

**WEBSITE [HTTPS://LIVINGLAB.HUBCRIATIVOBEATO.COM/](https://livinglab.hubcriativobeato.com/)**

#### **TERMS OF USE OF THE WEBSITE**

AIEL – Associação para a Inovação e Empreendedorismo de Lisboa, a non-profit private law association, with headquarters at Rua da Prata, 78/80, 1100-413 Lisbon, and tax identification number 510 039 170 (hereinafter **"Startup Lisboa"**), is the owner of the website located at <https://livinglab.hubcriativobeato.com/> (the **"Website"**)

The use of the Website is governed by the terms of use herein and that the Website's user (the **"User"**) undertakes to fully comply. The User shall not use this Website if he/she does not agree with these terms of use.

This Website was designed to provide users with general information about the Hub Criativo do Beato Living Lab, a project included in Call #4 of the EEA Grants Environment Program, a project promoted by Startup Lisboa (entity responsible for the design, implementation and management of Hub Criativo do Beato), with the Technical Direction of Lisboa E-Nova and in partnership with the Lisbon City Council, and in collaboration with all the Partners who accepted the challenge of creating this living laboratory of innovation.

As content on the Website may be copyrighted, proprietary and subject to intellectual property or other rights, which rights are owned by Startup Lisboa or other third parties, any unauthorized use of any materials on the Website may violate copyright, trademark and other laws or applicable intellectual property or other rights. Users are encouraged to print or distribute content (e.g., via link on a social network) provided that: (i) the use of the content is personal and non-commercial; (ii) all copyright, trademark and similar notices are retained; (iii) the content is not used as or implies that Startup Lisboa is providing a testimonial or endorsement of an organization, its products or services.

Materials on the Website may not be modified, reproduced, publicly displayed, performed, distributed or used for any public or commercial purposes without explicit written permission from Startup Lisboa or the appropriate content or material provider, as the case may be. Startup Lisboa bears no risk, responsibility or liability in the event that a User does not obtain such explicit written permission from a third-party, as advised by Startup Lisboa.

The Startup Lisboa name and logo and the trademark Hub Criativo do Beato are registered in name and on behalf of Startup Lisboa. Any other projects, product and service names mentioned on the Website may be the registered trademarks of Startup Lisboa or a third-party. Use of these trademarks requires express prior permission from, and a license agreement with, the relevant owner.

Third-party links are provided as a convenience to our Users. Startup Lisboa does not control and is not responsible for any of these sites or their content. Startup Lisboa actively protects its name and trademarks and Startup Lisboa reserves the right to request the removal of any link from a third-party website to our Website.

By using this Website, your personal data is collected and used in accordance with the terms and conditions set out in the Privacy Policy and the Cookies Policy.

We reserve the right to change at any time the terms of use of this Website (including the Privacy Policy or the Cookies Policy). Any changes to these terms of use will be displayed on this Website.

#### **PRIVACY POLICY**

**Latest update: [2022/04/05]**

By applying this Privacy Policy, Startup Lisboa aims to ensure that the processing of your personal data complies with the rules set out in Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, (General Data Protection Regulation – GDPR) and other personal data protection legislation.

For this reason, our Privacy Policy should be read in advance for you to understand and be aware of how the information you provide us is handled by Startup Lisboa, including the personal data electronically collected and/or disclosed by the users of the website at <https://livinglab.hubcriativobeato.com/> (the **"Website"**) (hereinafter **"Users"**) when interacting with the Website.

Startup Lisboa reserves the right to change the Privacy Policy and hence it is advisable that you read this document from time to time.

In this page, you may find answers to the following questions:

- 1. Which entity is responsible for the personal data processing?**
- 2. Which data is collected?**
- 3. How is the collected data used?**
- 4. Which legal basis enables the personal data processing?**
- 5. Which security requirements are in place to prevent the data against unauthorised access, alteration or destruction?**
- 6. How can individuals access, correct or delete the personal data and exercise their other rights?**
- 7. For how long is the data stored?**
- 8. What are cookies and how does Startup Lisboa use them?**
- 9. Other issues you should know about this privacy policy.**

If you have any questions, you may contact us by e-mail to [hcbllivinglab@startuplisboa.com](mailto:hcbllivinglab@startuplisboa.com) or courier to Startup Lisboa Rua da Prata, 78/80, 1100-413, Lisbon, Portugal.

