

Event Privacy Policy

1. East West Connection ("EWC," "we", or "us"), an event management agency, is committed to protecting the privacy and security of your personal data. Please read this Privacy Policy to understand how we collect and use your personal information before, during, and after you attend this event, in accordance with the General Data Protection Regulation (GDPR) and other applicable data protection laws.

2. How is your personal data collected?

We may collect personal information about event attendees while interacting with you during the virtual meetings, events, and group webinars. Participants are asked to complete a website when you (i) sign up to participate in the virtual meeting events, and (ii) participate in group webinars, and/or (iii) use or view our website.

What is the purpose and legal basis for processing your personal data?

Personal data, or personal information, means any information about an individual from which that person can be identified for legitimate business purposes. **See the table below.**

Personal data	Purpose for processing	Legal basis for processing
Your name, email, address, and telephone number.	We use this information to deal with inquiries and complaints made by you or relating to the virtual meeting, events, and/or group webinars. We use this information to send you news, alerts, and marketing communications in accordance with your preferences. We use this information to communicate with you, including sending service-related communications.	The processing is necessary for legitimate interests.
Location information. Your devices' IP address	We use this information to determine products and services that may be of interest to you.	The processing is necessary for legitimate interest, namely our service to the user and to improve our service.
Preferences. Preferences set for notifications, marketing communications and how our website is displayed.	We use this information to provide notifications, send news, alerts, and marketing communications, and provide our Virtual Services in accordance with your choices.	The processing is necessary for a legitimate interest. Namely, the user receives the correct marketing and other communications.

<p>Polling or surveys.</p>	<p>To capture events and promote future events to develop and grow events and facilitate business connections.</p>	<p>To pursue our legitimate interests in growing our events and promoting future events and for facilitating business connections.</p>
<p>Information provided by third parties. From time to time, we may receive information about you from third parties and other users. We may obtain information from third parties to enhance or supplement our existing user information. We may also collect information about you that is publicly available.</p>	<p>We may combine this information with the information we collect from you directly. We use this information to contact you, to send you advertising or promotional materials or to personalize the Public Services, to pre-populate forms, and to better understand the demographics of our users.</p>	<p>The processing is necessary for legitimate interests, namely our service to the user and improve our services.</p>
<p>Location information. Information that you choose to provide to us, such as your address or business address, or country of residence.</p>	<p>We may use this personal information to facilitate internal business operations, including fulfilling our Client requirements and professional obligations.</p>	<p>The processing is necessary for legitimate interest, to comply with our professional obligations.</p>
<p>Photographs and videos and comments given by attendees of the event.</p>	<p>To capture events and promote future events to develop and grow events and facilitate business connections. Photographs and videos may be published online (for example, on a website or in social media). Photographs may also be published EWC and Meeting type publications (for example, magazines, etc.).</p>	<p>To pursue our legitimate interests in growing our events and promoting future events and for facilitating business connections.</p>

3. What is data security?

We have established appropriate security measures to protect your personal data, including measures preventing your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. In addition, we limit access to your personal information to only those employees, agents, and contractors who are authorized to access your data.

4. How long do we retain your personal data?

We will only retain your personal information for as long as necessary to fulfill the purposes we collected it for. To determine the appropriate retention period for your personal 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 purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

5. What are your rights?

You have certain rights under data protection legislation as summarized below:

- a. **Right of access.** You have the right to obtain confirmation as to whether or not personal data concerning you is being processed, and, where that is the case, to request access to the personal data, as well as certain information on how we are processing such data.
- b. **Right to correct.** you have the right to obtain from us the rectification of inaccurate personal data concerning you. Considering the purpose of the processing, you may also, in some cases, be entitled to supplemental information regarding incomplete personal data.
- c. **Right to erasure (right to be forgotten).** You may, in certain circumstances, have your personal data deleted, for example if your personal information is no longer necessary in relation to the purpose for which it was collected, if you have objected to the processing of personal data and we do not have a legitimate interest which outweighs your interest, if the personal data has been processed unlawfully, or if the personal data must be deleted to comply with a legal obligation.
- d. **Right to restriction of processing.** You may require that we restrict the processing of your personal data in certain cases, *e.g.* where we no longer need your personal data but you need it to determine, enforce or defend legal claims or you have objected to processing based on our legitimate interest in order to enable us to check if our interest overrides your interest.
- e. **Right to data portability.** In some circumstances, you may be entitled to receive the personal data concerning you which you have provided to us in a structured, commonly used and machine-readable format and you have the right to transmit those data to another controller.
- f. **Right to object.** You have the right to object to the processing of your personal data in certain circumstances, for example where the processing is based on our legitimate interest. If so, to continue processing, we must be able to show compelling legitimate grounds that override your interests, rights, and freedoms.

Your rights will, in each case, be subject to the restrictions set out in applicable data protection laws. For further information on these rights and the circumstances in which they may arise, please contact us using the details in the 'Contact us' section.

6. What are Cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology. For further information, visit allaboutcookies.org.

How do we use cookies?

- EWC uses cookies in a range of ways to improve your experience on our website, including:
- Keeping you signed in

What types of cookies do we use?

There are several different types of cookies, however, our website uses:

- **Functionality** - EWC uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and the location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** - EWC uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address.

How do you manage cookies?

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

7. Caution! (Privacy policies of other websites)

Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

8. How do you contact us?

To make a query, raise a concern, avail of your data protection rights or for any other reason related to this privacy notice, please contact us using the below contact details:

Privacy Manager: Carol A. Padgett

Email: privacy@eastwestconnection.com or use the contact details below:

Privacy Manager: Carol Padgett

East West Connection

389 Pittstown Road

Pittstown, NJ 08867