

Data Protection Notice

MetaHeritage Call for Investment Ideas and Pitching Showcase

This Data Protection Notice explains how personal data will be collected, used and protected in the framework of the **MetaHeritage Call for Investment Ideas in Digital Heritage, Immersive Technologies and Cultural Tourism**.

The purpose of this call is to identify promising ideas, projects or solutions that may be further assessed, supported and potentially presented in the framework of a **MetaHeritage Pitching Showcase**. The online form collects information about the applicant, the proposed investment idea, the technologies involved, the expected impact, the development stage and the type of support needed.

1. Data controller

The data controller responsible for the processing of personal data is:

MetaHeritage Project Consortium
c/o Universidade de Trás-os-Montes e Alto Douro (UTAD) – Project Coordinator
Quinta de Prados, 5000-801 Vila Real, Portugal
Tel.: +351 259 350 000
Email: oribeiro@utad.pt
Data protection contact / DPO: Arménio Teixeira de Carvalho | epd@utad.pt

2. What personal data do we collect?

Through the application form, we may collect the following categories of personal data:

- Name and surname of the contact person.
- Organisation name and type.
- Country and region.
- Email address.
- Website or relevant links, if provided.
- Information included in the submitted idea or project description.
- Information included in uploaded supporting documents, such as a pitch deck, concept note, presentation or business plan.
- Consent and communication preferences related to possible follow-up, evaluation or publication of a non-confidential project summary.

Applicants are asked to provide only the information strictly necessary to assess their proposal and not to include confidential, sensitive or proprietary information unless essential.

3. Purpose of the processing

Your personal data will be processed for the following purposes:

- To receive and manage applications submitted to the MetaHeritage Call for Investment Ideas.
- To assess the eligibility, relevance, innovation potential, market potential, scalability and investment readiness of submitted ideas.
- To contact applicants for clarification, additional information or follow-up.

- To identify ideas that may be invited to investment readiness support, mentoring, pitch preparation or future Investors Round Table activities.
- To manage possible communication with evaluators, experts, project partners, investors or innovation stakeholders involved in the process.
- To prepare internal reports, statistics or project documentation related to the call.
- To publish a short non-confidential summary of selected projects, only where the applicant has given prior authorisation.

4. Legal basis for processing

The processing of personal data is based on one or more of the following legal grounds:

- The applicant's consent, when submitting the form and agreeing to the use of the information for assessment and follow-up purposes.
- The legitimate interest of the MetaHeritage project and its partners in managing the call, evaluating proposals and identifying relevant investment-readiness opportunities.
- Compliance with legal, contractual, audit or reporting obligations linked to the management of the project, where applicable.

Under the GDPR, individuals must be informed about how their data is processed, including the purposes, legal basis, recipients, retention period and rights available to them.

5. Who will have access to the data?

Personal data may be accessed by:

- The MetaHeritage project team.
- Relevant project partners involved in the management or assessment of the call.
- External evaluators, mentors, experts or advisors, where necessary for the assessment or support process.
- Potential investors or strategic stakeholders, only where relevant and appropriate for the aims of the Investors Round Table.
- Service providers supporting the technical management of the form, storage or communication tools, where applicable.

Personal data will not be sold or used for unrelated commercial purposes.

6. International transfers

As far as possible, personal data will be processed within the European Union or European Economic Area.

If any personal data is transferred outside the EU/EEA, appropriate safeguards will be applied in accordance with applicable data protection legislation.

7. Data retention

Personal data will be kept only for as long as necessary to manage the call, assess the submitted ideas, organise possible follow-up activities and comply with project, legal, reporting or audit obligations.

Data will be retained until the end of the MetaHeritage project plus **five years** for audit, unless a longer retention period is required by law or by applicable funding/reporting obligations.

After this period, personal data will be securely deleted or anonymised.

8. Publication of project information

No confidential or proprietary information will be published without prior authorisation.

If an idea is selected or further developed within the MetaHeritage process, applicants may be asked to authorise the publication of a short, non-confidential summary of their project on the project website or communication channels.

Applicants may choose whether:

- They authorise publication.
- They do not authorise publication.
- They wish to review and approve the text before publication.

9. Your rights

Under applicable data protection legislation, you may have the right to:

- Request access to your personal data.
- Request correction of inaccurate or incomplete data.
- Request deletion of your personal data.
- Request restriction of processing.
- Object to processing in certain circumstances.
- Withdraw consent where processing is based on consent.
- Request data portability, where applicable.
- Lodge a complaint with the competent data protection authority.

The European Commission explains that individuals have rights over their personal data under the GDPR, including access, correction, erasure, restriction, objection and complaint rights.

To exercise your rights, please contact:

E-mail: contact@metaheritage.eu

10. Confidentiality and applicant responsibility

Applicants are responsible for ensuring that the information submitted does not include unnecessary personal data, confidential information, trade secrets or proprietary material.

Supporting documents should include only the information necessary to understand and assess the proposal, such as the problem addressed, proposed solution, target users, technology involved, business potential, estimated investment needs, team or partners and expected impact.

11. Changes to this notice

This Data Protection Notice may be updated if necessary to reflect changes in the call, the Investors Round Table process, applicable law or project governance arrangements.

Last updated: 05/06/2026