

GREEMTA CHALLENGE

Trees represent an important heritage for the ecological sustainability of the city of the future.

Madrid has been recognized as one of the most arboreal cities in the world. The care of the green spaces of Madrid is an asset that everyone must learn. The purpose of Greemta is to enhance, through data, all the urban green heritage of the city by returning its economic and social value through interactive graphics, analyzes and infographics aimed at being understood by everyone.

Greemta's outputs will be to create greater awareness of the trees of the city and to provide tools for anyone to be reused. In this context, the Greemta challenge is launched. The results and outputs of the challenge will help us inspire other cities and to enable and empower citizens' open dialogue with the local government on how to enhance the management of the green areas.

For more information about the project, please visit the project's website at: <https://challenge.greemta.eu>

INFORMATION ON PERSONAL DATA PROCESSING

Pursuant to art. 13 of EU Regulation No. 2016/679 (GDPR), and in general in observance of the principle of transparency set forth in the above Regulation, we herewith provide the following information regarding the processing of personal data.

1. PURPOSE OF THE PROCESSING

Your personal data is processed within the scope of the GreeMtA Project and for the following purposes:

- a) scientific or historical research purposes or statistical purposes;
- b) manage your registration and participation to the Greemta challenge;
- c) award and distribution of prizes;
- d) mailing of institutional informative material;
- e) document the event for institutional, archiving and communication purposes including, but not limited to, the following categories and/or similar categories: presentations, reporting documents, creation of informative material, communication activities on institutional channels and/or through local, national and international press and through websites and social networks.

2. LEGAL BASIS FOR DATA PROCESSING

The legal basis for the processing is the performance of the Greema Project to which the data subject is party. The legitimacy to the processing of data derives from the fact that it is necessary for you to register to our challenge. Refusal to provide such information will make it impossible for you to participate.

As regards the above purpose indicated with lett. d), the legal basis for the processing is the explicit consent given by the person concerned during the registration. Given consent is optional, but refusal to give such consents will make it impossible for us to inform you about its institutional activities (i.e. newsletters).

3. TYPE OF DATA PROCESSED

Personal particulars such as name, email address, country of origin will be processed for the Projects management purposes.

For the award and distribution of prizes, may be processed also:

- other personal particulars such as date of birth, tax code, addresses and other contact information;
- data revealing the person's image and voice (*with the explicit consent of the data subject*).

4. PROCESSING METHOD

Your personal data shall be processed:

- manually and through automated means;
- by individuals authorized to perform such tasks;
- by using proper measures to ensure confidentiality and avoid access by non-authorized third parties;
- in contexts that do not compromise the personal dignity and the decorum of the person concerned, ensuring the necessary precautions to guarantee the confidentiality of the use.

No automated decision-making process, nor any profiling activity is planned.

5. PROCESSING RETENTION

The personal data collected shall be retained for no longer than is necessary for managing the event activities and for fulfilling the contractual and legal obligations, with gradual cancellation of data related to specific purposes once they are no longer pursued.

Video-photographic recordings shall be stored in order to document the institutional, archiving and communication related activities including, but not limited to, in the categories described in item 1, lett. e) and/or in similar categories.

6. DATA SHARING

Without prejudice to communications required to fulfil legal and contractual obligations, all data collected and processed may be shared, exclusively for the purposes specified above, to:

- Registration system;
- Project Partners;
- Project auditors;
- Stakeholders;

Personal data will not be disclosed with the exception of the name of the winning teams and of their members, their locality, the prize amount and the nature and purpose of their application which may be published on the GreeMta Challenge website (*with the explicit consent of the data subject*).

For exclusive of scientific dissemination of statistical and/or scientific results (for example through the publication of scientific articles and/or the creation of databases, also with open access methods, participation in conferences, etc.), the data may be disclosed anonymous and aggregate and always in a way that does not make the interested party identifiable.

7. PLACE OF DATA PROCESSING

The personal data shall be processed within the European Union, or through automated means and IT tools that involve the processing in countries for which the Commission has taken a decision on the adequacy of the protection of personal data.

8. RIGHTS OF THE PERSON CONCERNED

Pursuant to Section III of the GDPR, you shall be entitled to exercise the following rights to:

- request access to your personal data and to obtain a copy thereof;
- if the legal conditions exist, oppose the processing of your data, request their cancellation or exercise the right of limitation;
- withdraw at any time any consent given to the processing of personal data and such withdrawal will result in the end of treatment;
- if you deem them inaccurate or incomplete, request their correction or integration, respectively;
- ask for the portability of your personal data to another subject in such a format that they can be easily consulted and used;
- advance a dispute to the Supervisory Authority (Privacy Authority).

For specific information and contacts regarding the protection of personal data, including the exercise of the rights referred above, please send an e-mail to the Digital Commons Lab of the FBK ICT Center info@greemta.eu.

9. DATA CONTROLLER

The Data Controller is **Fondazione Bruno Kessler**, with registered office in Trento, via Santa Croce, 77 - +39.0461.314.621 – segr.presidenza@fbk.eu.

10. CONTACT INFORMATION FOR THE DATA PROTECTION OFFICER

Pursuant to art. 37 of the Regulation, the Data Protection Officer (DPO) designated by the Data Controller may be reached via the following channels: +39.0461.314.370 - privacy@fbk.eu

November 30, 2020