

Bridge4Water Privacy Policy

Last updated: 24 March 2026

How Bridge4Water at Aarhus University, processes your Personal Data

This privacy policy explains how the research project Bridge4Water, conducted by Aarhus University, processes personal data in accordance with the General Data Protection Regulation (GDPR) and the Danish Data Protection Act.

Bridge4Water at Aarhus University will process your personal information to perform the activities in the Bridge4Water project. This Privacy Policy covers all of Aarhus University's processing activities within Bridge4Water mainly for events, handling of the review and application process and finally for evaluation and reporting activities.

The Digital Platform WorldLabs

The main part of AU's processing of personal information within Bridge4Water is conducted at a digital platform. The current digital platform for the Bridge4Water community is hosted by WorldLabs. Anyone is welcome to create a profile and post their information at WorldLabs. Please note that this privacy policy applies to the processing of your personal information by Aarhus University in relation to Bridge4Water.

In addition, your personal data, if posted on WorldLabs, will be processed in accordance with the WorldLabs Privacy Policy, see section 4.1. and 6.

1. The Data Controller

Aarhus University is the data controller for the processing of your personal data. If you have any questions, you can contact us at:

Aarhus University

Nordre Ringgade 1

DK-8000 Aarhus C

CVR no.: 31119103

Bridge4Water Programme Manager Martin Andersen, who can be contacted at:

- Phone: +45 2073 8080
- Email: martin.andersen@au.dk
- Address: Ny Munkegade 116, building 1535, office 120

2. What Personal Data Do We Process?

As part of this research project, we process the following categories of personal data:

- Identification data e.g., name, title, field of work, place of work, contact information, age, gender, email, phone number.
- Technical data e.g., IP address, site traffic etc. if you are participating via WorldLabs.

We only collect data necessary for the purpose of conducting Bridge4Water.

Please note: It is only allowed to post the abovementioned personal information on the WorldLabs platform. Aarhus University will review and delete any personal information posted revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

The personal data will come in our position when you enter it on WorldLabs, sign up for one of the Bridge4Water events or in other ways e.g. if you via e-mail or phone provide Bridge4Water with the information.

3. Purpose and Legal Basis for Processing

Your personal data is processed exclusively for the purpose of conducting Bridge4Water. The purpose of Bridge4Water is to accelerate use-inspired industry/academia collaborations in the water sector. We support open, patent-free and pre-competitive research projects on water-related topics. Bridge4Water is thus a project in the interest of society.

The legal basis for processing is GDPR Article 6(1)(e) (task carried out in the public interest, i.e., scientific research). This means that your data is processed without the need for explicit consent, provided that adequate safeguards are in place to protect your rights and freedoms.

4. Processing Activities

We will process your personal data to conduct and fulfil the Bridge4Water project. This means that we will process your data by:

- promoting, arranging and hosting Bridge4Water events including matchmaking and ideation.
- conducting and coordinating administration and evaluation activities in relation to application review and granting process.
- conducting activities in relation to the projects funded by Bridge4Water in the form of administration, reporting and evaluation.

4.1. Processing of your data on WorldLabs

The WorldLabs platform is used as a tool for network and ideation as well as for the online application and evaluation process.

We will process your data to:

- enable all members to profile themselves in the network and allow them to contribute to and crowdsource ideas and partners for research ideas from the rest of the users of the site.
- support engaging and rewarding interaction between Bridge4Water members.
- enable us to communicate with our members in a professional, coordinated and relevant manner and to target and personalize our email marketing of news, research results and events in Bridge4Water.
- conduct analytics of site traffic and network interactions as anonymized input to the evaluation of Bridge4Water progress and impact (data will be assessed by the Bridge4Water Secretariat and the evaluators from The Danish Centre for Studies in Research and Research Policy, Aarhus University).

If your personal data is posted on WorldLabs, it will, in addition to this privacy policy be processed in accordance with the WorldLabs Privacy Policy.

5. Sharing of Personal information

Your personal data posted on/submitted to the Bridge4Water community on **WorldLabs** will be open and accessible for other members of the Bridge4Water community on WorldLabs. Bridge4Water will conduct various matchmaking activities between academia and industry based on the personal information uploaded to Bridge4Water.

