



26 July 2024
EMA/89805/2024

Records of data processing activity (public)

Digital business cards (QR code): EMA-TDT-011

1.	Last update of this record, version number:	New
2.	Reference number:	EMA-TDT-011
3.	Name and contact details of controller:	European Medicines Agency Internally: Head of the Digital Business Transformation Task Contact: datacontrollertdt@ema.europa.eu
4.	Name and contact details of DPO:	dataprotection@ema.europa.eu
5.	Name and contact details of joint controller (where applicable)	Not applicable
6.	Name and contact details of processor (where applicable)	Not applicable
7.	Purpose of the processing	<p>The Agency is committed to ensuring that its members of staff are provided with the materials necessary to carry out their work. This includes the provision of business cards (incl. digital business cards) that are produced in line with the Agency's corporate identity for those members of staff who are required to represent the Agency in contacts with external partners.</p> <p>A QR code is a type of two-dimensional barcode that stores your contact information. To generate a Digital Business Card, the staff member needs to complete a contact form with the applicable information. The QR Code Business Card application generates the QR code for the respective EMA staff member. By scanning the QR code e.g. by use of a smartphone, the recipient of the Digital Business Card can read and transfer the contact card information for further processing such as storage, retrieval, and further use.</p>



8.	Description of categories of persons whose data EMA processes and list of data categories	EMA employees who own business phones and by their consent expressed a wish to have a digital business card. Personal data concerned: <ul style="list-style-type: none"> • First and Last Name • Job title • EMA email address • EMA phone number • EMA mobile phone number where applicable
9.	Time limit for keeping the data	The contact form with the input data is destroyed as soon as the QR code is generated by the QR Code Business Card application. QR codes on digital business cards do not expire. They remain functional as long as the underlying content or link they encode remains accessible. In case a staff member is leaving the EMA service for instance due to end of contract, resignation or retirement or the staff member has withdrawn consent, the business card details (personal data) stored at application level and access to the information will be automatically removed.
10.	Recipients of the data	The personal data associated with the Digital Business Card will be accessible to entities with whom the EMA staff member shares this information.
11.	Are there any transfers of personal data to third countries or international organisations? If so, to which ones and with which safeguards?	The transfer of personal data to a third country or an international organisation is based on Article 50(1)(a) of Regulation (EU) 2018/1725.
12.	General description of security measures, where possible.	It is inhouse developed application with relevant security measures in place. The scan of the barcode effectively transfers only the contact card information and no other piece of data.
13.	For more information, including how to exercise your rights to access, rectification, object and data portability (where applicable), see the privacy statement:	Details concerning the processing of your personal data are available on the Agency's website at: https://www.ema.europa.eu/en/about-us/legal/general-privacy-statement Here you may find the data protection notice regarding this specific data processing operation as well.