



## Deliverable 6.1

### REEsilience website and social media online

Dissemination level		
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SEN	Sensitive — limited under the conditions of the Grant Agreement	

Cover and Control Page of Document	
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#### Disclaimer

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<sup>1</sup> **DATA** = data sets, **DEC** = Websites, patent filings, videos, etc; **DEM** = Demonstrator, pilot, prototype, **ETHICS**; **OTHER**; **R** = Document, report.



## Content

<b>Publishable Executive Summary.....</b>	<b>3</b>
<b>1 Introduction .....</b>	<b>4</b>
<b>2 Work implemented and results .....</b>	<b>4</b>
2.1 Project Identity Kit .....	4
2.2 Website .....	7
2.3 Social Media.....	8
<b>3 Conclusion .....</b>	<b>10</b>
<b>4 Annexe .....</b>	<b>11</b>
4.1 GDPR checklist .....	11
4.2 GDPR Texts .....	17

## List of Figures

Figure 1: REEsilience logo and icon .....	5
Figure 2: REEsilience colours and font .....	5
Figure 3: REEsilience roll-up banner.....	5
Figure 4: REEsilience flyer (front and back).....	6
Figure 5: REEsilience homepage.....	7
Figure 6: REEsilience LinkedIn profile.....	8
Figure 7: REEsilience Twitter account .....	9

## Abbreviations

<b>EC</b>	European Commission
<b>CRM</b>	Critical Raw Material
<b>DEC</b>	Dissemination, Exploitation and Communication
<b>EU</b>	European Union
<b>GDPR</b>	General Data Protection Regulation
<b>HaDEA</b>	European Health and Digital Executive Agency
<b>HSPF</b>	Hochschule Pforzheim (project coordinator)
<b>IPR</b>	Intellectual Property Rights
<b>RE</b>	Rare Earth
<b>SEZ</b>	Steinbeis Europa Zentrum (project partner)
<b>UKRI</b>	UK Research and Innovation
<b>WP</b>	Work Package
<b>WPL</b>	Work Package Leader



## Publishable Executive Summary

SEZ set up a project website and social media accounts to promote the project and its elements in an easily understandable way, raise awareness of the REEsilience project, inform about the latest news, events, activities, progress and public material, and interact with relevant target groups. Within the first project months, SEZ has also created a project identity kit with a uniform design for all communication materials to give the project a recognition value.

REEsilience website link: <https://reesilience.eu/>

REEsilience LinkedIn profile: <https://www.linkedin.com/company/reesilience/>

REEsilience Twitter account: <https://twitter.com/REEsilience1>



## 1 Introduction

The REEsilience communication measures aim to inform and promote the project and its progress. The website and social media channels, as common means of communication, will raise awareness among the stakeholder community and the wider public and convey research in a non-technical way. Thus, the activities on these channels target audiences beyond the project's community, who could be interested in knowing more about the REEsilience benefits for everyday life and the proposed solutions to fundamental societal challenges such as waste reduction, reusability, environment protection and sustainability in the economy.

Furthermore, the REEsilience website and social media accounts improve engagement and interaction with the most comprehensive range of society to raise awareness about the importance of critical raw materials and the related challenges that REEsilience addresses. It informs about the benefits and solutions provided by the project and the associated EU funding for citizens in the EU and globally. Moreover, it contributes to society's greater acceptance of and trust in sustainable CRM production and more resilient and sustainable supply chains for RE materials, magnets and related strategic applications in Europe.

## 2 Work implemented and results

Chapter 2 presents the implementation of REEsilience's communication measures by presenting the project identity kit, website and social media results.

### 2.1 Project Identity Kit

With the assistance of a professional graphic designer from Fiverr, SEZ developed a project identity kit based on the consortium's feedback for all project-related materials. The kit contains

- branding elements (logo, font, style, colours, background banners/images, funding acknowledgement sentence/image, project short description),
- a project poster and roll-up (logos of the project and the partners, project objectives, EU funding acknowledgement, website and social media),
- templates for internal and external materials (deliverables, minutes, presentations, agenda, participants list, GDPR checklist for participants)
- and guidelines for partners on using the project identity, especially the acknowledgement of EU funding as stated in the Grant Agreement.

All images are provided in several formats. The kit is for the use of all consortium partners and is centrally stored in the REEsilience repository.

As a first step, SEZ developed the project logo on the feedback of the consortium (figure 1). The logo consists of the project acronym. Different logo variations can be used depending on the background colour and available space. Moreover, SEZ developed an animated logo for digital communication materials such as the website or videos. For the social media profile pictured, SEZ created a project icon (figure 1).



Figure 1: REEsilience logo and icon

The REEsilience style guide provides a colour definition, a font (figure 2) and the slogan: "Resilient and more sustainable critical raw materials supply chains".

