

International Business Festival Privacy Policy

Liverpool Vision and the International Business Festival takes the protection of its partners, exhibitors and visitors privacy, and their personal data, very seriously.

Personal information is therefore held securely and is treated with the upmost care. We comply with the requirements of the applicable regulations on personal data protection and other privacy legislation.

What information we collect:

To provide you with our services we may require you to provide us with personal information. In particular we may collect your:

- Name
- Home / Work Address
- Mobile Phone Number
- Personal Email Address
- Work Email Address
- Company
- Job Title

How we use the information we collect:

We use personal information collected for a variety of purposes. In particular we collect your name, physical address, email address and/or phone number to:

- allow you to participate in surveys, access and download materials, and use other interactive features.
- carry out functions we believe to be necessary or appropriate:
 - under applicable law, including laws outside your country of residence;
 - To comply with legal process;
 - To respond to requests from public and government authorities including public and government authorities outside your country of residence;
 - To carry out our obligations and enforce our terms and conditions applicable to the Services and other agreements;
 - To protect our operations or those of any of our affiliates;
 - To protect our rights, privacy, safety or property, and/or that of our affiliates, you or others;
- Fulfil any other purpose for which you provide it or with your consent.

How we use your email address:

We recognize that email can be the preferred mode of communication for some of our Web

Site users. If you provide us with your email address when registering for an online service or product or when accessing your account online, we will use it to contact you about online goods and/or services for which you have registered or about your account. We may use your email address to send you the following types of email messages:

- Service notifications related to your purchase and/or registration.
- Products or services information.
- Promotional offers or updates about our goods and/or services, if you have opted-in to our marketing preferences.
- Email newsletters related to us and our business activities.

We do not share your email address with non-affiliated companies for them to market their products or services directly to you. However, we may partner with selected non-affiliated companies to offer certain products or services we believe may be of interest to you.

When attending an event owned or managed by Liverpool Vision.

To deliver our service you will be equipped with a NFC-enabled smart badge on entry to the event. As a result, you agree to the following:

I understand that by scanning my badge at a TouchPoint or by allowing my badge to be scanned by an exhibitor or sponsor, I will be providing that exhibitor or sponsor with my personal data (as disclosed when registering). I consent to this personal data being transferred and accept that this exhibitor or sponsor may contact me about their products or services. I agree that this partner or sponsor may transfer my data outside of the European Economic Area for these purposes and I consent to such transfer. I also understand and agree that my personal data may be held and used by the organiser of this event, and any third-party hosting provider acting on its behalf, in order to stage the event and to analyse visitor traffic with a view to improving the event experience for participants.

We will also be offering a free day planning and meeting service to all our event visitors. If you opt-in to this service you will be emailed a link to activate your profile and once activated you will have consented that your personal data has been transferred to our supplier.

Tracking activity on our website:

To make your visit to our Web Site as productive as possible, we track Web Site activity information, such as pages viewed, the page from which you arrive at our Web Site, the date and time of your page view(s), your browser type and version, the name of any files

you request, length of visit, and other navigational or technical information, through the use of cookies, log files, text strings, browser settings, and/or other tracking technology.

However, we want you to know that the tracking technology we use does not identify any personal information about you. Such technology cannot retrieve data from your hard drive, pass on computer viruses, or capture any personal information about you, such as your name, address, phone number, or email address. We only know who you are if you tell us.

Your opt-out choices:

We provide users with the opportunity to opt out of receiving email communications from us at any time. If for any reason you would like to unsubscribe from our communications, please follow the instructions below:

- Simply click the Unsubscribe link provided at the bottom of every email you receive.
- Send us an email at optout@thebusinessfestival.com with the word "Unsubscribe" in the subject line. To opt out of receiving offers or email newsletters from other companies or our contracted suppliers follow the instructions provided by those companies.

Please be advised that although the withdrawal of your consent will be respected and processed immediately, it is possible you may receive promotional material that had already been scheduled prior to receipt of your withdrawal.

You are also entitled to view the information that Liverpool Vision and the International Business Festival holds on you at any time. If any information is incorrect, you can ask for it to be corrected. To view or correct your personal details, please send an email with details of your request to privacy@thebusinessfestival.com

Changes to our Privacy Policy:

We reserve the right to revise our Privacy Policy occasionally. This may be to implement changes required by law or any reason we deem necessary or appropriate. We encourage you review this policy to ensure you know how we are collecting, using and protecting your personal information. If there is a significant change to the way we use our data, we will post this prominently on our website and social media channels prior to the changes taking place.