**Here is the privacy disclaimer that is to be pasted into (email) messages in order to notify people about their right to privacy. Please be careful to choose the right formulation in your message and to remove redundant phraseology explaining the matter – only phrases “in quotation marks and in red” are to be pasted into emails. It is crucial to remember that the rules regarding privacy and data protection that are applicable in any given case, can vary tremendously depending on what legal basis the VUB is processing this data – in turn influencing the rights the data subjects have.**

**Mandatory to include into emails:**“This *campagne* / *subject* is organised by *department / external organization (*[contact@external-organization.be](mailto:contact@external-organization.be)*)* on behalf of the VUB ([contact@vub.be](mailto:contact@vub.be)). In the context of this *campagne / subject,* the VUB acts as the controller of the processing of personal data.”

**Paste into emails from which results are analyzed as part of scientific research only:**Use this phrase only when the email that is being sent concerns the acquisition of data that is being processed only as part of scientific analysis – and, of course, only when it is true:  
“The final results of this data processing, as well as any communication surrounding this *campagne / research*, will not contain your personal data in any identifiable way.”

**If the processing of personal data is being performed on the basis of *consent* of the data subject (i.e. *not* based on legal or contractual obligations, or ‘legitimate interest’):**“If you have consented hereto, your contact details can also be used for further communication purposes. You can manage your preferences ***here*** (link to the preference center).

All current privacy legislation is respected and you can exercise your rights of access, rectification, erasure and objection by emailing [dpo@vub.be](mailto:dpo@vub.be). If you have any further questions regarding privacy and data protection, please read the VUB’s privacy statement on http://www.vub.ac.be/en/privacy-statement or contact our Data Protection Officer via [dpo@vub.be](mailto:dpo@vub.be).

Formal complaints can be filed with the Belgian Privacy Authority, via [commission@privacycommission.be](mailto:commission@privacycommission.be).”

**Important note**Please note that there are significant differences between data processing that is completely anonymous, and forms of processing that are merely confidential, encrypted, or pseudonymous – differences which have important legal consequences and can drastically change the rights and duties of those concerned. Similarly, the difference between the processing of data ‘first-hand’ (e.g. receiving data from someone directly and consensually) or its “*further processing*” (the data came from a pre-existing database of list of contact details) has significant legal consequences. We understand that privacy law may seem incredibly complicated and needlessly tedious, especially when you just want to send out an email. If you have any questions, please take a look on https://ivp.vub.be/en/privacy/ (accessible only when on campus) or contact us and ask your questions at [dpo@vub.be](mailto:dpo@vub.be).