

SportAccord Privacy Notice

1. Personal information we collect about you

We will collect the following personal information about you.

Information you provide directly to us

- When we communicate with you (including your name, email address, company name, postal address, telephone number, any other personal information you provide and the content of our communications).
- When you register for a SportAccord event (including your name, email address, postal address, telephone number, work position, transaction details, credit card, passport details).
- When you attend a SportAccord event (including your name, email address, work position, conference and events booked/attended, areas of interest, industries of interest and images and videos of you taken at our events).
- When you subscribe to SportAccord email or postal mailing lists (including your name and email, work position, company, or postal address, as appropriate).
- When you apply for a position with us either directly or via an agency (including your CV, references and other recruitment information).
- Other information that you choose to provide or send to us during our relationship.

Data we derive through your interactions with us

- General user information about your computer and your visits to our website (including your IP address, location, browser, operating system, referral source, length of visit and the pages you visit). This information can be facilitated by cookies.

2. How we'll use your personal information

We'll only use your personal information for our legitimate business purposes as set out in this privacy notice.

We use your data:

- To administer our events, our websites and our business.
- To enable your use of our services, including registration and attendance at our events.
- To respond to your requests for information.
- To send you email or postal mail e.g. brochures or newsletters. When communication are sent to for direct marketing purposes, you will have the right to object at any time to processing of your information. Such communications will always include a clear, simple option to refuse, or 'opt-out' of such future communications. You may also opt-out at any time by contacting us (see below sections 10 and 11).
- To publish the event delegate list to be posted on both the event mobile application and our website. We will only disclose your photo, name, working title and organisation on such list. You may at any time opt-out from the event delegate list or object to some of your information being disclosed on the event delegate list by contacting us (see below sections 10 and 11).
- To send invoices, reports, statements, payment reminders and collect payments from you.
- To deal with any enquiries or complaints by or about you.
- To understand how you (and others) are using our services and to help us improve and develop our services, including conducting internal analyses.

- To keep our events and systems secure and prevent fraud.
- To send you other necessary information about our services and our relationship.
- To contact you about new SportAccord services, offers, events or news where it is legitimate for us to do so.
- To otherwise manage our relationship with you or comply with our contractual obligations.

3. **Electronic badges**

- We use badge scanning technology at our events for security reasons and to help improve your experience and network effectively with our delegates and exhibitors.
- Everyone attending our events requires an official, printed badge. The information displayed will be provided by you during registration – either online or on site.
- You'll need to allow us to scan your badge to gain entry on to the exhibition and other restricted areas.
- Lead retrieval and all other badge scanning is optional. You do not have to let anyone else scan your badge.
- If you allow an exhibitor to scan your badge, you're giving them a copy of some of your registration information, just as if you were handing them a business card. The exhibitor may use this information to contact you after the event or for other purposes that you agree with them. The exhibitor's use of your information in this situation is subject to your direct relationship with the exhibitor and their own privacy policies.
- We use a third-party supplier for badge fulfilment and lead scanning services. They'll process your information for us, and for the exhibitors that you authorise to access your information when they scan your badge. The supplier will not have access to your information post-event. We will enter into agreement with such supplier requiring it to comply with all applicable laws and controlling how it process your information.

4. **SportAccord mobile application**

We provide an event mobile application (the "app") with the functionality to send messages and meeting requests to delegates attending SportAccord events. The app is available to all delegates registered to one of our events from the moment the registration to the event are open until the moment where registrations to the next event are open.

- Each delegate is free to download or not the app.
- All delegates are included in the event delegate list within the app regardless of whether or not they have downloaded the app for use.
- All other delegates using the app have access to the complete list of delegates. By clicking on another delegate's profile they have access to the following information regarding such delegate: delegate photo, name, title and organization. They also have the option to send a message or meeting request to the delegate via the app without having access to contact details of the delegate.
- Once a message or meeting request is sent via the app, an email is sent from the app to the receiving party informing him/her that he/she has a message waiting for him/her in the app with information about the sending delegate.
- You have the right to object at any time to processing of your information through the app. Every email sent to you from the app will always include a clear, simple option to opt-out from the event delegate list. You may also opt-out at any time by contacting us (see below sections 10 and 11). Please bear in mind that if you do so, other delegates will not be able to contact you via the app.

5. Cookies policy

- We use cookies when you browse the SportAccord website. Cookies are small files that allow a website to recognise and track users.
- Our cookies do not store personal information such as your name, address or registration data; they simply hold the unique ID that, once you are signed in, is associated with this information.
- You can set your browser to reject cookies (see the 'Help' menu of your browser to find out how to do this), but please bear in mind that if you do this, certain user-generated features of our websites cannot be provided to you.

6. When we share your personal information with others

We work collaboratively with others as part of providing our services and we may need to share your information with them as follows:

- Delegates, exhibitors, partners and other event attendees: Our events facilitate all kinds of interaction between those attending. This includes online facilities via our mobile app to arrange meetings, to send messages to or network with others at our events.
- Consultants, partners and service providers: We may need to share some personal information of event attendees with our consultants and partners to deliver some of the show services such as PR, and catering. This data may include your preferences (e.g. dietary requirements, educational qualifications, expertise and interests etc.) as necessary to provide these services to you.
- Official show suppliers: We'll share contact information (name, email, organisation, job title) of exhibitor coordinators and partners registered for the show, with selected official suppliers who provide key exhibiting services including electricity, stand construction.
- Travel and accommodation providers: We may share your data with our travel agent, hoteliers and ground transfer partners to arrange your travel and accommodation at the show.
- Other third-party suppliers: We also work with a number of other suppliers in our business e.g. IT and software companies, hosting and communications providers, payroll providers etc. to provide our services to you, who may need to process your data for us. All of our data processors are contracted to protect your information and comply with applicable data protection law. Third-party suppliers include: Salesforce CRM, Etouches, TapCrowd, Pardot, and Google Analytics.
- SportAccord Stakeholders: We may share your attendee information across our group of companies for the same purposes.
- The SportAccord website will have a real-time event delegate list disclosing the photo, name, working title and organisation of each delegate attending our event. Such delegate list will be available to anybody visiting SportAccord website plus any delegate using the app.
- Professional advisors and insurers: We may have to provide information to our advisors as necessary for running our business.
- Regulatory bodies and law enforcement: We may disclose personal information to a third-party authority, such as a law enforcement agency, if required to do so by law.
- We may, from time to time, expand, reduce or reorganize our business and this may involve the sale and/or the transfer of control of all or part of our business to a third party. Any personal data that you have provided will, where it is relevant to any part of our business that is being transferred, be transferred along with that part and the new

owner or newly controlling party will, under the terms of this privacy notice, be permitted to use that data only for the same purposes for which it was originally collected by us.

7. How we store your information and keep it secure

We'll take care to ensure that your personal information is secure.

- We follow good practice security protocols across our business to ensure that information is protected.
- We regularly review our information collection, storage and processing practices, including physical security measures, to guard against unauthorised access to our systems.
- We restrict access to personal information to SportAccord staff, contractors and agents on a need-to-know basis.
- When we share information with our suppliers we enter into agreements with them requiring them to comply with all applicable laws and controlling further distribution or disclosure of the information to other parties.

We store your data on the secure servers of our registration system provider and CRM provider which are located in the USA where the protection of personal data does not provide an adequate level of protection. Access to such servers is protected by means of an individual password. Since as stated in this privacy notice, some of the recipients of the personal data we process are based in the USA or are hosting their data in the USA, we endeavor to ensure that your data are adequately protected by either agreeing on contractual guarantees with these providers or by ensuring that these providers have adhered to the CH-US-Privacy Shield certification system.

8. How we transfer your information internationally

SportAccord is an international business with a global customer base. We may need to transfer personal information between any of the countries we operate in and to our suppliers in countries, other than Switzerland or European Union countries. For example, our event registration and management system is hosted and backed up on a server in the USA.

We may also need to transfer your personal information to countries outside European Union to make arrangements for any SportAccord event you have registered to attend, or in any other case where we have your specific consent.

We do not transfer any data to other countries or international organisations unless they are deemed by applicable law to have adequate privacy protection, or recognised legal mechanisms are in place to ensure adequate protection of your information.

9. How long we will hold your information

We'll try not to keep your personal information for longer than necessary for the permitted purposes. We regularly review the data we hold and implement programmes to delete unnecessary information from our systems.

We may need to keep certain information for reasonable business or legal purposes (e.g. accounts information, unsubscribe records, information needed to prevent identity theft, legal disputes and misconduct) even if deletion has been requested.

10. Your data protection rights

You have these rights in relation to your information:

- **Access:** You can obtain confirmation of whether we hold any information about you and, if so, you can access your information and details of how we process it, if this does not adversely affect the rights and freedoms of others.
- **Rectification:** We will rectify any errors in the personal information we hold on request.
- **Erasure:** You can ask us to delete your personal information from our systems in the following situations:
 - The information is no longer necessary for the purpose for which it was collected.
 - You withdraw your consent on which the information processing is based and where there is no other legal ground for the processing.
 - You object to the information processing and there are no overriding legitimate grounds for the processing.
 - The information has been unlawfully processed.
 - The information must be deleted for compliance with a legal obligation to which we are subject.
- **Right to restrict processing:** You have the right to restrict our information processing on specified grounds.
- **Notification:** Where you've asked us to rectify, delete or restrict processing of your information, we'll pass on your instructions to anyone we've shared your information with, unless this proves impossible or involves disproportionate effort, in which case we'll let you know.
- **Data portability:** You have the right in specific circumstances (where automated processing is based on consent or contract) to receive your information in a structured, commonly used and machine-readable format and have the right to transmit the information to another entity without hindrance.
- **Right to object:** In certain circumstances you have the right to object to our processing of your information, including in relation to profiling, direct marketing or scientific or historical research purposes.
- **Automated individual decision making:** We don't carry out this kind of decision making. However, for your information, you have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you unless this is necessary for our contract, is authorised under applicable law or is based on your explicit consent.

11. How to exercise your rights

To exercise any of your rights contact us at info@sportaccord.com. We may need evidence of your identity and if so, the onus is on yourself to do so.

If you're requesting access to your information, the first copy will be provided without charge, but reasonable administration fees will be charged for additional or subsequent copies or we may refuse repeated or excessive requests.

We'll respond to your requests without undue delay and in any event within one month. That period may be extended by two months, if your request is complex or we have a number of requests. In this case we will let you know of the extended delay within one month following your request.

Please note that if you delete or restrict information we hold about you, it may prevent you from making full use of our services.

If you consider that the processing of your information infringes the legal regulations, you have the right to lodge a complaint with the competent authority.

12. Contacting us about your privacy

You can contact us with any questions or comments at info@sportaccord.com or post using our registered office address.

SportAccord
Maison du Sport International
Av. de Rhodanie 54, 1007
Lausanne, Switzerland

13. Changes to this privacy notice

We'll regularly review and update this privacy notice and will ask for your consent before using your personal information in a way that is significantly different. We however recommend that you review this privacy notice regularly and every time you submit personal information to us to keep informed of the content of the privacy notice.

This notice applies from 25 May 2018.