



# Specific privacy statement: user tests and interviews

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This notice provides information on how we collect, use, and safeguard your personal data in compliance with Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 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<sup>1</sup>.

## 1. Data Controller and Processor Information

The data controller for this exercise is:

**European Environment Agency (EEA), Communications Programme, Kongens Nytorv 6, 1050 Copenhagen K, Denmark. Email: [info@eea.europa.eu](mailto:info@eea.europa.eu).**

If you have any questions about this notice or your rights, please contact us at the contact information provided above.

For this project, the EEA is working together with a contractor, Trinidad Wiseman, who acts as a data processor, under the instructions of the EEA as data controller.

## 2. Purpose of Data Collection

We are collecting your data to better understand user needs and interactions, improve our corporate website, and enhance the overall user experience when visiting EEA-owned websites. Data collected will be used exclusively for research and website development purposes.

## 3. Types of Personal Data Collected

During the user testing interview, we may collect the following types of personal data:

- **Personal Identifiers:** Name, contact information (e.g., email, phone number).
- **Demographic Information:** Age, gender, nationality, workplace and other relevant background information.
- **Interview Content:** Your responses, insights, and reactions during the interview.

**Recording:** Audio, video, and/or screen recordings of the interview session .

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<sup>1</sup> OJ L 295/39 of 21.11.2018

#### 4. Legal Basis for Processing

We process your data based on the following lawful grounds:

- **Consent:** By participating in the interview, you agree to the collection and use of your data as described in this notice.
- **Legitimate Interests:** To improve our products and services based on your feedback.

#### 5. How We Use Your Data

We use your personal data to:

- Analyse user needs and behaviors.
- Improve our products and services.
- Generate anonymized insights to inform business decisions.

**Note:** All data will be anonymized or pseudonymized for analysis to the extent possible.

#### 6. Data Sharing and Disclosure

Your data will be handled confidentially and will only be shared with:

- Authorized personnel within our organisation involved in the research and website development process.
- Third-party service providers who support our research activities, in compliance with strict data protection agreements (Trinidad Wiseman.)

We will never sell or share your personal data with third parties for marketing or advertising purposes.

#### 7. Data Retention Period

We will retain your data only as long as necessary for the purposes outlined in this notice. Once your data is no longer needed, it will be securely deleted or anonymized.

## 8. Your Rights

You have the following rights regarding your personal data:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request corrections to any inaccurate or incomplete data.
- **Right to Erasure:** You may request that we delete your data, subject to legal and contractual restrictions.
- **Right to Restrict Processing:** You can request limits to how we use your data.
- **Right to Data Portability:** You may request a copy of your data in a structured, commonly used format.
- **Right to Withdraw Consent:** You can withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

To exercise any of these rights, please contact us at [info@eea.europa.eu](mailto:info@eea.europa.eu).

## 9. Data Security

The survey (co)organisers (EEA and Trinidad Wiseman) employ appropriate security measures to protect the confidentiality and secure processing of survey responses and the access thereto is restricted to a limited number of their staff in charge.

## 10. Complaints

You are entitled to have recourse at any time to the European Data Protection Supervisor (<https://edps.europa.eu>; [edps@edps.europa.eu](mailto: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 EEA.

You may also contact the EEA's Data protection Officer (DPO) in case of any difficulties relating to the processing of your data at the following email address: [DPO@eea.europa.eu](mailto:DPO@eea.europa.eu).

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By participating in this user testing interview, you acknowledge that you have read, understood, and agree to the terms outlined in this data protection notice.

**Thank you for your participation and trust!**