

Last updated: 5 May 2021

Privacy Notice – Cvent Meetings and Attendee Management Tool

1. Introduction

This Privacy Notice is intended to describe the practices EY follows in relation to the Cvent - Meetings and Attendee Management Tool (“Tool”) with respect to the privacy of all individuals whose personal data is processed and stored in the Tool. This Privacy Notice should be read together with the [ey.com Privacy Statement](#), and in case of any conflict with the [ey.com Privacy Statement](#), the terms of this Privacy Notice will prevail. Please read this Privacy Notice carefully.

2. Who manages the Tool?

“EY” refers to one or more of the member firms of Ernst & Young Global Limited (“EYG”), each of which is a separate legal entity and can determine the purposes and means for data processing in its own right (i.e. act as a data controller or in a similar capacity). The entity that is acting as data controller (or similar capacity) by providing this Tool on which your personal data will be processed and stored is EY Global Services Limited. EY Global Services Limited licenses the Tool from Cvent, Inc., (“Cvent”) located at 1765 Greensboro Station PL, 7th floor, McLean, Virginia 22102 USA. Cvent will manage the Tool on EY’s behalf.

The personal data you provided in the Tool is shared by EY Global Services Limited with one or more member firms of EYG (see “Who can access your personal data” section 6 below). The personal data you provided is further processed and stored via the following applications:

- a) Marketing Automation Tool (“Marketo”) for the purpose of storing your registration data and sharing it with the member firms of EYG. EYG licenses the Platform from Marketo EMEA Ltd, South County Business Park, Leopardstown, Dublin, Ireland. The Marketing Automation Tool is hosted on servers externally by the vendor, Marketo, or its third-party hosting provider. Marketo hosts its EMEA data center with Rackspace in London in the UK. This data center (Rackspace) will also host non-EMEA data.
- b) ON24 vendor for the purpose of hosting the event. The vendor On24, Inc., is located at 795 Folsom St., 3rd Floor, San Francisco, CA 94107. For connection with On24, the Tool is hosted on servers externally by the vendor, On24, or its third-party hosting provider. On24 hosts its primary data center at Level 3 in San Francisco CA and the backup data center is located at ViaWest in Aurora, Colorado.

The Tool is hosted externally on servers owned by Cvent or its third-party hosting providers. Primary Data Centers are located in the USA:

- Event Management: DRT in Ashburn, VA and USA AWS US-East
- CrowdCompass and QuickMobile: AWS US-West
- Passkey: Rackspace, Northern VA, USA.

3. Why do we need your personal data?

The Tool is an event management platform which includes modules for vendor sourcing, online event registration, mobile applications, travel integrations, communications, surveys and other event technology integrations. The Tool streamlines attendee management and meeting attendee registration capability for EY meetings, conferences, events and learning sessions. Personal Data can be uploaded into the Tool (e.g., First name, Last name and Email address) in order for EY Meeting and Event Services teams to send invitations out to potential attendees. These attendees can then fill out the registration form in the Tool and enter more of the registration fields, which vary from event to event.

Your personal data processed in the Tool is used as follows:

System user data:

- Basic personal data (First name, Last name, Email address) is used to grant individuals user access to the system.

General event data:

- Meeting requests: used to track and report on meeting/event frequency based on location, service line, meeting type, key stakeholders, etc.
- Financial data: used to track meeting/event spend including first quote, contracted pricing and actual spend; supplier/vendor name and budget category/subcategory are used to help future negotiations.
- Events calendar: used to show event name & date(s), used for future planning purposes.

