

# Privacy Policy of MARKET4.0's Website

## Introduction

Thank you for visiting our website, which has been developed and now runs in the frame of the Horizon 2020 Innovation Action “Co-designing and piloting demand-driven mechanisms, skill-sets and measures for stimulating and facilitating open innovation across European innovation systems”, or “MARKET4.0” for short.

MARKET4.0 is being implemented by a consortium led by [INTRASOFT INTERNATIONAL SA \(INTRASOFT\)](#), Brussels, while the website of MARKET4.0 is being managed and hosted by [Laboratory for Manufacturing Systems and Automation \(LMS\)](#), Patras Greece. More information about the consortium of MARKET4.0 can be found [here](#).

In this context, your privacy is important for us and we are committed to protect it in accordance with the European General Data Protection Regulation 679/2016 (GDPR). To this end, we provide this Privacy Policy that applies to the MARKET4.0 website and governs personal information collection and usage by the website only.

By using this website, you consent to the personal information practices described in this Privacy Policy which is effective from 01/05/2018. We reserve the right to update or change our Privacy Policy at any time. With that in mind, you should periodically check this Privacy Policy.

## Type of personal information that we collect

While using our website, you may share with us, on a voluntary basis, your e-mail address, name, country, region and gender through the contact page of the MARKET4.0 website and/or by subscribing to our newsletter.

## Use of personal information that we collect

We may use this information to contact you with newsletters, to disseminate information about MARKET4.0's activities and results or to promote information from other projects or third parties which we think you may find interesting. We will not use this information for any purpose other than those described in this Privacy Policy without informing and /or obtaining your consent first, when necessary.

## Sharing of personal information that we collect

The website of MARKET4.0 does not sell or lease its contact list to third parties. The MARKET4.0 website keeps a copy of its contact list to email server, which is used only for e-mail campaigns and newsletters distribution.

The personal information collected through the MARKET4.0 website may be shared within the consortium of MARKET4.0 to contact you for specific dissemination purposes. All such third parties are prohibited from using your personal information except to provide dissemination to MARKET4.0, and they are required to maintain the confidentiality of your information, according to MARKET4.0's privacy policy.

The website of MARKET4.0 will disclose your personal information, without notice, only if required to do so by law.

### **Storage and deletion of personal information that we collect**

Any personal information you provide us through the MARKET4.0 website is securely stored by the [Laboratory for Manufacturing Systems \(LMS\)](#) only for as long as necessary for us to comply with our contractual obligations to the funding authority of MARKET4.0, namely the Research Executive Agency (REA) of the European Commission, and no longer than 5 years from MARKET4.0's completion.

You can unsubscribe from our contact list and/or request for your personal information to be deleted anytime by opting to unsubscribe in the e-mails and/or newsletters that you receive from us, or by directly [contacting us](#) (e-mail: [market40-info@market40.eu](mailto:market40-info@market40.eu)).

### **Security of personal information that we collect**

MARKET4.0's website takes information security seriously and uses reasonable physical, electronic, and managerial procedures to help prevent unauthorized access, maintain data security, and correctly use the information we collect.

### **Your rights**

You have a number of rights, which you can exercise at any time. In particular, you have the:

- ❖ **Right to be informed:** You have the right to be informed about the collection and use of your personal information, including the purpose for which we are processing this information, the period that we will retain it and with whom we will share it.
- ❖ **Right of access:** You have the right to ask from us to confirm whether or not we are processing personal information concerning you. Where that is the case, you can access your personal information that we are processing and relevant supplementary information.
- ❖ **Right to rectification:** You have the right to request from us modifications to your personal information in case you believe that it is not up to date, complete or accurate.
- ❖ **Right to erasure ("right to be forgotten"):** You have the right to ask us to erase your personal information that we are processing.
- ❖ **Right to restrict processing:** You have the right to request from us to restrict the processing of your personal information, with a view to limiting the way that we use this information.

- ❖ **Right to data portability:** You have the right to ask for your personal information to be provided back to you or transferred to a third party.
- ❖ **Right to object:** You have the right to object to us processing your personal information at any time for reasons related to your particular situation.
- ❖ **Right not to be subject to a decision based solely on automated processing** (including profiling), which produces legal effects concerning you or similarly significantly affects you.

To exercise your rights, send us a notice to [market40-info@market40.eu](mailto:market40-info@market40.eu). Please keep in mind that you also have the right to lodge a complaint a supervisory authority (e.g. the Data Protection Authority within your region or country), should you wish so.

### **Third-Party Websites**

Our website may contain links to or the ability for you to access third-party websites. We are not responsible for the privacy practices employed by those third parties, nor are we responsible for the information or content their websites contain. This Privacy Policy applies solely to information collected by us. We encourage you to read the privacy policies of any third parties before proceeding to use their websites.

### **Children**

We do not knowingly collect, use, or disclose information from children under 16. If we learn that we have collected the personal information of a child under 16 we will take steps to delete the information as soon as possible. Please immediately [contact us](#) if you become aware that a child under 16 has provided us with personal information.

### **Cookies**

Cookies are small text files which are saved on your computer, mobile phone or tablet. They allow the website to remember your actions and preferences (such as login, language, font size and other display preferences) so you don't have to keep re-entering them whenever you come back to the site.

You can control and/or delete cookies as you wish. If you do this, however, you may need to manually adjust your preferences every time you visit a website. For more information on how to manage cookies, please visit: <http://www.aboutcookies.org/>

### **Google analytics**

We use tools like Google Analytics to better understand how visitors interact with our website. This provides us with important information to enable the site to work better. The information collected is not linked to your personal data.

For more information on the cookies set by Google Analytics, please visit: <http://code.google.com/apis/analytics/docs/concepts/gaConceptsCookies.html>

If you do not wish your information to be sent to Google Analytics, you can install the Google Analytics Opt-out Browser Add-on.

### **Contact us**

If you have any questions about this Privacy Policy, please [contact us](#), or send us an e-mail at: [market40-info@market40.eu](mailto:market40-info@market40.eu)