): REA-DATA-PROTECTION-OFFICER@ec.europa.eu

In case of conflict, complaints can be addressed to the European Data Protection Supervisor: EDPS@edps.europa.eu