Information shared on the Bridge4Water community will only be visible to other community members and WorldLabs. Each community member is individual data controller processing the personal data for their own independent purposes and subject to their own privacy policy. Personal data accessed by the community members shall be used solely for conducting Bridge4Water and shall be deleted upon the completion of the Bridge4Water at the latest.

The Bridge4Water secretariat is responsible for the administration of access to the Bridge4Water community and can – at any time – exclude members from the community, if deemed necessary.

Bridge4Water may share your personal information with **Bridge4Water partners** in order to:

- arrange, promote and host networking, matchmaking activities and other types of events within Bridge4Water,
- coordinate and conduct the review and granting process, and
- conduct the administration of funded projects incl. evaluation and reporting.

The Bridge4Water partners will be individual data controllers and will process data for their own purpose. AU will, if relevant, transfer your personal data to the Bridge4Water partners. You can find the list of current

partners [here](#). AU will solely transfer art 6, 1e information to the partners. Personal data transferred from AU to the partners shall solely be used for their participation in Bridge4Water subject to confidentiality.

Further, your personal data collected at Bridge4Water in relation to **application rounds** will be processed by one or more external data controllers in the form of:

- External evaluators participating in the governing organs in Bridge4Water. These evaluators represent companies and academic partners in Bridge4Water who is also a part of the core partners in the Water KIC. These evaluators will be individual data controllers and will process data for their own purpose. AU will, if relevant, transfer your personal data to these evaluators. AU will solely transfer art 6, 1e information to the evaluators.
- Personal data transferred from AU to the partners shall solely be used for their participation in Bridge4Water e.g. and shall be deleted as soon as possible. The evaluation of project proposals is subject to confidentiality.
- Water Valley Denmark will help facilitate events relevant for Bridge4Water and perform handheld matchmaking connecting researchers and industry partners as part of the AQUANTIS open calls. Water Valley Denmark is individual data controller and will process data for their own purpose. AU will, if relevant, transfer your personal data to Water Valley Denmark. AU will solely transfer art 6, 1e information.

6. For how long do we store your other personal data?

Your data will be stored securely and only for as long as necessary for the research purpose. Your personal data posted on/submitted to the Bridge4Water will be stored as long as you have an active user on WorldLabs. See also the general WorldLabs Privacy Policy <https://www.worldlabs.org/privacy-policy>.

7. The rules of the General Data Protection Regulation and the Danish Data Protection Act.

We are entitled to process your personal data pursuant to the rules of the General Data Protection Regulation and the Danish Data Protection Act. When doing this, we are obligated to inform you about the rules that apply to our work with your personal data.

Article 6(1)(e) entitles Aarhus University to process non-sensitive personal data about you without your consent, because the project is a task carried out in the public interest and because processing of personal data is necessary for the performance of the project. Bridge4Water follows AU's internal guidelines for safety regarding the handling of personal data as described here: <https://international.au.dk/about/profile/privacypolicy/>

8. Your rights under the General Data Protection Regulation

You have the following rights if Aarhus University processes your personal data as part of a project carried out in the public interest:

- Right to erasure or the “right to be forgotten”.
- Right to data portability - in some cases, you have the right to receive your personal data and to request that the personal data be transferred from one data controller to another.

Right not to be subject to an automatic decision based solely on automated processing, including profiling. Note that your rights may be limited by other legislation or be subject to exemptions, e.g. in relation to research and the exercising of public authority

9. Data Protection Officer of Aarhus University

You can contact Aarhus University’s data protection officer, Karina Søndergaard, if, as a data subject, you have any questions concerning our processing of your personal data. E-mail: dpo@au.dk You can also send a letter to Aarhus University, Nordre Ringgade 1, DK-8000 Aarhus C, Attn.: Data Protection Officer.

10. The Danish Data Protection Agency

If you wish to complain about the processing of your personal data, you can do so by contacting the supervisory authority:

The Danish Data Protection Agency

Carl Jacobsens Vej 35

DK-2500 Valby

Phone Number: +45 3319 3200

E-mail: dt@datatilsynet.dk

Web: www.datatilsynet.dk