



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate F. Outreach, Research and Geographical Indications
F.1. External communication and promotion policy

PROTECTION OF YOUR PERSONAL DATA

**This privacy statement provides information about
the processing and the protection of your personal data.**

Processing operation: Processing of personal data linked to meetings and events

Data Controller: European Commission, Directorate-General for Agriculture and Rural Development / Unit F.1 - External communication and promotion policy, hereafter 'AGRI F.1'

Record reference: DPR-EC-01063

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1. Introduction

The European Commission is committed to protect your personal data and to respect your privacy. The Commission collects and further processes personal data pursuant to [Regulation \(EU\) 2018/1725](#) of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data.

This privacy statement explains the reason for the processing of your personal data in the context of the first “**EU Agri-Hackathon**”, organised by AGRI F.1. It explains the way we collect, handle and ensure protection of all personal data provided, how that information is used and what rights you have in relation to your personal data. It also specifies the contact details of the responsible Data Controller with whom you may exercise your rights, the Data Protection Officer and the European Data Protection Supervisor.

2. Why and how do we process your personal data?

Purpose of the processing operation: AGRI F.1 collects and further processes your personal data to provide you with information about the event (before, during and after) and to process your application for participation in that event, and connected activities.

AGRI F.1 and our contractor ICF Next will reach out to relevant stakeholders and journalists via email and, where appropriate, phone calls, in order to inform them about the upcoming event, share communication materials (e.g. toolkits), and encourage dissemination of information to their respective members, audiences, readers or viewers. Journalists and stakeholders that do not want to engage with these activities will be able to object to further communications.

A call for applications will be launched in June to select the teams participating in the first edition of the EU Agri-Hackathon. Shortlisted applicants may be contacted for a brief verification interview in order to confirm the information provided in the registration form. The hackathon will be delivered in an online format. Selected participants will be invited to take part in an introductory meeting, as well as a separate onboarding session with mentors, both of which will take place online between September and October. The EU Agri-Hackathon will be held from 16 to 18 October 2026 using online collaboration tools (i.e. Zoom and Discord for the teams' exchanges). At the end of the event, the winning team will be announced. A dedicated platform (hosted via Eventornado) will be made available to participants, allowing secure access to relevant event information, data, and background documentation. The winning team will be invited to participate in the EU Agri-Food Days in December 2026, during which the official award ceremony of the EU Agri-Hackathon will take place. This will also provide an opportunity to engage with relevant stakeholders and policymakers in the agri-food sector.

Your personal data will not be used for any automated decision-making including profiling.

Audio-visual recordings and photographs at the event of the moderator, speakers, mentors, jury members, organisers and participants, will be taken and published in the context of the event on the dedicated event webpage or the European Commission's website – ([EU Agri-Hackathon - Agriculture and rural development - European Commission](#)) and social media accounts (X: [@EUAgri](#) - Facebook: [EUAgri](#) YouTube: [EUAgri](#) - Instagram: [euagrifood.](#)), with posts announcing the beginning of the event, its developments and the announcement of the winners. Participants will be invited to provide a photograph and/or short video(s), together with a short biography.

These materials may be published on the dedicated webpage hosted on the European Commission's website and on the European Commission's social media accounts listed above.

Participants that do not wish to be part of the recording/publishing activities have the possibility to object to the processing. You can object by contacting us via email at EU-AGRI-HACKATHON@ec.europa.eu.

AGRI F.1 will retain and process your contact data for the purpose of inviting you to potential future editions of this event.

Your personal data will not be used for any automated decision-making including profiling.

3. On what legal ground(s) do we process your personal data?

The following processing operations are lawful under Article 5(1)(a) of Regulation (EU) 2018/1725 (processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Union institution or body).

- Registration and managing of participants (including choosing winners) to the EU Agri-Hackathon and related events, including organisation of travel and accommodation (where applicable)
- Outreach activities to promote the event
- Taking of photos and audio-visual recording during the event (and preparatory activities);
- Inviting event attendees to possible future editions of this event;
- Creation and publication of communication material on our website and our social media channels to publicise the event and its outcome (before, during and after the event);
- Sharing of personal information with other participants to the event to ensure the good outcome of the event and, where necessary, to facilitate the creation of working groups;

The public interest is set out, in particular, Article 11 of the Treaty on European Union and Article 15 of the Treaty on the Functioning of the European Union, Articles [7](#) and [46](#) of Regulation (EU) 2021/2116 (external communication activities), as well as Article 6(1)(b) and (2) of Regulation (EU) 2021/2115.

