

## Your privacy

We store your data in our database if you:

- pre-register to access the events organized by 54events BV
- register to receive one or more of our newsletters
- register as (interested) exhibitor, sponsor, advertiser, speaker or partner for the events organized by 54events BV

In addition to the data that you provide yourself, we collect data regarding your behavior in relation to our services. The stands or lectures that you visit during an event, for example, or which articles in our newsletters and on our websites you clicked.

We do this to ensure that future events and content match the wishes and interests of our visitors as closely as possible. We will use your contact details to provide you with your admission ticket to the event you registered for and to keep you informed of news and developments related to that event and other events 54events is organizing in the future; of course insofar as these match the profile you have specified.

If you visit our events, we will share your information with third parties if you:

- have your badge scanned at the stand of one of our exhibitors
- register for attending a conference, workshop, lecture or other activity held by third parties during our events, or if you physically attend such activity
- explicitly (by means of opt-in) that it wishes to receive a specific newsletter, offer or information from our exhibitors or (media) partners.

By opting-in you automatically agree with the conditions of the relevant exhibitor or partner. You can unsubscribe from our communication at any time by sending an email with your request to [beurs@54events.nl](mailto:beurs@54events.nl) or by clicking on the appropriate links at the bottom of our emails. You can also request your personal data and request that it be corrected or deleted by sending a request to this effect to [beurs@54event.nl](mailto:beurs@54event.nl)

### **54events can process the following data from you:**

- Name and address details
- Contact details, such as (mobile) telephone number and e-mail address
- Gender
- Title
- Function and company name
- Decision-making power
- Sector / sector in which you work
- Chamber of Commerce data
- VAT number

- Billing address
- Areas of interest
- Information for lead generation (such as brand use, buying behavior or intention, investment need)
- Opt-in information
- Interest in 54events events and services
- Interest in offers (from third parties)
- Click behavior on 54events websites or newsletters
- IP address
- Content of your communications or agreements with 54events
- Data from evaluations and customer satisfaction surveys
- Authorization to sign
- Social media data
- Date of your visit
- Number of visits
- Visit records in your name
- Badge and ticket scans:
  - scanning your badge or ticket at the entrance to determine the number of visitors and to gain insight into show / no-show
  - scanning your badge during lectures, where the speaker receives your data
  - having your badge scanned by an exhibitor: this will allow the exhibitor to receive your data from 54 events
- Visual material and other content
- Date of birth

**54events collects this data for:**

- Communication purposes
- Registration for events and / or newsletters
- Relationship management, PR and marketing, including sending mailings and information about 54events' products and services
- Building interest profiles for communication and acquisition purposes
- Personalizing and improving (digital) marketing campaigns
- Acquisition and sales purposes

- Administration, organization and implementation of agreements regarding (participation in) fairs and events
- Billing, collection and payment purposes
- Inspection of stand designs
- Reading and sending login codes
- Registration for and granting access to our events and facilities
- Conducting (customer satisfaction) surveys
- Registration and handling of complaints and disputes and general improvement of services
- Execution of specific promotions and competitions
- Compliance with legal obligations and possible court orders

### **Exchange of data with third parties**

At and around our events you decide with whom you want to share your data. If you have your badge scanned at an exhibitor, lecture or activity, the relevant party will receive the data you specified when registering. The same applies if you register (online) for a specific activity or if you indicate that you wish to receive specific information from a third party such as a subscription to a 3<sup>rd</sup> party newsletter or magazine. The ultimate processing of your personal data by the relevant exhibitor, organizer of a lecture or activity or publishing company is solely the responsibility of these parties. You can contact these parties for more information about how they handle your personal data.

In the context of the performance of its services, 54events may exchange data with parties other than those mentioned above. For example, parties involved in the organization and implementation of our events, such as the company that provides you with your access badge and software suppliers such as Mailchimp (email marketing) and Sugar (CRM). We also use Google Analytics, Twitter, LinkedIn and other social media. It is possible that these parties are located outside the EU and that your data can therefore be stored outside the EU. The processing by these parties falls under the agreements as laid down in the "EU-US Privacy Shield".

Do you have any questions or remarks? Please contact:

54events BV

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3621 ZC Breukelen

### **Visitors:**

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**Participants and organizers:**

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