



# Specific privacy statement: online user testing study

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## 1. Purpose(s) of the processing

Your data is collected and further processed for the purpose of evaluating the new EEA website structure, and for the management and follow-up of your participation in a raffle to the extent necessary to ensure that you can be reached in the eventuality of winning a prize.

## 2. Recipients of the data processed

For the purpose detailed above, access to your personal data is given to EEA staff members in the Communication Programme who are in charge of managing EEA user testing studies.

Access to your personal data is also given to EEA contractors Trinidad Wiseman (<https://www.twn.ee/>) who are in charge of managing this user study and the affiliated raffle.

Personal data is provided via a submission form available online via Optimal Workshop. Privacy Policy of Optimal Workshop can be found on the following link:

<https://support.optimalworkshop.com/en/articles/2626921-optimal-workshop-s-data-privacy-commitment> Optimal Workshop does not know or control the data collected as part of the study.

No personal data is shared with third parties for direct marketing purposes.

## 3. Categories of data processed

The online user test consists of a series of questions. You will be asked to find information from a list of links on the next few pages. Your answers will help us organize our new website content so users find things easily and efficiently.

Your replies to the online test will be recorded and analysed, together with your reply to the following questions:

- Do you work for the EEA?
- Which stakeholder category do you identify with?

The only personal data collected and further processed is your email, on a voluntary basis.

Optimal Workshop does collect participant IP addresses to perform geolocation on a regional level. IP addresses are used for geolocation after which it is removed from their systems within 24 hours. EEA has no access to this data.

## 4. Modalities for the processing operation

When submitting data online, it will be an automated processing operation whereby you input the data directly in the form which is then stored in a database. The test replies will be processed automatically. The emails addresses are processed manually for the purpose of the raffle.

The raffle will have 4 winners. The winners will be designated using the random name picker <https://commentpicker.com/random-name-picker.php> The email addresses of the participants will not be entered in the name picker tool, the random picking will be done on the entry number.

Employees of the European Environment Agency will be excluded from the raffle.

## 5. Right of access and rectification

You have no direct access to the data stored. If you wish to modify or delete any of your personal data, you should address your request in writing by email to [info@eea.europa.eu](mailto:info@eea.europa.eu).

## 6. Legal basis

The processing of your personal data is necessary for the performance and support of the numerous tasks carried out by the EEA as mandated by Regulation (EC) No 401/2009 of 23 April 2009 on the EEA and Eionet, and in particular article 2(m) thereof.

## 7. Legality of processing

Processing is necessary for the performance of tasks carried out in the public interest based on Regulation (EC) No 401/2009 on the EEA and Eionet (Article 5(a) of Regulation (EU) 2018/1725). In addition, by submitting your application, you express explicitly your consent to the processing operation (Article 5(d) of Regulation (EU) 2018/1725).

## 8. Data retention

Email addresses are stored for three months after the completion of the raffle. This retention period is appropriate to the purpose of ensuring the winners receive their prizes. Only aggregated and anonymous personal data is processed and kept for statistical purposes after that date.

## 9. Right to appeal

You are entitled to have recourse at any time to the European Data Protection Supervisor (<https://edps.europa.eu>; [edps@edps.europa.eu](mailto:edps@edps.europa.eu)) if you consider that your rights under Regulation (EU) 2018/1725 have been infringed as a result of the processing of your personal data by the EEA.

You may also contact the EEA's Data protection Officer (DPO) in case of any difficulties relating to the processing of your data at the following email address: [DPO@eea.europa](mailto:DPO@eea.europa).