Event attendee data:

- Collecting attendance details from invitees; exact data varies from event to event but includes First name, Last name and Email address at a minimum. Data is used to plan/execute meetings and ensure invitee participation.
- Surveys: Questions and feedback in the form of surveys related to the event and the registration process may be sent to you.
- EY Event Managers within EY Meeting and Event Services teams may also input some of your attendee information which is processed in the Tool into EY meeting and events mobile applications ("Apps"). These Apps are designed to enhance your EY event experience, by allowing users to view on their mobile device such information as the event schedule, session descriptions, speakers and their bios, and see who else is attending the event. Please refer to the separate Privacy Notices for these Apps for further details of the processing of your personal data for this purpose.
- The Tool is also used for event attendees to make payments for items that would not normally be purchased through the EY Travel Management System, such as golf and tennis sessions at an event. In addition, sometimes attendees are required to pay a registration fee to attend events, which are paid for through the Tool.
- EY Event Reporting: The Tool allows users to extract Personal Data in bulk from the system.
 - o Account-level: System administrators have access to all personal data and can export bulk data from the account-wide address book.
 - o Event-level: All account users and meeting/event sponsors can extract bulk personal data at the event-level using an export feature or by downloading a report.

EY relies on the following basis to legitimize the processing of your personal data in the Tool:

Processing of your personal data is necessary for the purposes of the legitimate interests pursued by the data controller or by a third party, except where such interests are overridden by the interests or

fundamental rights and freedoms of the data subject which require protection of personal data. The specific legitimate interest(s) is Learning and Events Registration and Management.

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you based on the above legitimate interest(s).

EY also relies on your consent to process your personal data. The provision of your personal data to EY is optional. However, if you do not provide all or part of your personal data, we may be unable to carry out the purposes for processing. You have the right to withdraw your consent at any time.

4. What type of personal data is processed in the Tool?

The Tool processes these personal data categories: First name, Last name and Email address. These personal data categories are used for every event; the final fields for each instance of processing depends on specific event needs and may include some and/or all of the following personal data categories contained in this Data Fields List.

The Personal Data elements which **may be** processed in the Tool include the following:

- First/Last Name
- Age or Date of Birth
- Client Personnel Information (Home / Office / Business information)
- Credit/Debit Card Number (No PIN)
- Customer Information (Home / Office / Business information)
- Email Address
- Gender
- Home or other physical address (Shipping Address)
- Medical Condition or Diagnosis (Allergy or Physical Disability Accommodations)
- Names of Employers (EY or Company)
- Occupation (Job Title)
- Passport Number
- Personal Web URL (If an individual has personal Website that they would like to share)
- Telephone/Fax Number
- Apparel Size

So far as Personal Data for event attendees' families which is processed in the Tool, this would not exceed the Personal Data elements that are listed above for the primary attendee and would generally be a much smaller subset of information including: First/Last Name, Email address, Home or physical address, Passport Number (rare), Telephone and/or Date of Birth (rare). This information is collected for the safety and security of event attendees.

A schedule setting out all the Personal Data elements which may be processed in the Tool is attached:



Data fields.pdf

In addition, a free form text field is available in the Tool for attendees and/or meeting requestors to include any comments or updates.

If you would like to see a full schedule of all of the personal information fields which may be processed in the Tool, please contact your usual EY representative or send an e-mail to global.data.protection@ey.com.

This data is sourced from internal databases or contact management systems and includes current and former: EY Partners, employees and contractors, EY Alumni, EY Clients, and EY Vendors and also all of the foregoing's family members, which may include vulnerable individuals, meeting and event sponsors, and any prospective client or invitee. Also, the personal data is manually entered by event attendees during registration where they may choose preferences, necessary accommodations for meetings, events, meals and lodging and payment details. Payment details do not include any Personal Identification Number (PIN) nor code that would allow processing of transactions. The Tool has interdependencies with other EY systems and processes such as Marketo and On24.

Also, EY may provide access to third party hospitality entities to allow you to book travel, choose accommodations you prefer or rent transportation directly, however your method of payment will not be shared by these third-party hospitality entities with EY. Data may be transferred to third party contact management systems, virtual event platforms, webcast providers, onsite solution providers or other contracted service providers to facilitate participation in and successful execution of meetings or events. The processing of data is the least necessary, data is shared with third parties to the extent required to carry out meeting requirements (i.e. name badges, mobile applications, virtual event platforms, marketing automation and audience response/polling applications.) Please refer to each respective service provider's privacy notice for additional information.