**1. Which entity is responsible for the personal data processing?**

Startup Lisboa, which is a non-profit private law association, with headquarters at Rua da Prata, 78/80, 1100-413 Lisbon, Portugal, and tax identification number 510 039 170, will act as data controller carrying out your personal data processing when you interacts with Startup Lisboa in connection with the project "Hub Criativo do Beato Living Lab" (HCBLL), including as regards the personal data collected from the Website.

**2. Which data is collected?**

The personal data collected by Startup Lisboa will depend on the type of interaction with us and may include the following types:

<b>Personal Data Types</b>	<b>Personal Data Concerned</b>
Contact details data	Name, surname, postal address, telephone or mobile number, fax number, email address or other similar contact information.
Business data relating to partnerships and projects	Billing data, payment data and / or information in the context of answering any questions, requests or complaints.
Billing data	Credit/debit card numbers, security code numbers, or other related billing information.
Security authentication data	User identification, passwords and similar security information required for authentication and access to Startup Lisboa accounts.
Preference data	Information about the holder's preferences and interests, as far as this relates to projects or partnerships in place, and how you prefer to receive communications from Startup Lisboa.
Social networks data	Shared information on social networks when you interact with Startup Lisboa.
IT usage data	User ID, roles, rights, login times, computer name, IP address.

Although you are not required to share your personal data with Startup Lisboa, in some cases we may not be able to respond effectively to your request or any questions you may have if you choose not to share your personal data with Startup Lisboa.

**3. How is the collected data used?**

The collected data will be used solely by Startup Lisboa for the following purposes:

<b>Purposes</b>	<b>Data Processing Purposes</b>
Business activity and marketing	Contact management in order to make known our initiatives and events related to the "Hub Criativo do Beato" project.

	<p>Partner management for the implementation and development of partnerships and projects.</p> <p>Marketing, namely by sending newsletters when the User has registered from the Site.</p> <p>Opinion polls and surveys.</p>
Electronic communications management	<p>agement of the use of the Site, including the compilation of statistics to understand how Startup Lisboa can improve its performance and thus more effectively meet User expectations and increase the level of personalization of the Site to suit, as far as possible to the tastes and preferences of Users. The aggregated data and statistics do not, however, include details that can be used to identify the Users of the Website. Startup Lisboa will not share the data provided by you through the Website to third parties.</p>
Accounting, tax and administrative management	<p>Partners management.</p> <p>Suppliers management.</p> <p>Administrative management.</p> <p>Economic and accounting management.</p>
Compliance with legal obligations	Data shares to third parties.

#### 4. Which legal basis enables the personal data processing?

In addition to the cases in which you give us your prior consent, Startup Lisboa will only process your personal data when there is a legal basis enabling the data processing, namely:

Legal basis	What is it?
Consent	Startup Lisboa just carries out your data processing if you give your consent. Consent should be given by a clear affirmative act establishing a freely given, specific, informed and unambiguous indication of the data subject's agreement to the processing of personal data relating to him or her, such as by a written statement, including by electronic means, or an oral statement.
Performance of a contract or in order to take steps prior to entering into a contract	Startup Lisboa just carries out your data processing if it is necessary for the performance of a contract to which you is party or in order to take steps at your request prior to entering into a contract
Compliance with a legal obligation	Startup Lisboa may carry your personal data processing for compliance with a legal obligation to which Startup Lisboa is subject under the legislation of Member State and/or of the European Union.
Protect the vital interests of the data subject	Startup Lisboa may carry your personal data processing in order to protect your vital interests or of another natural person.
Legitimate interests	Startup Lisboa may carry your personal data processing for the purposes of the legitimate interests pursued by Startup Lisboa or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject.

#### 5. Which security requirements are in place to prevent the data against unauthorised access, alteration or destruction?

Startup Lisboa takes all necessary and legally required precautions to ensure, considering the available technology, an adequate level of protection of data collected, in particular by implementing the

necessary technical and organizational measures to protect your personal data against its accidental destruction, loss or alteration, as well as against access and other unauthorized actions, namely: (i) password protection, (ii) use of digital certifications, (iii) physical entry restrictions to the locations where servers that store personal data are located; (iv) “firewalls”, (v) secure communication via https protocol. Startup Lisboa informs that these security measures are reviewed and updated according to the needs and state of the art of these materials.

