

PRIVACY STATEMENT

Study on Digitalisation of Business in the EU Member States: initiatives, impacts and contribution to the Digital Decade 2023-26

Contract No LC-02537201

This Privacy Statement describes the objectives of the Study on Digitalisation of Business in the EU Member States: initiatives, impacts and contribution to the Digital Decade 2023-26 and the key aspects related to the protection of personal data gathered during the activities of this study. The Privacy Statement corresponds to PPMI's general data protection policy, which can be found [here](#).

1. Introduction of the study objectives

The European Commission has commissioned PPMI to conduct a study titled 'Study on Digitalisation of Business in the EU Member States: initiatives, impacts and contribution to the Digital Decade 2023-26'.

The primary objective of this study is to establish a robust annual monitoring system aimed at tracking the progress of EU Member States towards achieving the Digital Decade objectives, particularly those pertaining to the digitalisation of businesses. As part of the study, the research team will produce annual individual country reports as well as cross-country reports covering this topic. Surveys and interviews will serve the purpose of gathering qualitative stakeholder views on the main challenges, opportunities and trends related to the digital transformation of European businesses. Finally, the survey aims to collect digitalisation best practices which, if selected, will appear in the Individual Country and EU Analysis reports.

2. What personal information do we collect and through which technical means?

Personal data and their purpose

Personal data or data relating to a specific individual is needed in order to reach survey and interview respondents and analyse the data. To this end, we collect the following personal data: name/surname, e-mail address (or/and phone number), respondent's affiliation and position.

The name of your organisation may appear in the Acknowledgements section of the study. If you do not wish for your organisation's name to be included in the Acknowledgements, please contact us at digital_industry@ppmi.it.

The data collection activities are designed to comply with the requirements of *Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)*.

Technical information

The surveys will be administered through Alchemer, an online survey tool. This tool allows the subscribed organisations to create their own surveys and collect data from respondents. The system is 100% web-based and completely secure. All survey responses collected using Alchemer are sent over secured and encrypted SSL (Secure Sockets Layer), ensuring the same level of security as online banks. The servers, on which the EU branch of Alchemer operates, are based in Frankfurt, Germany. Therefore, all collected data will be stored at the data centre in Frankfurt, Germany, and will not be transferred to

any other locations. The [Privacy Statement](#) of Alchemer outlines the data security measures that the tool employs.

Microsoft Excel software will be employed to analyse the collected data. Analysis will be carried out by PPMI.

3. Who has access to your information and to whom is it disclosed?

Access to any personal data collected in the context of this study is only granted through User ID/Password to a defined number of users. These users are members of DG CNECT and the Institute for Prospective Technological Studies at JRC as well as the study team (from PPMI). No personal data is transmitted to parties that are outside the recipients of this legal framework.

The information you provide to PPMI will be analysed and presented in project reports in an **aggregated form** together with the information received from other participants. The information will be anonymised and used in such a way that it cannot be traced to a specific individual respondent. The name of organisations implementing best practice selected for showcasing in the reports will appear in the published reports.

4. How do we protect and safeguard your information?

Any personal data collected by the research team is stored on the internal server owned by PPMI. The server is equipped with a mirror backup system to prevent any unauthorised disclosure or access, accidental or unlawful destruction or accidental loss, or alteration, and to prevent all other unlawful forms of processing. The server facilities are looked after by IT professionals to avoid malfunctioning of the hardware and keep the data on the server safe from viruses and other malicious software which could compromise the security of data.

5. How long do we keep your data?

PPMI only keeps your personal data for the time necessary to fulfil the purpose of data collection or further processing in the scope of the study. Any personal data collected by PPMI during the course of the study will be anonymised after the project is finalised, but no later than December 2026.

6. How can you exercise your rights related to the data processing?

In case you want to verify what personal data is stored on your behalf by PPMI, have it modified, corrected, deleted, restrict processing or object to data processing, please contact PPMI by using the following contact information:

PPMI (part of Verian Group), UAB ([PPMI](#))

Gedimino pr. 50, LT-01110 Vilnius, Lithuania

E-mail: dataprotection@ppmi.lt