

Personal data protection policy

Introduction

This is the data protection policy of Media Med Publicis SRL ("Media Med Publicis").

Media Med Publicis respects your privacy and is committed to protecting the personal data you have provided to us. We are committed to collecting and using personal data in accordance with the General Data Protection Regulation (GDPR).

This policy will inform you about how we deal with your personal data and detail your rights in relation to personal data and how the law (including GDPR) protects you.

This data protection policy covers personal data of our customers, business partners, other people who contact and visit us and their representatives and employees, potential employees or interns and applies to data collected through our website (www.mediamed.ro), affiliated websites* and at our events, as well as to personal data collected by e-mail or other off-line means.

1. Important information and details about Media Med Publicis

2. The data we collect

3. How your data is collected

4. How your data is used

5. Disclosure of personal data

6. Security of your data

7. Data retention

8. Your rights

9. Glossary

1. Important information and details about Media Med Publicis

The purpose of this privacy policy

This privacy policy is intended to inform you about how Media Med Publicis collects and uses personal data as a result of your use of the website, as a result of registering for Events (as defined in the Glossary) or courses organized by Media Med Publicis, as a result of subscribing to Media Med Publicis newsletters or publications, or as a result of any actual or potential collaboration with Media Med Publicis.

This website is not intended for minors and we do not knowingly collect personal data from minors.

It is important that you read this privacy policy together with any other personal data information notice or any processing notice that we may provide from time to time when we collect or process personal data about you, so that you are fully informed of how and for what purpose we use that data. This personal data policy supplements other notices and is not intended to replace them.

Operator

Media Med Publicis SRL is the controller of your personal data (collectively referred to as the "Company", "we", "us", "we" or "our" in this privacy policy).

Changes to the personal data protection policy

This version was last updated on 03.09.2020.

It is important that the personal data we hold is accurate and up-to-date. Please inform us if your personal data changes during your relationship with us.

2. The data we collect

Personal data or personal information means any information about a person from which that person can be identified. It does not include data where the identity has been removed (anonymised data).

In order to provide our services, we collect or receive your personal information in different ways. Often you choose what information to provide, but sometimes we need certain information from you in order to use it to provide these services to you.

We may collect, use, store and process different types of personal data about you which we have grouped together (all or any):

- **Identity data** includes first name, last name, user name or similar identifier, personal numerical code, password, speciality, professional grade, place of work, date of birth and gender.
- **Contact data** include billing address, delivery address, e-mail address and phone numbers.
- **Financial data** include bank account and payment card details.
- **Transaction data** includes details of payments to and from you and other details of the products and services you have contracted from us.
- **Technical data** includes [IP protocol] address, your login details, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technologies on the devices you use the site.
- **Profile data** includes your username and password, purchases or orders made by you, interests, preferences, feedback and survey responses, including user data for registration on platforms where webinars are organised.
- **Usage data** includes information about how you use our website, products and services.
- **Marketing and communication data** includes your preferences in receiving communications from us and our third parties and your communication preferences.

- **Media data** includes audio recordings, video recordings and photos/ pictures.

We also collect, use and share aggregate Google Analytics data, such as statistical or demographic data. Aggregate data may be derived from your personal data, but is not considered personal data in the legislation, as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage data to calculate the percentage of users accessing a Media Med Publicis service or product.

We do not collect any special categories of personal data about you (this includes details of your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, your health information and biometric and genetic data). We also do not collect any information about criminal convictions and offences.

If you do not provide us with personal data

If we are required to collect personal data by law or for the performance of a contract we have with you or organisations with which you are affiliated and you fail to provide this data when requested, we may not be able to perform the contract we have (for example, to provide you with goods or services). In this case, you may need to cancel a product or service you have with us, but we will notify you if this is the case at that time.