The Tool has interdependencies with other EY systems and processes such as:

- Passkey (two-way feed):
- GetThere (two-way feed):
- Concur (two-way feed):
- OnArrival (two-way feed):
- QuickMobile (downstream feed):
- CrowdCompass (two-way feed):
- Appointments (two-way feed):
- Virtual Attendee Hub:
- Meetyoo (downstream feed):
- Intrado (downstream feed):
- On24 (downstream feed):
- Marketo (two-way feed):
- Ivvy (upstream feed):
- American Express Meeting Insights (downstream feed):
- TRC (two-way feed):
- Blue Prism (upstream feed):
- Budget integration (upstream data)

5. Sensitive personal data

Sensitive personal data reveals your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, data concerning health or data concerning sex life or sexual orientation.

EY does not intentionally collect any sensitive personal data from you via the Tool. The Tool's intention is not to process such information. Personal data related to any accommodation requested will be treated as confidential. However, data relating to your health (medical condition or diagnosis) may be processed in the Tool with your consent. This information is a voluntary field for each attendee to complete in the Tool. The information is requested to help EY provide support to individuals at events,

if needed, i.e. to provide alternatives for food allergies and intolerances or access to events that may require a walker or wheelchair. Credit or Debit card details collected by this Tool do not include the authorization PIN. Gender is also collected, however under the GDPR this alone is not Sensitive personal data.

The following disclaimer will be added into the Tool and refer to any open text field that may be used to add Sensitive personal data. *‘Please do not enter any unnecessary personal information or any sensitive personal data (including government identifiers such as tax file numbers or social security numbers), client confidential information, audit secrets, state secrets, commercial secrets, or anything that would violate professional secrecy or confidentiality rules or that would be considered abusive/irrelevant.’*

6. Who can access your personal data?

Your personal data is accessed in the Tool by the following persons/teams:

USER GROUP	LOCATION	PURPOSE	ACCESS	AMOUNT
Group name	Identify country	The action that the group performs	Identify whether access is read, update, add	Provide the approx. number of users with access
Administrator	US and Germany	System administration	All	4
Account user	Global	Depends on role (see attached spreadsheet)  EY User and Event Role Permission May	Depends on role (see attached spreadsheet)	Up to 526
Requester user	Global	Submit request	Add	Up to 9000
EY appointed sourcing agencies	Global	Enter budget information and upload contracts	Update/Add	~200
Cvent IT personnel	US, India, Australia, Singapore	System updates and troubleshooting	All	Unknown
Cvent’s account representatives	London, UK and Virginia, USA	Technical support & administration	All	3

The access rights detailed above involves transferring personal data in various jurisdictions (including jurisdictions outside the European Union) in which EY operates (EY office locations are listed at www.ey.com/ourlocations). An overview of EY network entities providing services to external clients is accessible [here](#) (See Section 1 (About EY) - "View a list of EY member firms and affiliates"). EY will process your personal data in the Tool in accordance with applicable law and professional regulations in your jurisdiction. Transfers of personal data within the EY network are governed by EY's [Binding Corporate Rules](#).

We transfer or disclose the personal data we collect to third-party service providers (and their subsidiaries and affiliates) who are engaged by us to support our internal ancillary processes. For example, we engage service providers to provide, run and support our IT infrastructure (such as identity management, hosting, data analysis, back-up, security and cloud storage services) and for the storage and secure disposal of our hard copy files. It is our policy to only use third-party service providers that are bound to maintain appropriate levels of data protection, security and confidentiality, and that comply with any applicable legal requirements for transferring personal data outside the jurisdiction in which it was originally collected.

To the extent that personal data has been rendered anonymous in such a way that you or your device are no longer reasonably identifiable, such information will be treated as non-personal data and the terms of this Privacy Notice will not apply.

For data collected in the European Economic Area (EEA) or which relates to individuals in the EEA, EY requires an appropriate transfer mechanism as necessary to comply with applicable law. The transfer of personal data from the Tool to Cvent Europe, Ltd. as well as Marketo and ON24 is governed by an agreement between EY and the service provider that includes standard data protection clauses adopted by the European Commission.

7. Data retention

Our policy is to retain personal data only for as long as it is needed for the purposes described in the section "Why do we need your personal data". Retention periods vary in different jurisdictions and are set in accordance with local regulatory and professional retention requirements.

