

## PRIVACY POLICY

This policy was last updated on **10 October 2019**.

We take your privacy seriously. This Privacy Policy explains what personal information we collect, how we use it and who you can contact in case of any questions. Please read through this policy carefully.

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

### ABOUT US

The **Global Excel Summit** and [www.globalexcelsummit.com](http://www.globalexcelsummit.com) (the “**Website**”) is operated and managed by DATEL Productions Limited (“**DATEL**”, “**we**”, “**us**”, “**our**”). We are a limited company incorporated in England and Wales (no. 10106893) with a registered address at **123 Buckingham Palace Road, London, England, SW1W 9SH**.

For the purpose of the Data Protection Act 2018, we are the controller of your personal data.

### WHAT INFORMATION WE COLLECT

We will need to ask you for certain personal information to give you the best possible experience when you sign up for or attend one of our events or engage with us (via our Website, email or otherwise).

We will also collect other information about you and the devices you use to access our Website, or we may ask third parties to do this for us via technologies such as cookies. For detailed information on the cookies we use and the purposes for which we use them see our Cookies Policy, outlined below.

We may receive the following personal data from you directly:

- Your contact information (e.g. name, email, address, phone, your city/country of residence)
- Your job details (e.g. employment status, job title, company name)
- Any other personal information you may send when contacting or corresponding with us.

We may receive the following personal data about you from various third parties and public sources as set out below:

- Your payment details (from our payment processors Stripe and JotForm), when you purchase your event visitor, delegate, exhibitor or sponsor tickets or if there are any queries regarding your purchase.
- Your order information (from our event registration managers LiveBuzz and GES (Global Experience Specialists Limited), our main Exhibitor supplier’s platform)

- Your name and email (from our Event Ambassador, Randy Austin), if you have registered your interest in our event through his social media channels.
- Any other personal details you have made publically available, such as on LinkedIn.
- Automatically collected data regarding your device and browser data stored on it including IP addresses and location data (city, region of the IP address accessing the Website).

## COOKIES POLICY

Cookies are used to distinguish you from other users of our Website and enhance your experience of using our Website. Our website uses cookies and other similar technologies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your device if you agree. Cookies contain information that is transferred to your device's hard drive. We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

## HOW WE USE YOUR INFORMATION

We use your personal information for the following purposes and legal bases:

### Performance of a contract

- To register your interest for or attendance at our event as an attendee, exhibitor, sponsor or media/press representative.
- To enable you to attend, exhibit or partake in our event.
- To communicate with and manage our relationship with you regarding your attendance or prospective attendance at our event.
- To deal with any enquiries or requests you make of us.
- To enable you to access our Website and use our services.

### **Your consent**

- To send you marketing communications about our future events and other related services and offers we feel will be of interest to you.
- To send you our email newsletter if you have subscribed to this. You can withdraw your consent to this at any time by clicking the unsubscribe link at the bottom of each marketing email from us.
- To manage certain requests from you (e.g. taking sensitive health data into account in accommodating your special dietary or accessibility requirements at events).
- Using your images or profiles in DATEL's promotional materials and press releases.
- To administer any competitions you enter.

Where we rely on consent to process your personal data, you have the right to withdraw your consent to these activities at any time, which will mean (unless another lawful basis applies to your data) that we will cease to process the affected data after consent is withdrawn.

However, please note this may result in us being unable to provide you with certain features of the Website or our services.

### **Our legitimate interests**

- To send you important service updates regarding the Website, events you have signed up for and our terms of service (including this Privacy Policy).
- To confirm your identity and authenticate the information you provide for security purposes.
- To request your feedback on events for our market research purposes. You will be able to accept or decline any such invitation to participate in market research as you wish, and generally all feedback will be anonymous or constitute personal data (e.g. details of company size). Any personal data that is collected with such research will be processed on the basis of your consent.
- For our own reporting and analytical purposes to enable us to improve our services and support our customers, including through the use of email performance tracking.
- For our own record-keeping and general administrative purposes regarding our handling of your personal data and other operational activities.
- To provide you with customer support and resolve any complaints.
- To send you marketing communications (if you are a delegate, sponsor or exhibitor registered for the event with your corporate email address).
- To effectively handle any legal claims or regulatory enforcement actions taken against DATEL or take appropriate legal action against third parties who have committed criminal acts or are in breach of legal obligations to us.
- To assist with our internal training purposes.

## Complying with our legal obligations

- To comply with our legal and regulatory obligations (including under applicable data protection laws).
- For preventing, investigating and detecting crime, fraud or anti-social behaviour and prosecuting offenders, including working with law enforcement agencies.
- To fulfil our duties to our members, colleagues and other stakeholders.