Notwithstanding the security measures adopted by Startup Lisboa, we particularly advises the Website’s Users to take security measures, namely active firewalls as well as updated antivirus and antispyware. Although the measures taken aimed at ensuring the online and offline security of data, Users should be aware that no security system can absolutely ensure that all of your data are protected.

If for any reason, it occurs a security breach that accidentally or unlawfully causes unauthorized destruction, loss, alteration, disclosure or access to your personal data, Startup Lisboa will notify without delay, and, where possible, within 72 hours from the knowledge of this fact, the relevant authorities, in accordance with applicable law. Likewise, Startup Lisboa will report the data breach to the individual in accordance with GDPR and other applicable law.

#### **6. How can individuals access, correct or delete the personal data and exercise the other rights?**

Startup Lisboa ensures, at any time, the exercise of the statutory rights by data subjects, namely the right of access, rectification, restriction of processing, data portability, object and erasure (“right to be forgotten”), as well as to object (opt-out) to data processing for direct marketing purposes.

For the exercise of the statutory rights, you may send a written request addressed to Startup Lisboa (data controller), by e-mail to [hcblivinglab@startuplisboa.com](mailto:hcblivinglab@startuplisboa.com) or by courier to Startup Lisboa Rua da Prata, 78/80, 1100-413, Lisbon, Portugal.

If you consider that there was a breach of your statutory rights, you may lodge a complaint with the supervisory authority. In Portugal, the supervisory authority is *Comissão Nacional de Proteção de Dados* (hereafter “CNPD”). More information on CNPD is available at [www.cnpd.pt](http://www.cnpd.pt).

#### **7. For how long is the data stored?**

Startup Lisboa will retain personal data collected from you only for as long as necessary for the data processing purposes. The storage period of data may therefore vary according to the purposes of data processing.

For instance, as regards newsletters, the data storage period starts from the opt-in date by filling in the form available on our Website and will end at the time you cancel the newsletter’s subscription. In case you opt-out from receiving our newsletters, you will receive a notification by email and your details will be removed from our newsletters mailing list.

Once your personal data are no longer needed, Startup Lisboa will securely delete it.

Startup Lisboa may be obliged to retain personal data for a longer period where it has to comply with legal obligations on data retention periods, statutory limitation periods, potential claims and guidelines issued by the supervisory authorities, including by CNPD.

#### **8. What are cookies and how does Startup Lisboa use them?**

Our Website uses tracking technologies (cookies) to ensure several features and a better performance of the Website. These technologies allow us to collect data such as location, date and time of access, IP addresses, etc. More information about using tracking is available in our Cookies Policy.

#### **9. Other issues you should know about Startup Lisboa's privacy policy**

##### **Links**

The Website may contain links to third-parties websites. Startup Lisboa is not responsible for the privacy policies of these websites. The Users are advised to visit the privacy policies of third-parties websites. This information only refers to the Privacy Policy applicable to Startup Lisboa.

#### **COOKIES POLICY**

*This website uses cookies to provide necessary site functionalities and improve your online experience. By using this website, you agree with the use of cookies. If you do not accept cookies, please use*

*your browser settings to find out how to manage cookies. For additional information, please see our Privacy Policy and Cookies Policy.*

**Latest update: [2022/04/05]**

AIEL – Associação para a Inovação e Empreendedorismo de Lisboa (hereafter “**Startup Lisboa**”) intends to ensure that your visit to our website at <https://livinglab.hubcriativobeato.com/> (“**Website**”) is smooth, reliable and as useful to you as possible. For this purpose, we use cookies and similar technologies (hereafter, together referred to as “cookies”).

We notify you about our use of cookies when you first visit our Website, through a notification banner at the bottom of the page. By continuing to use the Website, you consent to our use of cookies. However, you can, at any time, change your cookies settings, and choose whether or not to accept cookies, and to delete them. The way you can do this, it will depend on the web browser that you use. For this, please refer to the “Help” function of your browser. Further information about managing your cookie settings is also provided below.

**What are cookies?**

Cookies are small text files that are automatically placed on your computer or mobile device when you visit almost any Website. They are stored by your Internet browser. Cookies contain basic information about your Internet use, but they do not normally identify you personally. Your browser sends these cookies back to the site every time you revisit it, so it can recognise your computer or mobile device and personalize and improve your Website experience. For instance, we use cookies on our Website to help us to understand what did and did not interest you about our Website, so we can provide you with features that are more relevant and useful to you next time you visit. We also use cookies to analyse how visitors use our Website.