The processing operations on personal data of persons with whom a contract is concluded, are carried out in line with the contractual provisions. Consequently, that processing is necessary and lawful under Article 5(1)(c) of Regulation (EU) 2018/1725 (processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract).

As a participant or volunteer to the event, your consent is required for the following actions during the meeting or event:

- ☐ the processing of your personal data to enable your participation to the event;
- ☐ the processing of your personal data for inviting you to future events or initiatives (excluding future editions of this event) that DG AGRI may organise;

If you opt-in, you are giving us your explicit consent under Article 5(1)(d) of Regulation (EU) 2018/1725 to process your personal data for those specific purposes. You can give your consent via a clear affirmative act by ticking the box(es) on the online registration form.

Your consent for these services can be withdrawn at any time by contacting the data controller, AGRI F.1, at EU-AGRI-HACKATHON@ec.europa.eu

4. Which personal data do we collect and further process?

The following personal data may be processed.

Journalists, media professionals, members of stakeholder organisations (used for outreach activities):

- Full name;
- Professional title;
- Organisation;
- Email address;
- Phone number (if available).

Please note that while the Agility PR tool would make available more information, we will not process any information that is not included in the list above.

Applicants to participate in the event:

- contact details (function/title, first name, last name, name of organisation, city, country, e-mail address, gender, telephone number, nationality);
- English language level;
- Motivation, relevant skills and expertise, relevant experience and background;
- Challenge preference (optional);
- LinkedIn profile (optional);
- Confirmation of meeting eligibility criteria;

Shortlisted participants:

- passport or identity card number and its date of issue and expiry date will be requested for identity verification during a short video call that the organizers will set-up individually. We will not retain or further process this information.
- If you are not an EU citizen, we will ask you for proof of residency in the EU (as an alternate eligibility criteria) during the aforementioned videocall. We will note the outcome of this check in our record, but no further information will be recorded.

If the videocall quality is not sufficient for the verification of the documents listed above, you may be asked to provide a digital copy of those documents instead. These will be immediately deleted after the verification is complete.

Hackathon participants:

- photos, video testimonies, audio-visual material as well as registration of online meetings with mentors, jury members, pitching sessions and other online meeting relevant to the organisation of the hackathon. This material may be published online, as described in section 7 of this document.

- Projects, pitches, solutions proposed during the event.

Hackathon winners:

- Information necessary to provide travel accommodations to the Agri-Food days 2026 (or reimbursement of said expenses), should the winners choose to attend. This may include ID details, financial information, travel details.

The provision of personal data is not mandatory, but you may be unable to participate to the event or to benefit from specific services if you choose not to provide it.

We have obtained data used for outreach activities from through online research, as well as from the Agility PR tool for journalist contacts. If you are a journalist or media professional, you can consult their privacy statement [here](#).

5. How long do we keep your personal data?

The Data Controller, AGRI F.1, only keeps your personal data for the time necessary to fulfil the purpose of collection or further processing.

For each of the categories of personal data that may be processed, please find below the retention details:

- ☐ Personal data of journalists and media professionals being contacted will be retained for **2 years** after the event.
- ☐ Personal data related to the organisation and management of the meeting or event (this includes the information given during the registration, before, during or after the event) will be kept for **five years** after the meeting or event.
- ☐ Data concerning the provision of travel accommodation to the Agrifood days 2026 for Hackathon winners will be retained for **ten years**.
- ☐ Audio/video recordings and photographs taken in the context of this event will be retained for a maximum of **5 years** after the event, after which these files may be transmitted to the Commission's Historical Archives for long-term preservation. More information on the Historical Archives is available in the Record of Processing DPR-EC-00837.
- ☐ Data obtained for the eligibility checks of shortlisted participants (ID and residence details, if relevant) is **immediately deleted** once the check is completed.

6. How do we protect and safeguard your personal data?

All personal data in electronic format (e-mails, documents, databases, uploaded batches of data, etc.) are stored on the servers of the European Commission or of its contractors. All processing operations are carried out pursuant to [Commission Decision \(EU, Euratom\) 2017/46](#) of 10 January 2017 on the security of communication and information systems in the European Commission.