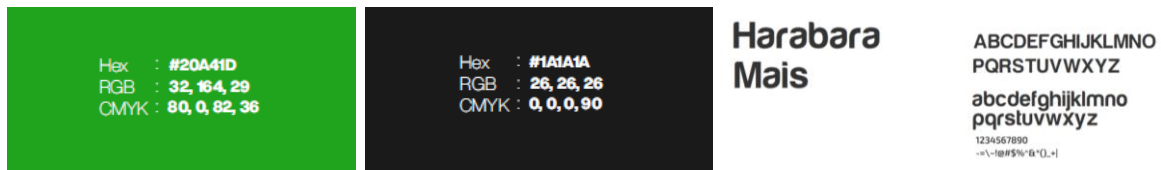


Figure 2: REEsilience colours and font

Partners will organise and participate in various events in the frame of the project. For this purpose, adequate visual representation is necessary. Therefore, SEZ developed a poster, roll-up (figure 3) banner and flyer (figure 4).

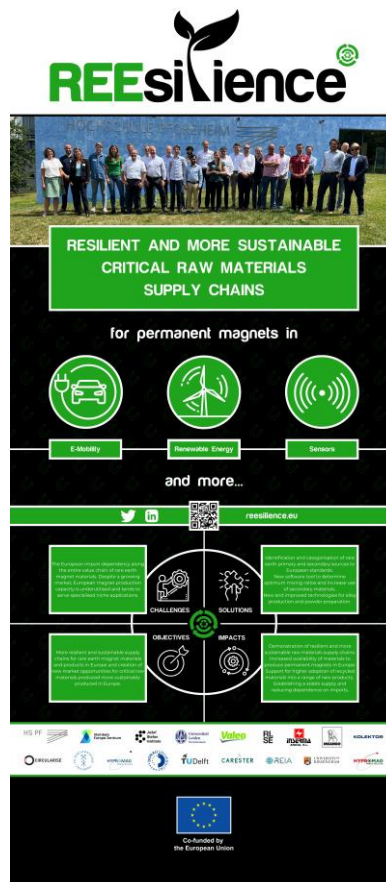


Figure 3: REEsilience roll-up banner

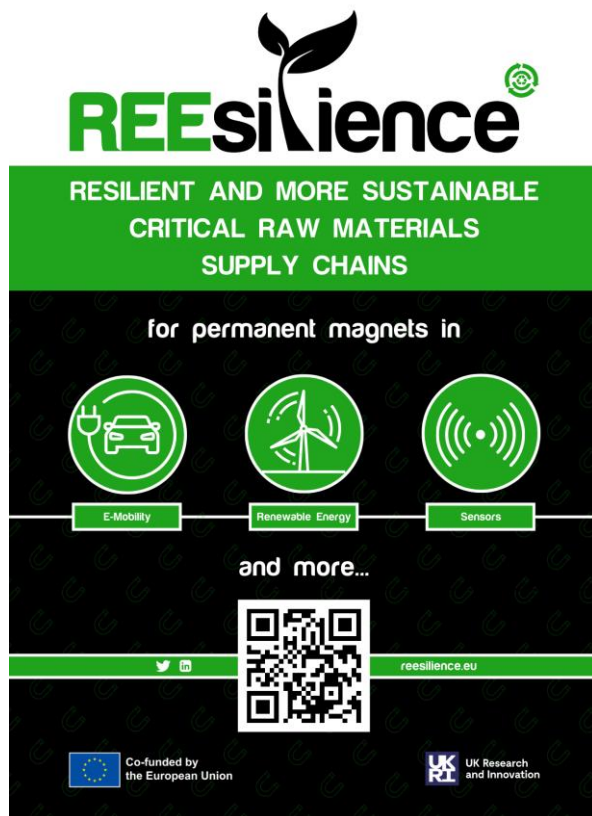


Figure 4: REEsilience flyer (front and back)

SEZ developed several templates needed to deliver regular project internal activities, e.g. deliverables, meeting minutes and work package presentations. All REEsilience partners are confirmed to be GDPR compliant. Nevertheless, SEZ created a GDPR checklist for the consortium partners to ensure that respective regulations are adhered to in the context of the REEsilience activities (see annexe).

As the last step, SEZ created a presentation for the consortium partners outlining the guidelines for using the project identity, including how to acknowledge EU funding properly. Thus, the entire consortium is informed, and formal aspects of the communication activities will be consistent throughout the project.