3. How is personal data collected?

We use different methods to collect personal data including:

- **Direct interactions.** We collect your data when you voluntarily provide us with contact details by filling in forms at the Media Med Publicis Events venue, by filling in details on our website or by corresponding with us (including by post, telephone, email or other method of communication). This includes personal data you provide when, for example:

- attend an Event or course organised by Media Med Publicis;
- interact with the panel at Media Med Publicis Events that are video recorded or ask Media Med Publicis staff to take photos at Media Med Publicis Events;
- apply for our products or services;
- create an account on our website;
- subscribe to our services or publications;
- request Media Med Publicis offers or promotional materials;
- participate in a contest, competition, survey organised by Media Med Publicis;
- download our apps;
- submit papers for editing or presentation at our continuing medical education Events;
- candidate for a position at Media Med Publicis;
- provide feedback on our services and products;
- provide or offer to provide services for us;

There are also situations where we collect Media data at Media Med Publicis Events. For example, (i) if you accept an invitation to be a speaker at a presentation/ workshop etc. at a Media Med Publicis Event, we will collect Media data: i.e. photos and video if that Event is recorded, (ii) if at a video recorded Event you choose to ask questions to the panel, then your intervention will be recorded (iii) if at an Event, there is a photo panel and you will verbally ask

Media Med Publicis staff or Media Med Publicis contributors to take photos. All Media data collected will be collected at Media Med Publicis Events and only if you volunteer to do so.

- **Automated technologies or interactions.** As you interact with our website or app, we may automatically collect technical data about your equipment, actions and browsing patterns. We collect this personal data using cookies and similar technologies. Please see our [cookie](#) policy for more details.

- **Third parties or public sources** We may receive personal data about you from various third parties or public sources (public registers). These sources also include:

- Organisations and professional associations to which you are affiliated and which contract our services or products;
- Medical companies you collaborate with and contract our services;
- Public authorities or institutions of any kind (e.g. College of Physicians, Trade Register Office);
- Pharmaceutical companies;
- Recruitment companies;
- Credit institutions (e.g. when you make a payment to us by money order);

4. How we use personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following situations:

- If we need to perform a contract we have concluded with you (or we are about to conclude);
- If we need to execute a contract with an organisation, association or company you are affiliated with; (e.g. you are attending an Event organised by Media Med Publicis)
- Where necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not outweigh those interests;
- Where we have to comply with a legal or regulatory obligation;
- If you provide us with your express prior consent or on the basis of fair proof of your consent provided by a third party who communicates this data to us;
- Where we disseminate video or photo content from Media Med Publicis Events on Media Med Publicis' media channels or those of the partners for whom Media Med Publicis organizes Events, for media communication purposes, or for educational and scientific purposes.

The purpose for which we use your personal data

We have set out below, in a table format, a description of all the ways in which we intend to use your personal data and the legal grounds on which the processing is based. We have also identified what our legitimate interests are, where applicable.

Please note that we may process your personal data based on several legal grounds, depending on the specific purpose for which we use the data. Please contact us if you need details of the specific legal grounds on which we rely to process personal data where more than one ground has been set out in the table below.

Purpose/Activity	Category of personal data	Legal basis for processing, including legitimate interest where applicable
Registering a new client/participant/course	(a) Identity data (b) Contact data	Conclusion or performance of a contract.
Contract processing and execution, including: (a) Administration costs, fees, taxes; (b) Events Organisation;	(a) Identity data (b) Contact data (c) Financial data; (d) Transaction data; (e) Marketing and communication data (f) Media data (g) Profile data	(a) performance of a contract; (b) legitimate interest; (c) legal obligation.
To manage the relationship with you, including: (a) notifications of changes to data protection policies; (b) to request your feedback or participate in surveys; (c) to communicate requests or other matters related to our partnership.	(a) Identity data; (b) Contact data; (c) Profile data; (d) Marketing and communication data;	(a) performance of a contract; (b) legal obligation; (c) legitimate interest (to keep records up to date and to analyse how customers use our products and services)
To administer the business and this web-site (including troubleshooting, data analysis, testing, system maintenance, support)	(a) Identity data; (b) Contact data (c) Technical data (d) Profile data	(a) Necessary for legitimate interest (business management, IT infrastructure management) (b) Necessary for the fulfilment of a legal obligation;
Compliance with legal reporting obligations to professional organisations and competent authorities	(a) Identity data; (b) Contact data	(a) Necessary for the fulfilment of a legal obligation;
Communicating suggestions and recommendations about Media	(a) Identity data	(a) Necessary for legitimate interest (management of the business)

Med Publicis products and services that are of interest	(b) Contact data	(b) By consent;
Media communication (online/offline)	(a) Media data	(a) Execution of a contract; (b) Legitimate Interest (c) Consent

Marketing

We strive to give you choices about the use of your personal data, especially in marketing and advertising.

