

Provision for the processing of personal data

Marketing And Communications Department

1. GENERAL INFORMATION

As part of the activities of the Marketing And Communications Department, RISEBA collects and processes personal data of data subjects – natural persons.

Consequently, RISEBA is considered a data controller in accordance with the General Data Protection Regulation (Regulation) and is committed to ensuring a transparent process and complying with the relevant data protection obligations.

2. MARKETING STRATEGIES

1.1. COMMERCIAL COMMUNICATION

In implementing RISEBA's marketing strategy, the Marketing and Communications Department sends commercial communications to the email addresses of data subjects and cooperation partners in its possession, as well as using publicly available email addresses.

Commercial communications may only be sent to data subjects on the basis of one of the following legal grounds for data processing:

1. The data subject has given consent to receive communications or has themselves opted in to receive them at RISEBA events, on the website, via a registration form or in any other manner offered;
2. The basis for sending commercial communications is RISEBA's legitimate interests.

The conditions for sending commercial communications are set out in the relevant provisions and provide for the following:

- It is prohibited to use automatic calling (terminal) systems that operate without human intervention (automatic dialling machines), e-mail or fax machines (facsimiles) which allow for individual contact with the data subject, unless the data subject has given their prior, free and unambiguous consent;
- The data subject's email address, obtained in the course of transactions or events involving the data subject, or on the basis of the data subject's consent, may be used for other commercial communications only on condition that:
 - 1) The commercial communication relates to similar products or services; and
 - 2) The data subject has not objected to receiving commercial communications; and
 - 3) The data subject is provided with the opportunity to opt out of receiving commercial communications free of charge; and
 - 4) The data subject has access to all necessary information, the provision of which is required by the Regulation.

An employee of the Marketing and Communications Department shall ensure that, before commencing commercial communications with each data subject or group of data subjects, the legitimacy of the commercial communication is assessed and approved by RISEBA's data

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The Data Protection Specialist (“DPO”). Where necessary, the DPO shall prepare the necessary information to be provided to data subjects together with the commercial communication.

LEGAL BASIS – CONSENT

Where commercial communications are sent on the basis of the data subject’s consent, such sending is considered legitimate if it meets the following criteria:

1. the data subject’s consent is freely given, specific, informed and unambiguous; and
2. the consent covers all processing operations carried out for the same purpose or purposes; and
3. RISEBA has the consent or evidence of the receipt of consent.

LEGAL BASIS – LEGITIMATE INTERESTS

When commercial communications are sent on the basis of RISEBA’s legitimate interests, such sending is considered legitimate if it meets the following criteria:

1. The data subject can reasonably expect that their personal data will be processed for the purposes of commercial communications. The following are considered to be such data subjects: RISEBA students, auditors and alumni, employees, participants in RISEBA events, participants in international events in which RISEBA took part, as well as participants and visitors to other events organised by or attended by RISEBA; and
2. A commercial communication is sent regarding a similar service or product which the data subject has purchased, received or subscribed to; and/or
3. The data subject has not objected to receiving commercial communications; and
4. The commercial communication includes the option to unsubscribe from receiving such communications.

LEGAL ENTITIES

Given that the telephone numbers and email addresses of representatives of legal entities are considered to be data of the legal entity, the provisions of the Regulation regarding the processing of such data do not apply.

However, in cases where commercial communications are sent to a private individual who is listed in the RISEBA system as the CP for a legal entity, but no clear information has been obtained to confirm that this is the legal entity’s contact information rather than the natural person’s personal contact information, the commercial communication must be sent in accordance with the conditions for sending commercial communications set out in point 2.1 of this provision.

1.2. SOCIAL MEDIA AND PUBLICATION OF IMAGES ON THE WEBSITE

When using social media and the website to promote RISEBA’s image, post images, announce events and publish electronic application forms, an employee of the Marketing and Communications Department ensures that the processing of data subjects’ personal data is carried out in accordance with the requirements of the Regulation.

PHOTOGRAPHS AND VIDEO RECORDINGS OF DATA SUBJECTS

RISEBA processes employees’ personal data and publishes photographs from events in which employees have participated, based on legitimate interests, of which employees are informed when they familiarise themselves with the provisions on the processing of employees’ personal data.

RISEBA processes the personal data of event attendees – photographs from events in which attendees have participated – on the basis of the attendees’ consent.

Given that the Regulation provides for the data subject’s right to object to processing, as well as the data subject’s right to withdraw consent, upon receiving such objections or a withdrawal of consent, a member of staff from the Marketing and Communications Department forwards such applications to the DPO for assessment of the objections received.

RISEBA does not suspend data processing if the processing is justified by the interests of RISEBA or other persons, which override the rights and freedoms of the data subject. If the number of data subjects visible in the photograph exceeds two people, the interests and views of the other data subjects will also be assessed. However, if the majority of data subjects visible in the photograph object to the data processing, the processing will be suspended. RISEBA will withdraw and cease processing the data subject’s data in cases where further processing would have a negative impact on the data subject’s reputation and honour.