The guidelines entail the following points:

- Project logo basic and variations, related guidelines (incl. colour codes) and where to find them
- EU and UKRI (UK Research and Innovation) co-funding and acknowledgement
- Disclaimer excluding Agency and Commission responsibility
- Social media accounts and hashtags
- Applications for IPR protection of results

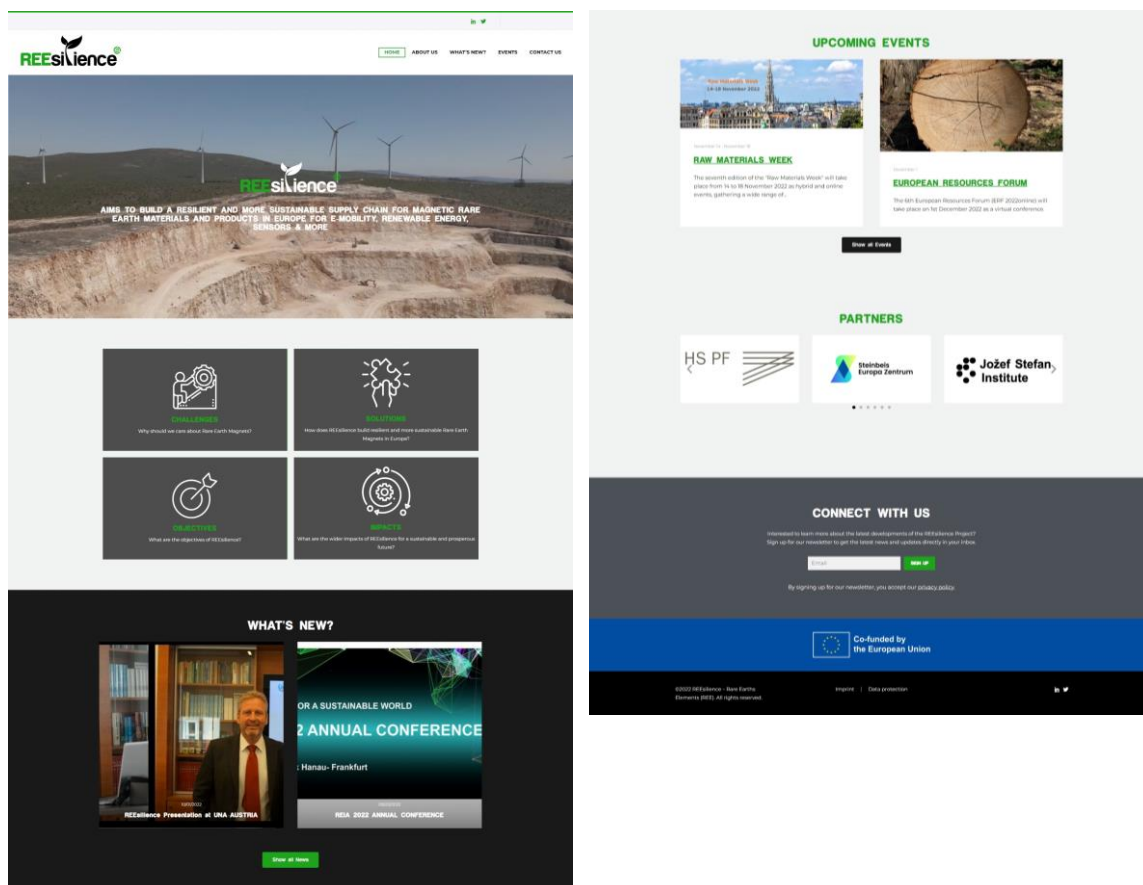


## 2.2 Website

During the first months of the project, SEZ developed the website design and content together with a professional graphic designer from Germany and with input and feedback from the project consortium. As a result, the website was published on October 4th 2022, corresponding to month 4 of the project.

The REEsilience website ([www.reesilience.eu](http://www.reesilience.eu)) constitutes an informative tool which allows visitors to learn more about, e.g. the project, its challenges, solutions, objectives and impacts, related EU projects, the project partners, news and events. SEZ will continuously update the website with news about the project, topic-related events and public material. A contact form allows getting in touch with the consortium and signing up for the newsletter. GDPR compliance is respected.

The design follows the project identity (chapter 2.1) developed for the project, with green, grey and black as dominant colours and the logo as a recurring visual motif (figure 5).



**Figure 5: REEsilience homepage**

The website is made up of the following (sub-)pages:

- Home (figure 5)
  - project logo and goal with animated background
  - Preview of the project's challenges, solutions, objectives and impacts with flip-animation.





- "What's new" preview with recent news articles
  - "Events" preview with upcoming events
  - Slideshow with all project partners
- About us
  - Project information text
  - Challenges, Solutions, Objectives and Impacts of the project
  - Related EU Projects
  - Who we are (Overview of all partners with description and role in the project)
- What's new
  - News articles about the project
- Events
  - Past and upcoming events
- Contact us
- Footer (Imprint and Data protection)

An EU and UKRI funding acknowledgement, a disclaimer excluding HaDEA and Commission responsibility, a registration form to the REEsilience newsletter and a link to the REEsilience LinkedIn and Twitter account are provided in the header and footer of all pages.