Promotional offers

We may use your Identity, Contact, Technical, Usage and Profile data to form a picture of what we think you would like or need or might be interested in. This is how we decide which products, services and offers may be relevant to you.

You will receive marketing communications from us if you have requested information from us or participated in Events or courses organised by us or if you have provided us with your details when entering a competition or registering for a promotion and, in each case, if you have not withdrawn your consent.

Options

You can ask us to stop sending you marketing messages, at any time, by sending an e-mail to office@mediamed.ro or by unsubscribing via the UNSUBSCRIBE link in the newsletter.

If you opt out of receiving these marketing messages, we may continue to process your personal data on another lawful basis where we have at least two lawful bases on which we process personal data.

Change of Purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably believe that we need to use it for another reason and that reason is compatible with the original purpose. If you would like an explanation of how processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for undeclared purposes, we will notify you and explain the legal basis that allows us to do so.

Please note that we may process your personal data without your knowledge or consent in accordance with the above rules, where required or permitted by law.

5. Disclosure of Personal Data

We may share your personal data with the parties listed below for the purposes set out in the table in point 4 above.

- Internal third parties as defined in the Glossary.
- External third parties as defined in the Glossary.
- Third parties to whom we may choose to transfer or merge parts of our business or assets. Alternatively, we may seek to acquire other businesses or merge with them. If there is a change in our business, then the new owners may use your personal data in the same way as described in this personal data protection policy.

We ask all collaborators and partners to respect the security of your personal data and to treat it in accordance with the law. We do not allow collaborators to use your personal data for their own purposes. They may only use your personal data if we grant them permission to process it and only for the purposes specified by us.

6. Data security

We have implemented appropriate security measures to prevent accidental loss of your personal data, unauthorized use or access, alteration or disclosure of your personal data. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a compelling need for such data. They will only process your personal data in accordance with our instructions and will be subject to a confidentiality obligation.

We have procedures in place to deal with a suspected breach of personal data and will inform you and any applicable regulatory authority of a breach if we are legally obliged to do so.

7. Data retention

How long we keep personal data

We will retain your personal data for as long as necessary to fulfil the purposes for which we have collected it, including for the purposes of meeting any legal, accounting or reporting requirements.

In determining the appropriate retention period for personal data, we take into account the value, nature and sensitivity of personal data, the potential risk of harm caused by unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes by other means.

8. Your rights

In certain circumstances, you have rights under data protection laws in relation to your personal data. Click on the links below to find out more about these rights:

- Right of access to your personal data.
- The right to rectify your personal data.

- The right to request deletion of your personal data.
- The right to object to the processing of your personal data.
- The right to request restriction of the processing of your personal data.
- The right to request the transfer of your personal data (portability).
- The right to withdraw consent.
- The right not to be subject to any individual decision or automated individual decision-making, including profiling.

If you wish to exercise any of the above rights, please complete the relevant form and submit it to us. A full list of forms can be found [here](#).

No tax

You will not have to pay a fee to access your personal data (or to exercise any of your other rights). However, we may charge a reasonable fee if your request is manifestly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we can ask of you

We may request specific information from you to help you confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to anyone who is not entitled to receive it.

We try to respond to all legitimate requests within one month. Occasionally, it may take longer than one month if your request is particularly complex or if you have made several requests. In this case, we will let you know and keep you informed of the status of your request.

9. Glossary

MMP EVENTS

Event(s) means any kind of event organized by us including virtual events, in collaboration with our clients or our partners, regardless of the way it is organized, online (virtual), offline, or any kind of combination of the two, i.e.: conference, seminar, congress, webinar, workshop, presentation, conference with speaker in the room and participants connecting online, etc.

