

### Policy statement

This privacy policy concerns information that relates to a person and / or could be used to identify a person ("*personal data*") that is collected from an event attendee. "Non-personal data" is therefore any information that does not relate to a person and / or cannot be used to identify a person. We take the privacy of your personal data seriously. Please read this privacy policy as it includes important information regarding your personal data and other information.

This policy is in addition to our global privacy policy which can be viewed [here >](#)

### Personal data that we collect

Information you provide to us: for all attendees we collect personal data when you voluntarily provide such information to us, such as when you register for access to an event, send an email to us or respond to a survey. The personal data we may collect includes your name, address, email address and other information that enables attendees to be personally identified. We may also collect information classed as 'special data' such as your dietary and disability requirements. And, if you require visa support we may collect passport information.

Information we automatically collect: we also automatically collect certain technical data that is sent to us from the computer, mobile device and / or browser through which you access our event registration system, etouches. Automatic data, includes a unique identifier associated with your access device and / or browser (*including, for example, your Internet Protocol (IP) address*) characteristics about your access device and / or browser and statistics on your activities on etouches.

### Financial information

If you register for a paid event or book accommodation through us, we will collect financial information from you (*e.g., your credit card number and expiration date, billing address, etc.*) some of which may constitute personal data. This data may be shared with accommodation providers to secure rooms, rates and dates.

### How we use your personal data

#### Specific reason

If you provide personal data for a certain purpose, we use it in connection with the purpose for which it was provided. For instance, if you contact us by e-mail, we will use the personal data you provide to answer your question or resolve your problem and will respond to the email address from which the contact came.

#### Internal business purposes

We may use your personal data for internal business purposes, to help us improve the content and functionality of our event services, to better understand our attendees, to protect against, identify or address wrongdoing, to enforce our Terms of Service, to manage your account and provide you with customer service, and to generally manage etouches and our business.

### Marketing

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Where it is in accordance with your marketing preferences, we may use your personal data to contact you in the future for our marketing and advertising purposes, to inform you about services or events we believe might be of interest to you and to develop promotional or marketing materials.

#### Event related emails

We will use our email tools to contact attendees with information relating to past or current events, to inform you of important event information, hotel bookings, pre-arrival information and post event surveys.

#### Delegate list

We may use your personal data to populate a delegate list for each event which may be made accessible to all other attendees or publicly via our website.

#### Other purposes

If we intend to use any personal data in any manner that is not consistent with this privacy policy, you will be informed of such anticipated use prior to or at the time the personal data is collected, or we will obtain your consent subsequent to such collection prior to such use.

### How we disclose and transfer your personal data

#### No sale

We are not in the business of selling your personal data. We consider this information to be a vital part of our relationship with you. Therefore, we will not sell your personal data to third parties, including third party advertisers. There are, however, certain circumstances in which we may disclose, transfer or share your personal data with certain third parties without further notice to you, as set forth below.

#### Parent companies, subsidiaries and affiliates

We may share your personal data with our parent companies, subsidiaries (*e.g. ICA Bremen*) and / or affiliates for purposes consistent with this privacy policy. Our parent companies, subsidiaries and affiliates will be bound to maintain that personal data in accordance with this privacy policy.

#### Agents, consultants and service providers

We may share your personal data with our contractors and service providers who process personal data on behalf of the ICA to perform certain business-related functions. These companies include our venues, hotels, marketing agencies, database service providers, backup and disaster recovery service providers, email service providers and others. When we engage another company to perform such functions, we may provide them with information, including personal data, in connection with their performance of such functions.

#### Legal requirements

We may disclose your personal data if required to do so by law in order to (*for example*) respond to a subpoena or request from law enforcement, a court or a government agency (*including in response to public authorities to meet national security or law enforcement requirements*), or in the good faith belief that such action is necessary to (a) comply with a legal obligation, (b) protect or defend our rights, interests or property or that of third parties, (c) prevent or investigate possible wrongdoing in

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connection with the Services, (d) act in urgent circumstances to protect the personal safety of attendees or the public, or (e) protect against legal liability.

#### How we store your personal data

We may store personal data or such information may be stored by third parties to whom we have transferred it in accordance with this privacy policy. We take reasonable steps to protect the personal data collected via our systems from loss, misuse, unauthorised use, access, inadvertent disclosure, alteration and destruction. However, no network, server, database or internet or e-mail transmission is ever fully secure or error free. Therefore, you should take special care in deciding what information you send to us electronically. Please keep this in mind when disclosing any personal data.

You can view the global privacy policy of etouches (Event registration management system) [here >](#)

#### How you can access, update, correct or delete your personal data

You can request to access your personal data being stored by us. You can also ask us to correct, update or delete any personal data that we process. If you are registered for an event, you can amend personal data yourself by logging into your registration / account.

We will consider and respond to all requests in accordance with applicable law.

#### How long we retain your personal data

Unless requested by you, we may retain your personal data indefinitely. You may request a deletion of this data by contacting us. However, we may retain personal data for an additional period as is permitted or required under applicable laws. Even if we delete your personal data it may persist on backup or archival media for an additional period of time for legal, tax or regulatory reasons or for legitimate and lawful business purposes.

#### Changes to this privacy policy

Our business may change from time to time. As a result, it may be necessary for us to make changes to this privacy policy. We reserve the right, in our sole discretion, to update or modify this privacy policy at any time. Modifications to this privacy policy will be posted to each event page with a change to the "last updated" date at the bottom of this privacy policy.

Please review this policy periodically, and especially before you provide any personal data. This privacy policy was updated on the date indicated below.

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**Last updated: 30 May 2018**