## 2.3 Social Media

SEZ created and put the REEsilience social media accounts online on the first day of the project: A LinkedIn profile (figure 6) and a Twitter account (figure 7).

- LinkedIn: <https://www.linkedin.com/company/reesilience/>
- Twitter: <https://twitter.com/REEsilience1>

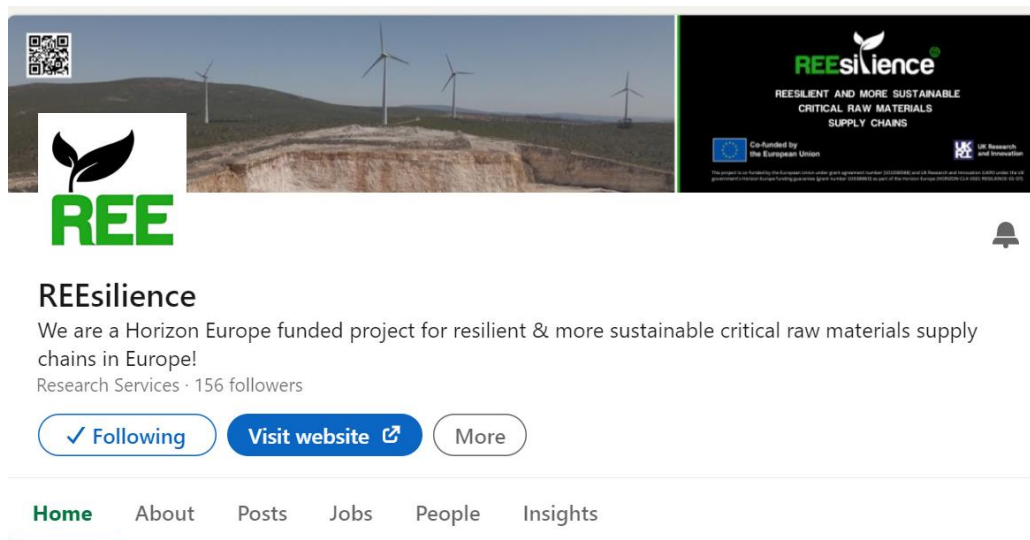


Figure 6: REEsilience LinkedIn profile



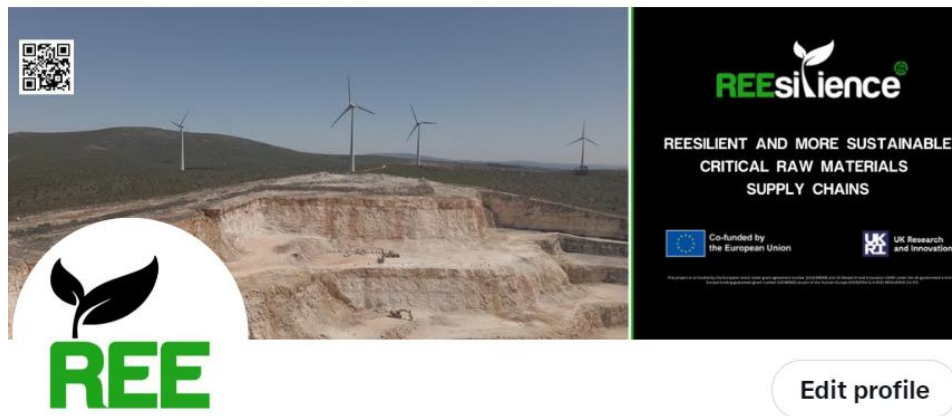


Figure 7: REEsilience Twitter account

SEZ manages the accounts. All project partners are invited to promote the accounts, invite contacts to join, provide relevant content, react, comment and interact. Thus, the project's visibility will be strengthened among target groups, and the REEsilience community will grow.

These accounts build a project community and increase interaction and engagement around various aspects and issues related to a sustainable circular economy of rare earths. The project accounts also interact with social media activities of related projects and stakeholders such as EIT Raw Materials and the Global Rare Earth Industry Association (REIA). The latest news, events and developments are shared regularly.

Twitter has been chosen to share the latest news and happenings, stay up to date and interact with the community. As a social business network, LinkedIn is targeted at professionals. Therefore, it is a valuable tool for contacting essential stakeholders professionally. By using these channels, REEsilience aims to provide additional space for interaction, exchange and conversation with its consortium for any person interested in the project topic. Moreover, the hashtag #REEsilience is being used by all partners and SEZ on social media around REEsilience-based topics.

