



BIOCEV

THE BIOTECHNOLOGY AND BIOMEDICINE CENTRE
OF THE ACADEMY OF SCIENCES AND CHARLES
UNIVERSITY
IN VESTEC

Annex No. 6

Personal Data Processing in the BIOCEV Centre with Respect to Internal and External Communication

For the purpose of internal and external communication (PR, marketing), tools and channels are used to transfer key BIOCEV messages to BIOCED target groups (see the Communication Policy)

As part communication, the following personal data is processed:

- Name, surname, academic degree(s)
- Name of the parent institution, research group, group/laboratory head
- Telephone number, e-mail, room number
- Profile and group photographs
- Photographs (int./ext.) of participants in BIOCEV events – conferences, seminars, workshops and sports events, etc.
- Links to social media profiles and professional websites

Website

- Administration by BIOCEV employees (PR/MKT, Finance, IT) and external entities (programmer, graphic designer)
- A complete list of and access to BIOCEV Centre employees contacts (phone list; sear engine)
- Publication of news (such as press releases, BIOCEV in the media, job advertising, congratulations to employees, etc.)
- Even publications (such as conferences, seminars, workshops, etc.), including contacts to organizers and a registration form + photographs after the event
- Links to external partners (such as regional, international, academic or commercial collaboration: research consortia, businesses, BIOCEV International and Application Board, etc.)

Intranet

- Internal web platform accessible only from the BIOCEV network
- It also includes a phone list/search engine
- Publication of statutory documents such as for OHS, including contacts to responsible employees
- Administration by IT and PR/MKT employees

Social media

- **Facebook**
 - Administration by a BIOCEV employee (PR/MKT)
 - Connection to the BIOCEV website (job posts, press releases, photographs from events, invitations to events, etc.)
 - The sharing of specialized articles and news both from domestic and foreign media
- **LinkedIn**
 - Administration by a BIOCEV employee (PR/MKT)
 - Links to BIOCEV website and Facebook
 - Job advertising and information about events related to the BIOCEV Centre

Data archiving

- **Digitally** (UMG/BIOCEV PCs, servers)
- **Printed materials** (PR/MKT BIOCEV)

