



14/10/2020
EMA/549249/2020
Stakeholders & Communication Division

Records of data processing activity for user research for the design of the Union Product Database

1.	Last update of this record, version number:	14/10/2020 Version 1
2.	Reference number:	S5
3.	Name and contact details of controller:	European Medicines Agency Internally: Head of Stakeholders & Communication Division (S) s-datacontroller@ema.europa.eu
4.	Name and contact details of DPO:	dataprotection@ema.europa.eu
5.	Name and contact details of joint controller (where applicable)	N/A
6.	Name and contact details of processor (where applicable)	European Service Network S.A. Galerie Ravenstein 4 B-1000 Brussels - Belgium E-mail: esn@esn.eu
7.	Purpose of the processing	To collect feedback from stakeholders and target user groups to ensure a user-centred approach for the design of the public portal of the 'Union Product Database', which EMA is required to set up under the Veterinary Medicines Regulation (EU) 2019/6.
8.	Description of categories of persons whose data EMA processes and list of data categories	Categories of persons concerned: Volunteers selected from representative future users of the Union Product Database Data collected during stakeholder interviews: <ul style="list-style-type: none">• Interviewees' first and last name• Name of organisation

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		<ul style="list-style-type: none"> Email address <p>Data collected during usability testing:</p> <ul style="list-style-type: none"> video recording (to record the answers of questions asked to the participant during usability testing); screen recording (including cursor movements) of the computer used by the participant during the testing. First and last names of participants.
9.	Time limit for keeping the data	Participants' personal data will only remain available until the results of the user survey can be fully analysed and results can be aggregated and anonymised (no later than 3 months after the interviews and usability-testing sessions take place), or until the participant requests deletion of his/her data.
10.	Recipients of the data	<p>The data processor, European Service Network S.A. (ESN), who carries out the user research on EMA's behalf.</p> <p>The data processor will deliver only aggregated results to EMA. Anonymized and aggregated results may also be shared with EMA's partners and stakeholders or published on the EMA corporate website or another website owned by EMA. This will not contain any personal data.</p>
11.	Are there any transfers of personal data to third countries or international organisations? If so, to which ones and with which safeguards?	N/A
12.	General description of security measures, where possible.	To protect your data, the data processor has appropriate technical and organisational measures in place, including organisational policies, to safeguard the security of personal data and ensure the confidentiality, integrity and availability of the relevant systems, services and the personal data processed within them. In particular, the data of the participants will be stored on the internal ESN file server. They will be kept in a dedicated folder accessible only to ESN staff members working on projects for EMA.
13.	For more information, including how to exercise your rights to access, rectification, object and data portability (where applicable), see the privacy statement:	<p>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.</p>