SEZ and the coordinator HSPF will maintain the social media accounts and the website for two years after the end of the project.



### 3 Conclusion

To conclude, SEZ put together a comprehensive project identity kit including branding elements, promotional materials, templates and guidelines to ensure communication materials are visually appealing and consistent, draw attention to REEsilience and increase brand recognition.

The REEsilience website provides information on the project and will be updated regularly with project news, events and public material. Furthermore, it allows visitors to sign up for the newsletter and contact the consortium via a contact form. It serves to raise awareness among the stakeholder community as well as the wider public.

In addition, REEsilience social media accounts (LinkedIn and Twitter) aim to increase interaction around various aspects and issues related to a sustainable circular economy of rare earths, whether with people or organisations and projects in the field.

The performance of the website and social media accounts will be assessed in the project's periodic and final reports.



## 4 Annexe

### 4.1 GDPR checklist

#### 4.1.1 What is GDPR?

GDPR means General Data Protection Regulation and is Europe's data privacy and security law that went into effect on May 25th, 2018. The law consists of hundreds of pages worth of new requirements for organisations worldwide. According to the European Commission, GDPR is "the toughest privacy and security law in the world" and can impose obligations onto organisations anywhere, so long as they target or collect data related to people in the EU. Violation of the privacy law results in heavy fines, with penalties reaching millions of euros. With GDPR, Europe aims to set a strong precedent on data privacy and security, especially when digitalisation in personal life and business is the norm, but data and privacy breaches are a daily occurrence.<sup>2</sup>

In order to apply the rules set out by the GDPR correctly, an essential first step is to understand the terms and principles at the basis of the regulation. In the following, these will be outlined.<sup>3</sup>

- **Personal data** means any piece of information that is related to an identifiable, natural person.
- **Information** includes all kinds of formats such as video, audio, numerical, graphical etc.
- **Identifiers** marking a natural person include a name, an identification number, location data and online identifiers such as IP addresses, cookie identifiers, related metadata and, more generally, all features built in the context of smart data applications, among others. Also, related factors such as factors related to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
- **Data processing** refers to any action performed on data, such as collecting, storing, organising, structuring, erasing etc.

If an organisation processes data, it has to be done according to the following principles:

- **Lawfulness, fairness and transparency** - Processing must be lawful, fair, and transparent to the data subject.
- **Purpose limitation** - Data must be processed for the legitimate purposes specified explicitly to the data subject when it was collected.
- **Data minimisation** - Only as much data as necessary for specified purposes should be collected and processed.
- **Accuracy** - Personal data must be kept accurate and up to date.
- **Storage limitation** - Personally identifying data may only be stored for as long as necessary for the specified purpose.
- **Integrity and confidentiality** - Processing must be done in such a way as to ensure appropriate security, integrity, and confidentiality (e.g. by using encryption).
- **Accountability** - The data controller is responsible for being able to demonstrate GDPR compliance with all of these principles.

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<sup>2</sup> Weiner, George. "GDPR for Nonprofits: What to Know as a US-Based Organization." Whole Whale, 2019, <[www.wholewhale.com/tips/gdpr-for-nonprofits/](http://www.wholewhale.com/tips/gdpr-for-nonprofits/)>.

<sup>3</sup> Ibid.



How to get permission:

While the regulation is large and may seem daunting, a number of free resources have been produced to help organisations and small and medium-sized enterprises (SMEs) become GDPR-compliant in their business activities. For REEsilience partners, conforming to GDPR will be vital over the course of the project. Essentially, the law can be summarised with 8 main principles that should be adhered to, as summarised here:<sup>4</sup>

Further points to consider:

- **Smart data** is a strategic approach to data analysis. It consists in extracting relevant information from a mass of raw data to gain valuable insights. New technologies and the power of analytics help reduce the time needed to sort through data and enable users to access the underlying information hidden behind the numbers.
- **Data structures, architectures, urbanism** - Models, policies, regulations, and standards that specify how data is gathered, organised, integrated, and used in data systems and by businesses.
- **Ethical by design**<sup>5</sup> - Ethical design refers to design that resists manipulative patterns, respects data privacy, encourages co-design, and is accessible and human-centred.

### The right to access

Individuals have the right to request access to their personal data and ask how an organisation uses it after it has been gathered. The company must provide a copy of the personal data, free of charge and in electronic format if requested.

### The right to be forgotten

If consumers are no longer customers, or if they withdraw their consent from a company to use their personal data, they have the right to delete their data.

### The right to data portability

Individuals have a right to transfer their data from one service provider to another. And it must happen in a commonly used and machine-readable format.

