

## Privacy Policy

Last updated: **November 2025**

This Privacy Policy explains how the **European Alliance for Plant-based Foods** (“we”, “our”, or “us”) processes personal data in accordance with the General Data Protection Regulation (GDPR) and related data protection laws. This policy applies to all individuals who interact with our website <https://partnersforplantbased.eu/>

### 1. Data Controller

The Data Controller responsible for your personal data is:

**European Alliance for Plant-based Foods**

Address: **Avenue des Arts 44, 1040 Brussels, Belgium**

Email: [eapfteam@plantbasedfoodalliance.eu](mailto:eapfteam@plantbasedfoodalliance.eu)

### 2. Personal Data We Collect

We collect the following categories of personal data when you complete our signatory or registration form:

- Full name
- Email address
- Organisation name
- Organisation category
- Country
- Phone number
- Uploaded files, including your organisation logo
- Any additional information that you voluntarily include

We also collect limited technical data such as IP address, browser type, and basic usage information for security and analytics.

### 3. Purposes of Processing

We process your personal data for the following purposes:

1. To review, verify, and process your declaration or signatory submission.
2. To communicate with you about your submission and related matters.
3. To maintain internal records and administrative documentation.
4. To send optional updates or communications, but only when you have given explicit consent.
5. To comply with legal or regulatory requirements.

We do **not** sell your personal data.

#### **4. Legal Bases for Processing**

Under the GDPR, we rely on the following lawful bases:

**a. Consent (Article 6(1)(a))**

You provide explicit consent when you submit the form and tick the consent box.

**b. Legitimate Interests (Article 6(1)(f))**

We have a legitimate interest in verifying signatories, managing records, and ensuring the integrity of our processes. These interests do not override your rights.

**c. Legal Obligations (Article 6(1)(c))**

We may retain or disclose data when required by law or regulatory authorities.

#### **5. Data Retention**

We retain personal data only for as long as required to fulfill the purposes listed above or to meet legal obligations.

The retention period is for **UP TO 3 YEARS FROM THE DATE OF SUBMISSION.**

After the retention period ends, your data will be deleted or anonymised.

#### **6. Data Sharing and Disclosure**

We may share personal data with:

- Service providers who assist with website hosting, email delivery, secure file storage, and IT operations
- Internal staff who require access to perform their duties
- Legal or regulatory bodies when required

When publishing a list of signatories, we will publish only the information that you have shared with us.

We do **not** share your personal data with third parties for marketing purposes.

#### **7. Your Rights Under the GDPR**

You have the following rights regarding your personal data:

- The right to access your data
- The right to rectification
- The right to erasure (“right to be forgotten”)
- The right to restrict processing
- The right to object to processing
- The right to data portability
- The right to withdraw consent at any time

- The right to lodge a complaint with your local Data Protection Authority

To exercise any of these rights, contact us at [eapfteam@plantbasedfoodalliance.eu](mailto:eapfteam@plantbasedfoodalliance.eu).

## **8. Data Security**

We use industry-standard technical and organisational measures to protect your personal data from loss, misuse, or unauthorised access. These measures include SSL encryption (HTTPS), secure hosting, firewalls, malware scanning, access controls that limit data access to authorised personnel only, regular updates to WordPress core, themes, and plugins, security monitoring tools, and secure backups. In the event of a personal data breach, we will comply with GDPR requirements, including notifying the relevant supervisory authority within 72 hours and notifying affected individuals when applicable.

## **9. Automated Decision Making**

We do **not** use automated decision making or profiling that produces legal or significant effects on you.

## **10. Changes to This Privacy Policy**

We may update this Privacy Policy to reflect changes in our practices or legal requirements. Any updated version will be posted on this page, and the revision date will be updated accordingly.