In order to meet our professional and legal requirements, to establish, exercise or defend our legal rights and for archiving and historical purposes, we need to retain information for significant periods of time.

The policies and/or procedures for the retention of personal data in the Tool are: The total retention period is defined and will be implemented in accordance with the EY Records Retention Global Policy and the relevant Country Retention Schedule (CRS). An updated EY Records Retention Global Records Retention Policy and the relevant Country Retention Schedule (CRS) will be updated in 2020.

A data retention policy is currently being implemented for all Personal Data in the Tool as follows:

a. After a meeting or event is completed:

- (i) information relating to the event attendees themselves will be deleted from the Tool after 3 years; and
- (ii) all meeting management information about the event itself will be deleted from the Tool after 7 years.

- b. After an EY Partner or staff member has left the firm, then their Contact record and User record (and all Personal Data in it) will be immediately deleted from the Tool upon notification to the Global System Owners.
- c. The Global System Owners will undertake a review of the Tool annually and delete the Contact record and User record of any user who is inactive in the system. They are currently reviewing all users within Cvent and planning to deactivate any users that have not logged into the system within the last 6 months.
- d. The Tool will automatically delete credit card numbers which have been entered for an event after 90 days of the completion of the event.

The archived data stored in the EY Data Broker server (year over year meeting spend information only) is deleted after 10 years.

After the end of the data retention period, your personal data will be deleted.

8. Security

EY protects the confidentiality and security of information it obtains in the course of its business. Access to such information is limited, and policies and procedures are in place that are designed to safeguard the information from loss, misuse and improper disclosure. Additional information regarding our approach to data protection and information security is available in our [Protecting your data](#) brochure.

9. Controlling your personal data

EY will not transfer your personal data to third parties (other than any external parties referred to in section 6 above) unless we have your permission or are required by law to do so.

You are legally entitled to request details of EY's personal data about you.

To confirm whether your personal data is processed in the Tool or to access your personal data in the Tool or (where applicable) to withdraw your consent, contact your usual EY representative or email your request to global.data.protection@ey.com.

10. Object, rectification, erasure, restriction of processing or data portability

You can confirm your personal data is accurate, updated and current. You can object to the processing of your personal data or request rectification, erasure, restriction of processing and other customer service questions relating to your personal data or to receive a readily portable copy of your personal data by contacting your usual EY representative or by sending an e-mail to global.data.protection@ey.com.

11. Complaints

If you are concerned about an alleged breach of privacy law or any other regulation, contact EY's Global Privacy Leader, Office of the General Counsel, 6 More London Place, London, SE1 2DA, United Kingdom or via email at global.data.protection@ey.com or via your usual EY representative. An EY Privacy Leader will investigate your complaint and provide information about how it will be handled and resolved.

If you are not satisfied with how EY resolved your complaint, you have the right to complain to your country's data protection authority. You can also refer the matter to a court of competent jurisdiction.

Certain EY member firms in countries outside the European Union (EU) have appointed a representative in the EU to act on their behalf if, and when, they undertake data processing activities to which the EU General Data Protection Regulation (GDPR) applies. Further information and the contact details of these representatives are available [here](#).

12. Contact us

If you have additional questions or concerns, contact your usual EY representative or email global.data.protection@ey.com.

13. Acknowledgement

Upon acceptance, the terms of this Privacy Notice remain effective for the whole period of your participation in the applicable EY meeting(s) and event(s). You consent to the processing of your personal data to receive electronic communications from EY for marketing and/or invitations to future events. EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. You may change your subscription preferences or withdraw your consent to receive communications at any time by visiting the preferences page on ey.com, which can be accessed via every communication. You also consent to the processing of your personal data (including any sensitive personal data), medical condition or diagnosis in the Tool where you have provided this information to EY for an event you are attending. If you provide EY with personal data relating to your spouse or family member attending an EY meeting or event with you, you confirm you have explicitly informed them of the processing of their personal data (including any sensitive personal data), medical condition or diagnosis in the Tool and have all necessary authority or obtained their consent to enable EY to process their information in accordance with the terms of this Privacy Notice.

(See, Below)

Yes, I consent to the above.
No, I do not consent.