### The right to be informed

This covers any data gathering by companies, and individuals must be informed before data is gathered. Consumers have to opt-in for their data to be gathered, and consent must be freely given

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<sup>4</sup> Weiner, George. "GDPR for Nonprofits: What to Know as a US-Based Organization." Whole Whale, 2019, <[www.wholewhale.com/tips/gdpr-for-nonprofits/](http://www.wholewhale.com/tips/gdpr-for-nonprofits/)>.

<sup>5</sup> Beard, M and Longstaff, S A. "Ethical Principles for Technology." The Ethics Centre, 2018, [https://ethics.org.au/wp-content/uploads/2019/03/The-Ethics-Centre\\_PRINCIPLES-FOR-GOOD-TECHNOLOGY.pdf](https://ethics.org.au/wp-content/uploads/2019/03/The-Ethics-Centre_PRINCIPLES-FOR-GOOD-TECHNOLOGY.pdf).



rather than implied. Requests for consent must be clearly distinguishable from the other matters and presented clearly.

### **The right to have information corrected**

This ensures that individuals can update their data if it is outdated, incomplete, or incorrect.

### **The right to restrict processing**

Individuals can request that their data is not used for processing. Their record can remain in place but not be used.

### **The right to object**

This includes the right of individuals to stop processing their data for direct marketing. There are no exemptions to this rule, and any processing must stop as soon as the request is received. In addition, this right must be made clear to individuals at the very start of any communication.

### **The right to be notified**

If a data breach compromises an individual's personal data, the individual has a right to be informed within 72 hours of first having become aware of the breach.

#### **4.1.2 Steps to Integrate GDPR at Your Organisation**

The ethical guidelines of the REEsilience project require that all partners involved and their institutions are GDPR-compliant. However, the project coordination team understands this may not be very clear for some participating partners or how to handle this responsibility moving forward in the project. Therefore, here are some important recommendations to review about vital 'next steps' to make sure each consortium partner is comfortable and clear about their handling of GDPR:<sup>6 7</sup>

1. **Appoint an internal GDPR captain (Data Controller).** This way, there is someone with distinct ownership over compliance. All other colleagues should have a role in following the new policy, but there should be someone who "owns" it on the whole.
2. **Audit your data.** Perform a simple data audit and inventory (see Annex I) to determine what information you process and who has access. This can be done in a few minutes with the right people in the room.
3. **Understand the risk.** Your new GDPR captain (Data Controller) should review the **EU Information Commissioner's Office (ICO) official GDPR checklist**<sup>8</sup> to understand the most sensitive points for your organisation.
4. **Talk to a lawyer.** Try to find a pro-bono lawyer to consult on whether your organisation needs to add or update a cookie disclaimer.
5. **Update your privacy policy with your lawyer's input.** A good example can be found in **Amnesty**

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<sup>6</sup> Weiner, George. "GDPR for Nonprofits: What to Know as a US-Based Organization." Whole Whale, 2019, <[www.wholewhale.com/tips/gdpr-for-nonprofits/](http://www.wholewhale.com/tips/gdpr-for-nonprofits/)>.

<sup>7</sup> "GDPR Compliance Checklist." GDPR.eu, European Commission, 2019, <<https://gdpr.eu/checklist/>>.

<sup>8</sup> Ibid.



#### **International's Cookie Policy<sup>9</sup>.**

6. **Prevention and protection.** Make sure that you and members of your team are also digitally equipped to safeguard against attacks that lead to the most common data breaches.
7. "prep" or structure your data: Curate your data to avoid keeping unforeseen features that can lead to reidentification.
8. When using third-party data, consider including a disclaimer
9. Check the "paper trail evidence" should data be reused

### **4.1.3 GDPR and Communication Activities**

E-mail communication and campaigns will be an essential part of the REEsilience project. Therefore, it is important to decipher which parts of GDPR are particularly relevant for project partners to adhere to, especially when handling sensitive data. As communication within the project network starts to grow, we ask all project partners to consider this essential question for internal work at their respective organisations:

**Did your subscribers give GDPR-level consent when signing up for your e-mail list, and do you have a record of this in your CRM (Customer Relationship Management) program?**

If the answer is no or unclear, there are two main ways to deal with this. The **recommended option** is for your organisation to simply **send subscribers an alert about updated privacy policies** with a reminder about opting out through standard methods. This way, receivers are made aware of a double opt-in, and best-practice e-mail policies are already in place.<sup>10</sup>

Another option may be to run a re-permission campaign, which means an organisation e-mails its full list asking users to re-subscribe. When subscribers do not confirm their desire to receive e-mails, they're removed. This is the most extreme case of e-mail compliance with GDPR, and it often reduces the number of e-mail subscribers, especially for those who may want to continue receiving e-mails but don't open their e-mail or read carefully. REEsilience leaders strongly recommend the first option instead.