In order to protect your personal data, the Commission has put in place a number of technical and organisational measures. Technical measures include appropriate actions to address online security, risk of data loss, alteration of data or unauthorised access, taking into consideration the risk presented by the processing and the nature of the personal data being processed. Organisational measures include restricting access to the personal data solely to authorised persons with a legitimate need to know for the purposes of this processing operation.

The Commission's processors (contractors) are bound by a specific contractual clause for any processing operations of your personal data on behalf of the Commission. The processors have to put in place appropriate technical and organisational measures to ensure the level of security, required by the Commission.

7. Who has access to your personal data and to whom is it disclosed?

Access to your personal data is provided to the Commission staff responsible for carrying out this processing operation and to other authorised Commission staff according to the "need to know" principle. Such staff abide by statutory, and when required, additional confidentiality agreements. The following Units of the Directorate-General for Agriculture and Rural Development are involved:

- Unit A.2 – Analysis & Outlook
- Unit A.3 – Policy performance
- Unit A.4 – Data governance
- Unit B.3 – Social Sustainability
- Unit C.4 – Germany, Croatia, Austria, Slovenia
- Unit D.1 – Rural areas & networks
- Unit F.1 – External communication and promotion policy
- Unit F.3 – Geographical indications
- Unit R.3 – Digital solutions
- Unit R.5 – People & Organisation

Your information will also be processed by our contractors for the purposes of organising the event and related activities.

- ICF Next, 17 Avenue Marnix, 1000 Brussels, Belgium - the Commission's contractor acting as data processor; and

Evaluators (EC staff members and contractor staff) will have access to the data included in the applications for the purpose of selecting the participants to the event.

Mentors and jury members will have access to the data of selected participants (excluding details concerning their addresses, ID, financial information).

During the event, we will be relying on Zoom and Discord for online collaboration. More information on these platforms is provided below.

The photos and audiovisual material collected during the event (and preparatory sessions), as well as any additional material provided by the event's attendees, may be published on the dedicated event webpage ([EU Agri-Hackathon - Agriculture and rural development - European Commission](#)) and on our social media profiles. X: [@EUAgri](#) - Facebook: [EUAgri](#) YouTube: [EUAgri](#) - Instagram: [euagrifood](#)

If you object to these publication activities, you can object by contacting us via email at EU-AGRI-HACKATHON@ec.europa.eu.

Cookies

Cookies are short text files stored on a user's device (such as a computer, tablet or phone) by a website. Cookies are used for the technical functioning of a website (functional cookies) or for gathering statistics (analytical cookies).

Since registration for the event takes place via a Commission website, the cookies employed by the Commission on the registrant's device for that purpose are covered by the cookie policy of the Commission, which is available here: https://commission.europa.eu/cookies-policy_en.

Cookies are stored by Europa Analytics, the corporate service which measures the effectiveness and efficiency of the European Commission's websites on EUROPA.

Enabling these cookies is not strictly necessary for the website to work but it will provide you with a better browsing experience. You can delete or block these cookies, but if you do that, some features of the meeting/event website may not work as intended.

The cookie-related information is not used to identify data subjects personally and the pattern data is fully under the Commission's control. These cookies are not used for any purpose other than those described here.

Should you wish to opt your personal data out of our anonymised, aggregated statistics, you can do so on our cookies page. In particular, you can control and/or delete those cookies as you wish.

Third party IT tools, including Social Media

We may use third party IT tools to inform about and promote the event through widely used communication channels, including the social media.

You may be able to watch our content, which may be also uploaded to one of our social media pages and follow links from our website to other relevant social media: X: [@EUAgri](#) - Facebook: [EUAgri](#) YouTube: [EUAgri](#) - Instagram: [euagrifood](#)

In order to protect your privacy, our use of third party IT tools to connect to those services does not set cookies when our website pages are loaded on your computer (or other devices), nor are you immediately redirected to those social media or other websites. Only in the event that you click on a button or "play" on a video to watch it, a cookie of the social media company concerned will be installed on your device. If you do not click on any social media buttons or videos, no cookies will be installed on your device by third parties.