When organising a marketing or advertising campaign that involves the use of photographs of an employee or event attendee, a member of the Marketing and Communications Department shall ensure that the data subject has given their consent to such data processing. The DPO is responsible for drafting the consent form.

APPLICATION FORMS

When using application forms for an event, a member of staff from the Marketing and Communications Department shall ensure that only the personal data strictly necessary for the purpose of the application form is collected and that no excessive personal data is collected or processed.

If the application forms contain a warning regarding the taking of photographs and video recordings at the event and/or the option to subscribe to RISEBA news and commercial communications, completed application forms are retained for as long as the personal data is used for the specified purposes or for 5 years after the publication of the photos and videos, whilst retaining a copy of the registration form.

If the registration forms do not contain a warning regarding the taking of photographs and video recordings at the event and/or the option to subscribe to RISEBA news and commercial communications, the completed forms are retained until the end of the event, but for no longer than 2 weeks after the date of the event. This period is justified by the minimum time required to delete the completed forms.

3. MEASURES

When organising an event, a member of staff from the Marketing and Communications Department is obliged to contact DPO to ensure the lawful processing of event attendees’ personal data. This obligation applies to events of any type, size and significance.

The staff member organising the event is obliged to ensure the involvement of DPO before addressing the event participants. When sending a request to DPO, the following must be specified:

- A description of the event;
- Categories of event attendees (staff, students, partners, etc.);
- The purpose of using personal data obtained during the event or in the course of organising the event;
- The language of the event.

If translation of data protection documentation is required, the employee shall submit a translation request to the DPO and shall not translate it themselves or engage any other translation specialist.

When organising events where photography and video recording are planned, an employee of the Marketing and Communications Department shall ensure that warning signs are displayed at the event venue.

A member of staff from the Marketing and Communications Department responsible for organising the event shall take a photograph of a sign displayed at the event showing the event or the entrance to it, which can be identified at a later date, and send this photograph to DPO at atdpo@riseba.lv immediately after the event, but no later than one week after the date of the event.

If the event is organised online, a member of staff from the Marketing and Communications Department shall ensure that the event announcement or application form contains a warning regarding the taking of photographs and video recordings at the event.

A member of staff from the Marketing and Communications Department coordinates the application form and announcement with DPO prior to publication whenever:

- Personal data of data subjects is collected; and/or
- The event involves the taking of photographs and/or video recordings; and/or
- The personal data of data subjects will be processed for additional purposes; and/or
- The application form includes the option to subscribe to RISEBA news and commercial communications.

4. WEBSITES

When managing the RISEBA website(s), a member of the Marketing and Communications Department ensures that the website's privacy policy and terms of use are always displayed on the website. These documents are prepared and updated by the DPO and/or RISEBA's legal staff.

The Marketing and Communications Department is responsible for reporting any changes to the website(s), additions, application forms, contact forms, registration options, etc., which involve the processing of personal data.

Only the personal data of employees who have consented to its publication, or where the publication of personal data is based on RISEBA's legitimate interests, may be published on the RISEBA website(s).

5. COOPERATION WITH THIRD PARTIES

An employee of the Marketing and Communications Department shall inform the DPO each time:

- There are plans to incorporate third-party technological solutions on the website that involve the processing of data subjects' personal data;
- Discussions are taking place regarding third-party services that involve the processing of personal data;
- An event is planned that involves the processing of data subjects' personal data;
- An advertising campaign is planned that involves or includes the processing of personal data;
- Other instances where the processing of personal data is planned or taking place.

When informing about the aforementioned measures, projects or contracts ("Project"), an employee of the Marketing and Communications Department must provide the DPO with detailed information about the Project, describing it as

the types of personal data, the purposes of processing, the necessary processing period and the categories of data subjects.

It is the DPO's responsibility to ensure that all contracts and agreements with all cooperation partners or third parties involved in the implementation of the Project, which provide for the processing of data subjects' personal data, have been drawn up or reviewed.

5.1. PARTICIPATION IN EVENTS

As part of its activities, RISEBA participates in third-party events organised in Latvia and abroad.

As event organisers tend to collect and provide event participants with the contact details of event visitors, when participating in such an exhibition, an employee of the Marketing and Communications Department is obliged to coordinate with the DPO agreement, which is concluded between the event organiser and RISEBA prior to signing the contract.

To collect the contact details of event visitors for future communication purposes, staff of the Marketing and Communications Department use a specially designed form, which has been developed in accordance with the requirements of data protection legislation. These forms are retained for no longer than 3 years.

Legal basis for the processing of exhibition participants' personal data: consent or RISEBA's legitimate interests, if the participants' personal data was received from the event organiser.

When contacting exhibition participants, it is mandatory to refer to the interest they have expressed in communication, including a link to RISEBA's Privacy Policy, which sets out the provisions for the processing of personal data, and to provide the option to opt out of communication.

If an exhibition participant withdraws their consent to communication, communication with that person must be discontinued.