What should this privacy policy look like? One digital strategies company specifies:<sup>11</sup>

- Opt-out or unsubscribe options are present in all e-mails and on your website's privacy page
- A record and audit trail of confirmed consent of everyone on your list.
- Updated forms, where consent requires users to actively click a checkbox and not have one pre-filled.

### **GDPR and Dissemination, & Exploitation Events**

In addition to communications among networks, the REEsilience project will have several events over the next four years, and it is important for partners to all be aware of handling personal data in a

<sup>9</sup> "Cookie Statement." Amnesty International, 2019, <[www.amnesty.org/en/about-us/cookie-statement/](http://www.amnesty.org/en/about-us/cookie-statement/)>.

<sup>10</sup> Welford, Ben. "What Is GDPR, the EU's New Data Protection Law?" GDPR.eu, European Commission, 13 Feb. 2019. <<https://gdpr.eu/what-is-gdpr/>>.

<sup>11</sup> Weiner, George. "GDPR for Nonprofits: What to Know as a US-Based Organization." Whole Whale, 2019, <[www.wholewhale.com/tips/gdpr-for-nonprofits/](http://www.wholewhale.com/tips/gdpr-for-nonprofits/)>.





careful manner when registering people for events (such as trainings, workshops, or roadshow demonstrator events, etc.)

When it comes to registering participants for an event, the same privacy policy options as specified above apply. Whether it be an email-based registration or a registration from a website, every registration form should include an opt-in checkbox, a link to the privacy policy, and disclosure of cookies on a website, if necessary.

### How To Deal With Photos

Photos are an important documentation source for the ongoing DEC activities of REEsilience. Partners will be expected to contribute by taking photos at events, sharing them on social media, and using them in deliverables and reports when necessary. However, since photos are considered personal data under GDPR, it is also important to handle them with care. The following info was published by a small-business photographer, which clarifies how to handle photos under the regulations of GDPR:<sup>12</sup>

#### ***Taking Photos***

Under GDPR, you must identify your reason for collecting and handling personal data so that you can decide which lawful basis you are using. Consent is just an example of one lawful basis.

The second form of lawful basis is '**legitimate interests**'. The ICO defines it as:

*"Legitimate Interests is likely to be most appropriate where you use people's data in ways they would reasonably expect and which have a minimal privacy impact, or where there is a compelling justification for the processing."*

At a public event under the context of REEsilience, it is reasonable to expect that photos will be taken as documentation and that those photos will have a minimal privacy impact. Therefore, this can be considered a legitimate interest in processing personal data. In this case, partners technically do not need consent from all individuals appearing in the photo.<sup>13</sup>

However, as a safety check, in REEsilience, all project partners should announce at the start of the event that photos will be taken, and if anyone objects to being in a photo, they should mention it separately. This is considered a verbal version of the 'opt-out' and has been found to be effective in other large-scale events. If a participant rejects their photo being taken, stored, or used at any point during or after the event, delete it.

#### ***Storing Photos***

There is still a lack of clarity in photos' case of how long they can be stored, but some resources suggest a maximum of 7 years. Photo storage for REEsilience project purposes should, of course, be stored in

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<sup>12</sup> Christie, Julie. "What GDPR Means for Photographers - The Lowdown!" Togs in Business, 25 May 2018, <<https://togsinbusiness.com/gdpr-photographers/>>.

<sup>13</sup> Ibid.





a secure data system, such as the data repository system of REEsilience, or a partner organisation's internal server.

### ***Using Photos for Project Promotion***

Event photos of people are technically personal data. They are also intellectual property and are essential to the running and legitimate interest of the REEsilience project. For that reason, using photos that include people and promote the project is still within the bounds of 'legitimate interests' as specified by GDPR. Again, use the 'opt-out' option described above at the start of an event to obtain consent.

In accordance with IPR, it is also necessary that partners of the REEsilience project properly cite any photos they use that were not taken by the consortium members. In addition, if these same photos also include specific people, obtaining consent may also be necessary before using the photo in project promotion.<sup>14</sup>

#### **4.1.4 A Final Checklist**

Putting all the pieces together, this checklist from a marketing software company highlights the most important points to check to ensure GDPR compliance is met:

##### **The Assessment**

- What personal data do we collect/store?
- Have we obtained it fairly? Do we have the necessary consent required, and were the data subjects informed of the specific purpose for which we'll use their data? Were we clear and unambiguous about that purpose, and were they informed of their right to withdraw consent at any time?
- Are we ensuring we aren't holding it for any longer than is necessary and keeping it up-to-date?
- Are we keeping it safe and secure using a level of security appropriate to the risk? For example, will encryption or pseudonymisation be required to protect the personal data we hold? Are we limiting access to ensure it is only being used for its intended purpose?
- Are we collecting or processing any special categories of personal data, such as 'Sensitive Personal Data', children's data, biometric or genetic data etc. and if so, are we meeting the standards to collect, process and store it?
- Are we transferring personal data outside the EU, and if so, do we have adequate protections in place?