In order to view such third-party content on our websites, a message will alert you that you need to accept those third parties' specific Terms and Conditions, including their cookie policies, over which the Commission has no control.

During the event and preparatory activities, we may use the following IT tools:

- EUSurvey;
- Zoom;
- Discord ([Discord - Group Chat That's All Fun & Games](#));
- Eventornado ([Eventornado - Hackathon Platform](#));
- Slido.

We recommend that users carefully read the relevant privacy policies of the different IT tools / social media platforms carefully before using them. These explain each company's policy of

personal data collection and further processing, their use of data, users' rights and the ways in which users can protect their privacy when using those services.

The use of a third party IT tool does not in any way imply that the European Commission endorses them or their privacy policies. In the event that one or more third party IT tools are occasionally unavailable, we accept no responsibility for lack of service due to their downtime.

International transfers

The European Commission will transfer your personal data to IT tools in a third country in accordance with Regulation (EU) 2018/1725.

In particular, in the course of our event, we may utilise the audience-engagement tool Slido. As a Cisco Systems Inc. subsidiary, Slido is covered by the EU-US Data Privacy Framework, Commission Implementing Decision EU 2023/1795 (adequacy decision under the meaning of Article 47 of Regulation (EU) 2018/1725).

The use of other social media tools may likewise imply the transfer of personal data to the US under the same basis. You can choose freely whether you wish to utilise these tools.

Likewise, Discord Netherlands BV may transfer some of your personal data to its parent company, Discord, Inc. on the basis of the EU-US Data Privacy Framework, Commission Implementing Decision EU 2023/1795 (adequacy decision under the meaning of Article 47 of Regulation (EU) 2018/1725).

Zoom is a US-based company, and your personal data will be transferred to them on the basis of the same adequacy decision.

Please note that pursuant to Article 3(13) of Regulation (EU) 2018/1725 public authorities (e.g. Court of Auditors, EU Court of Justice) which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients. The further processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

The information we collect will not be given to any third party, except to the extent and for the purpose we may be required to do so by law.

8. What are your rights and how can you exercise them?

You have specific rights as a 'data subject' under Chapter III (Articles 14-25) of Regulation (EU) 2018/1725, in particular the right to access, your personal data and to rectify them in case your personal data are inaccurate or incomplete. Where applicable, you have the right to erase your personal data, to restrict the processing of your personal data, to object to the processing, and the right to data portability.

You have the right to object to the processing of your personal data, which is lawfully carried out pursuant to Article 5(1)(a) of Regulation (EU) 2018/1725 on grounds relating to your particular situation.

Insofar as you have consented to provide your personal data to the data controller for the present processing operation, you can withdraw your consent at any time by notifying the data controller

at EU-AGRI-HACKATHON@ec.europa.eu. The withdrawal of your consent will not affect the lawfulness of the processing carried out before you have withdrawn the consent.

You can exercise your rights by contacting the data controller, or in case of conflict the Data Protection Officer. If necessary, you can also address the European Data Protection Supervisor. Their contact information is given under Heading 9 below.

Where you wish to exercise your rights in the context of one or several specific processing operations, please provide their description (i.e. their Record reference(s) as specified under Heading 10 below) in your request.

9. Contact information

- The Data Controller

If you would like to exercise your rights under Regulation (EU) 2018/1725, or if you have comments, questions or concerns, or if you would like to submit a complaint regarding the collection and use of your personal data, please feel free to contact the Data Controller, AGRI F.1, at EU-AGRI-HACKATHON@ec.europa.eu.

- The Data Protection Officer (DPO) of the Commission

You may contact the Data Protection Officer (DATA-PROTECTION-OFFICER@ec.europa.eu) with regard to issues related to the processing of your personal data under Regulation (EU) 2018/1725.

- The European Data Protection Supervisor (EDPS)

You have the right to have recourse (i.e. you can lodge a complaint) to the European Data Protection Supervisor 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 data controller.

10. Where to find more detailed information?

The Commission Data Protection Officer (DPO) publishes the register of all processing operations on personal data by the European Commission, which have been documented and notified to him. You may access the register via the following link: <http://ec.europa.eu/dpo-register>.

This specific processing operation has been included in the DPO's public register with the following Record reference: DPR-EC-01063.