## WHO WE SHARE YOUR INFORMATION WITH

We may disclose your personal data with the following third parties:

- Our third party providers of operational and business services, who are authorised to process your personal data on our behalf and pursuant to our instructions as necessary to run our events and provide you with the services you request from us, including:
  - Our payment processing providers, Stripe and JotForm.
  - Our registration provider and manager, LiveBuzz.
  - Our exhibitor suppliers' platform, GES (Global Experience Specialists Limited).
  - Our design provider, Go Diamond and web development provider, Dival.Agency Europe.
  - Our IT, back office processing and marketing service providers.
- Any third parties who acquire DATEL or substantially all of its assets, in which case personal data we hold about you will be one of the transferred assets.
- Any third parties with whom we are required to share your personal data in order to comply with our legal obligations, to enforce our terms and conditions or to protect the rights, property, or safety of DATEL, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## YOUR RIGHTS

You may, in circumstances, have the following rights in relation to the personal data we hold about you.

You can exercise all the rights applicable to you by contacting us at the email address below

You can request to:

- access a copy of the information held about you.
- rectify any incorrect or incomplete data we hold about you. It is both in our interest and yours that any personal information we hold about you is accurate, complete and current. If the data we hold about you is inaccurate in any way, please contact us to have your personal information corrected.
- delete, restrict or remove the data we hold about you. You can request to temporarily suspend your account or delete it and all personal data about you.
- transfer the data we hold about you to another party.

- object to any further processing of your data, if we are processing your personal data on the basis of our legitimate interests, or for direct marketing.
- withdraw your consent to any processing for the purposes outlined under the legal basis of “your consent” under “How we use your information” above.

We will endeavour to respond to your requests within one month and free of charge. Please note that in respect of all these rights, we reserve the right to:

- refuse your request based on the exemptions set out in the applicable data protection laws.
- request for proof of your ID to process the request or request further information.
- charge you a reasonable administrative fee for any repetitive, manifestly unfounded or excessive requests.

If we refuse your request to exercise these rights, we will give reasons for our refusal and allow you to challenge our decision. If we have shared your data with others, we will tell them about your request to rectify, erase, restrict or object to the processing where possible. If you ask us, where possible and lawful to do so, we will also tell you with whom we shared your personal data so that you can contact them directly.

If you have any concerns about how we handle your data, please contact us. If you are not satisfied after we’ve tried to resolve your issue, you’ll be entitled to lodge a complaint with our data protection regulator, the Information Commissioner’s Office.

## **WHERE WE SHARE YOUR INFORMATION**

We and the majority of our service providers required to process your personal data are based in the UK or European Economic Area, and will be processing your personal data subject to the same data protection laws as us.

Where we do need to transfer your personal data in the future to any countries outside the EEA, we ensure that such transfers are made subject to appropriate safeguards as required by applicable data protection laws to ensure that a similar degree of protection is afforded to your personal data, including by ensuring that overseas recipients of your data have been self-certified under the Privacy Shield framework, are located in a country deemed to hold adequacy status or through the use of EU Commission approved standard contractual clauses.

For more details on the safeguards in place for transfers of your Personal Data abroad, including how to obtain copies of these where relevant, please Contact Us using the details below.

## **HOW WE KEEP YOUR PERSONAL INFORMATION SECURE**

Online privacy and security are the most important aspect of any customer service and we take it extremely seriously. We use a variety of the latest technologies and procedures to protect your personal information from unauthorised access, destruction, use or disclosure.

We restrict access to your personal data to those employees, and third parties, who need to know that information to provide products or services to you. We maintain physical, electronic, and procedural safeguards to protect your personal data.

## **HOW LONG WE KEEP YOUR PERSONAL INFORMATION FOR**

We keep your data for as long as it's necessary to meet the relevant purposes for which we've collected your data, including for the purpose of satisfying any legal, accounting or reporting requirements.

To determine the appropriate length of time for holding your data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm, from unauthorized use or disclosure of your personal data, the purpose for which we process your data and whether we can achieve those purposes through other means, along with the applicable legal requirements.

## **CHANGES TO THIS PRIVACY POLICY**

We may need to update this Privacy Policy to reflect changes to our information practices, technology and legal requirements. We will post any changes to this Privacy Policy on the Website from time to time and, where appropriate, notify you by e-mail. All personal information held by us will be governed by the most recent Privacy Policy posted on the Website, so please regularly check the privacy policy for updates.

## **THIRD PARTIES**

This Privacy Policy only addresses DATEL's use and disclosure of your personal data. The Website may contain links to other websites, including those of our business partners and payment processors, suppliers, social media pages and affiliates, and at our events you may share your personal data with other visitors, delegates, exhibitors, sponsors, media and/or press representatives. If you share your personal data with any of these third party websites or entities, please note they will have their own privacy policies governing their use of your personal data and we are not responsible for these policies or for their misuse of any personal data. We encourage you to carefully read the privacy policy of any external websites or exhibitors/sponsors before you submit any personal information to them.

## **CONTACT US**

If you have any questions about this Privacy Policy or our treatment of the information you provide us with, please contact us at [privacy@datelproductions.com](mailto:privacy@datelproductions.com) or via post on 123 Buckingham Palace Road, London, England, SW1W 9SH.