##### **The GDPR Project Plan**

- Have we secured buy-in at executive level to ensure we have the required resources and budget on hand to move the project forward?
- Do we require a Data Privacy Impact Assessment?
- Do we need to hire a Data Privacy Officer?

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<sup>14</sup> Christie, Julie. "What GDPR Means for Photographers - The Lowdown!" Togs in Business, 25 May 2018, <<https://togsinbusiness.com/gdpr-photographers/>>.



- Are we implementing a policy of 'Data Protection by Design and Default' to ensure we're systematically considering the potential impact that a project or initiative might have on the privacy of individuals?
- Have we considered how we handle employee data in our plan?

### The Procedures and Controls

- Are our Security team informed to ensure they're aware of their obligations under the GDPR, and do they have sufficient resources to implement any required changes or new processes?
- Do we have procedures in place to handle requests from data subjects to modify, delete or access their personal data? Do these procedures comply with the new rules under the GDPR?
- Do we have security notification procedures in place to ensure we meet our enhanced reporting obligations under the GDPR in case of a data breach in a timely manner?
- Are our staff trained in all areas of EU data privacy to ensure they handle data in a compliant manner?
- Do we review and audit the data we hold on a regular basis?

### The Documentation

- Do we have a Privacy Policy in place, and if so, do we need to update it to comply with the GDPR?
- Do we have a defined policy on retention periods for all items of personal data, from customer, prospect and vendor data to employee data? Is it compliant with the GDPR?
- Are our internal procedures adequately documented?
- If we're a data processor, have we updated our contracts with the relevant controllers to ensure they include the mandatory provisions set out in Art. 28 of the GDPR?
- In cases where our third-party vendors are processing personal data on our behalf, have we ensured our contracts with them have been updated to include those same processor requirements under the GDPR?

## 4.2 GDPR Texts

### 4.2.1 If you collect personal data

Whenever you **collect personal data** of people (e.g. name, e-mail address, phone number, signature, job position, gender, etc.), **please use the following text and adapt it to your organisation:**

Complying with the European General Data Protection Regulation (GDPR), the personal data you give are saved, used and corrected by the REEsilience partner [add the name of your organisation], according to their privacy policy: [add the link to your organisation privacy policy]. For the sole purpose of REEsilience activities, your data can be shared within the REEsilience consortium and in the frame of Horizon Europe's periodic reporting with the European Commission and its agency HaDEA (European Health and Digital Executive Agency).

*For example:*





*Complying with the European General Data Protection Regulation (GDPR), the personal data you give are saved, used and corrected by the REEsilience partner Steinbeis Europa Zentrum der Steinbeis Innovation gGmbH, according to their privacy policy: <https://www.steinbeis-europa.de/en/privacy-policy>. For the sole purpose of REEsilience activities, your data can be shared within the REEsilience consortium and in the frame of Horizon Europe's periodic reporting with the European Commission and its agency HaDEA (European Health and Digital Executive Agency).*

#### **4.2.2 If you register people and/or take pictures at your event**

**Whenever you register people at an event you organise and/or you plan pictures and/or video recordings, please use the following text and adapt it to your organisation:**

Complying with the European General Data Protection Regulation (GDPR), the personal data you give are saved, used and corrected by the REEsilience partner [add the name of your organisation], according to their privacy policy: [add the link to your organisation privacy policy]. With your participation in this event, you also give your explicit consent for your images to be recorded or published on communication channels by [add the name of your organisation], according to their privacy policy. For the sole purpose of REEsilience activities, your data and images can be shared within the REEsilience consortium and in the frame of Horizon Europe's periodic reporting with the European Commission and its agency HaDEA (European Health and Digital Executive Agency). Please notify [add the name of your organisation] immediately if you would like to change your consent.

*For example:*

*Complying with the European General Data Protection Regulation (GDPR), the personal data you give are saved, used and corrected by the REEsilience partner Steinbeis Europa Zentrum der Steinbeis Innovation gGmbH, according to their privacy policy: <https://www.steinbeis-europa.de/en/privacy-policy>. With your participation in this event, you also give your explicit consent for your images recorded or published on communication channels by Steinbeis Europa Zentrum der Steinbeis Innovation gGmbH, according to their privacy policy. For the sole purpose of REEsilience activities, your data and images can be shared within the REEsilience consortium and in the frame of Horizon Europe's periodic reporting with the European Commission and its agency HaDEA (European Health and Digital Executive Agency). Please notify Steinbeis Europa Zentrum der Steinbeis Innovation gGmbH immediately if you would like to change your consent.*