LEGAL BASIS

Legitimate interest means our business interest in the conduct and management of our business to enable us to provide you with the best and safest service/ product and experience. We ensure that we consider and balance any potential impact on you (both positive and negative) and your rights before processing your personal data for our legitimate interests. We do not use your personal data for activities where our interests are outweighed by the impact on you (unless we have your consent or the law provides otherwise). You can obtain further information about how we assess our legitimate interests against any potential impact on you in relation to certain activities by contacting us

Performance of Contract means the processing of your data where it is necessary for the performance of a contract to which you are a party or to which an association or society to which you are affiliated is a party or to take steps at your request prior to entering into such a contract.

Compliance with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation to which we are subject.

THIRD PARTIES

Internal third parties

Other companies in the Media Med Publicis group acting as operators or processors and based in Romania, associates, employees or collaborators of Media Med Publicis.

External third parties

- Service providers that provide IT systems administration and management services.
- Professional consultants including lawyers, accountants, bankers, auditors and insurers providing advice, banking, legal, insurance and accounting services.
- Public regulatory authorities and institutions and other public authorities in Romania or the European Union.
- The College of Physicians or other similar authorities in the medical field requesting information about continuing medical education events under its regulations.
- Collaborators or business partners with whom Media Med Publicis works in order to carry out its activity.

YOUR RIGHTS

You have the following rights:

The right of access to personal data which states that you have the right to a copy of the personal data held by us and to check that it is processed lawfully.

The right to rectification whereby you can request the correction of personal data we hold about you. This allows you to request the correction of any incomplete or inaccurate data we hold about you. Please note that we may need to verify the accuracy of new data you provide to us.

The right to erasure of data ("right to be forgotten"). This allows you to ask us to erase or delete personal data if there are no longer compelling reasons to continue processing. Please note, however, that we may not always be able to comply with your request for erasure for specific legal reasons, which will be notified to you, if applicable, at the time of your request.

The right to object to the processing of personal data when we process data on the basis of legitimate interest (ours or of a third party) when in your particular situation you consider that fundamental rights and freedoms are violated. You may also object to the processing of your data for marketing purposes. In some situations we can demonstrate compelling legitimate grounds justifying the processing which override personal interests, rights and freedoms.

Right to restrict processing. This right allows you to request that we suspend the processing of your personal data in the following cases: (a) if you want us to establish the accuracy and correctness of your data or; (b) if the processing of your data by us is unlawful, but you object to its erasure; (c) if you need us to retain your data, even if we no longer process it, because you need it to establish, exercise or defend rights in court; or (d) you have objected to the processing of your data, but we need to verify whether we have compelling legal grounds to process it.

Right to data portability. We will provide you or a third party of your choice with your personal data in a structured, commonly used, machine-readable format. Please note that this right applies to automatic data processing for which you have given us consent or, where we have used the data, to perform a contract with you.

The right to withdraw consent where we base our processing on your consent. However, this right will not affect the lawfulness of processing carried out prior to the withdrawal of consent.

The right not to be subject to any individual decision or automated individual decision-making process, including the creation of profiles that produce legal effects concerning you or affect you in a similar way.

*The Media Med Publicis websites are:

cabinetulvirtual.ro

cnmf.ro

conferintaprimavara.ro

conferintasomnologie.ro
conferinte-diabet.ro
conferinte-srp.ro
congres-endocrinologie.ro
congres-glaucom.ro
congres-srp.ro
congrescardiologie.ro
congrescmsb.ro
congresnefrologie.ro
congresumf.ro
cross-world.org
curs-cardiogenetica.ro
curs-cardiooncologie.ro
e-chip.ro
ecocard.ro
evenimentesrc.ro
imagistica2022.ro
interdiab.ro
iscp2022.ro
mediamed.ro
mfpm.ro
nefrogeriatria.ro
romanianheart.ro
simpozion-snrir.ro
societate-hipertensiune.ro
societateadeglaucom.ro
sraic.eu
sraic.live

srnefro.ro

urgemed.ro

vhdforum.ro

alergologie.mediamed.ro

boli-cardiace.mediamed.ro

boli-ereditare2021.mediamed.ro

cardioculture.mediamed.ro

cnmf.mediamed.ro

cursuri.mediamed.ro

digital.mediamed.ro

hf-forum.mediamed.ro

interdiab.mediamed.ro

live.mediamed.ro

nefrodiab.mediamed.ro

sraic.mediamed.ro