

# Personal Data Processing Policy

## CRAFT WALLONIE PROJECT

### Preamble

The Craft platform (developed by the agency “Bretagne Développement et Innovation”, abbreviated as "BDI") is a tool for building a database of economic and academic actors identified by geographical area and industry sectors, via structures specialized in connecting and supporting economic players in their territory through data pooling.

S.A. WE Accompagnement et Stratégie (abbreviated "WE AS") is identified as such a structure and, in this capacity, either publishes or assists one or more organizations (hereinafter referred to as "partner") in publishing a widget (marketing tool such as a map, directory, etc.) aimed at referencing companies operating in the relevant industry(ies), including, where applicable, information about a contact person within the referenced company.

The goal is to make these companies and development stakeholders more attractive and visible within a given territory.

This policy outlines the personal data processing carried out by WE AS in the context of the mission described above. The concerned company commits to bringing this information to the attention of the individuals whose data is being processed.

### Who is the Data Controller?

WE AS (BE0793.630.244), part of the Wallonie Entreprendre group ("WE Group"), acts as the data controller of personal data, either independently or jointly with its partners. In the latter case, the partner is notably responsible for conveying WE AS's GDPR policy and forwarding any requests from concerned individuals to ensure proper follow-up.

### Why is the data processed?

#### Purposes of the processing:

1. To include or, if necessary, remove a company from a widget and provide stakeholders with contact information for a referenced company;
2. To manage the data available on the platform via data pooling, if applicable, with the partner;
3. To facilitate connections between referenced companies;
4. To enable WE AS to fulfill its obligations to the Walloon Region as part of its public interest missions, including reporting.

#### Legal Basis for Processing:

- Legitimate interest – (Article 6 1. f) GDPR) for purposes 1 to 3
- Public interest – (Article 6 1. e) GDPR) for purpose 4

#### What data is collected?

The following data may be processed:

- Name, first name
- Job title
- Email address
- Phone number (CEO/contact person)

### Where does the data come from?

Data is collected directly from you, from partners representing you, or from external databases.

### Who are the data recipients?

Data may be accessed, unless contractually restricted, by:

- Partner(s);
- BDI as super administrator of the platform and its database;
- Visitors of the relevant directory/map;
- WE AS personnel and WE Group companies who need access;
- Certain IT and software service providers of WE AS.

### How long is the data retained?

As long as the widget remains online.

### Where is the data stored?

Data is stored on servers located in Europe. It is not transferred to countries outside the European Union.

## What are your rights regarding your data?

You may request access to your data in a clear, concise, and understandable format. You may also request correction or deletion of inaccurate, incomplete, or irrelevant data, or request restriction of processing under legal conditions. In the event of deletion, the request will be retained by the controller. You also have the right to object under the conditions set out in Article 21 of the GDPR.

## How to exercise your rights?

You may exercise your rights by sending a request:

- By mail to: Avenue Maurice Destenay, 13 – 4000 Liège, to the attention of the Data Protection Officer
  - By email to: [dpo@wallonie-entreprendre.be](mailto:dpo@wallonie-entreprendre.be)
- Additional information may be requested to verify your identity.

If you wish to file a complaint, you can contact the Data Protection Authority via the form on its website or by mail (Rue de la Presse, 35 – 1000 Brussels; Tel. +32 2 274 48 00 – [contact@apd-gba.be](mailto:contact@apd-gba.be)).