Please note that our use of any information we collect about you through your use of cookies is subject to our Privacy Policy, which is linked to from the bottom of our Website.

**What types of cookies do we use?**

The cookies we use fall into the following three types:

*Essential cookies*

These cookies are required to help you access and visit the Website, as well as use all its features. Without these cookies, the Website would not function properly and you could not use some relevant features. For example, we use essential cookies to identify from which server you are accessing, to help detecting and preventing fraud, to control the sending of emails. You may find that you cannot disable essential cookies. The reason for this is that cookies are required to be able to access and use the content and features of the Website.

*Analysis and customization cookies*

Startup Lisboa intends to ensure that your visit to the Website is useful, easy and advantageous to you as possible. To that end, we use cookies to help us understand how the Website is being used and how we may improve your user experience. These analytics cookies may give us anonymous information to help us to understand which pages of the Website are most interesting to our visitors and if they have any errors. We use these cookies to test different aspects and features of our Website and to help us monitoring how our visitors have accessed our Website.

We also use cookies to store your settings and preferences on the Website, such as information you have previously entered when searching for certain options. Some personalization cookies are essential for using certain features of the Website.

The Website uses Google services, including Google Analytics. For Google's Privacy Policy and Terms of Service, click [here](#).

*Advertising cookies*

Advertising cookies help to ensure that the advertisements you see on our Website are as important to you as possible. For example, certain advertising cookies help you to select ads based on your interests. Others help prevent the same ad from constantly appearing.

We also seek that the Website's user may share contents related to the project “Hub Criativo do Beato Living Lab” of Startup Lisbon in a way as easy as possible, namely through their favourite social networks. Social networking sites such as Facebook, Instagram, Pinterest may set cookies that recognize you when viewing content on our Website and allow you to share content, send and post comments through sharing settings.

Examples (not exhaustive):

Types of cookies	What are the cookies used for
Facebook	<a href="https://www.facebook.com/privacy/explanation">https://www.facebook.com/privacy/explanation</a> Startup Lisboa uses the Facebook service so you can share content with your network.
Instagram	<a href="https://help.instagram.com/519522125107875?helpref=page_content">https://help.instagram.com/519522125107875?helpref=page_content</a> Startup Lisboa uses the Instagram service so you can share content with your network.
Pinterest	<a href="https://policy.pinterest.com/pt-pt/privacy-policy">https://policy.pinterest.com/pt-pt/privacy-policy</a> Startup Lisboa uses the Pinterest service so you can share content with your network.
Google Analytics	<a href="https://tools.google.com/dlpage/gaoptout?hl=en">https://tools.google.com/dlpage/gaoptout?hl=en</a> Startup Lisboa uses the Google Analytics service to evaluate your online performance.
Google Adwords	<a href="https://policies.google.com/technologies/cookies?hl=pt-PT">https://policies.google.com/technologies/cookies?hl=pt-PT</a> Startup Lisboa uses the Google Adwords service to offer you content recommendations that suit your interests and measure the effectiveness of their digital campaigns.

#### **How do you manage your cookies settings?**

You can manage cookies through the settings of your Internet browser. Most browsers enable you to block cookies or to block cookies from particular sites. Browsers can also help you to delete cookies when you close your browser. You should however be aware that this may mean that any opt-outs or preferences you set on the site will be lost. If you choose to delete our cookies, your access to some functionality and areas of our Website may be degraded or restricted.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) which includes information on how to manage your settings for the major browser providers.

#### **How you can contact us**

If you have any questions about our use of cookies, please let us know by e-mail to [hcbivinglab@startupilisboa.com](mailto:hcbivinglab@startupilisboa.com) or by courier to Startup Lisboa, Rua da Prata, nos. 78/80, 1100-413, Lisbon, Portugal.

#### **GOOGLE ANALYTICS**

##### **Google Analytics browser opt-out**

To provide Website visitors with more choice on how their data is collected by Google Analytics, Google have developed the Google Analytics Opt-out Browser Add-on. The add-on communicates with the Google Analytics JavaScript (ga.js) to indicate that information about the website visit should not be sent to Google Analytics. The Google Analytics Opt-out Browser Add-on does not prevent information from being sent to the website itself or to other web analytics services. To learn more about the Google Analytics Browser Opt-out extra, please click [here](#).