

TBWA Privacy Statement

Events

Last updated: 02/11/2022

1. Identification of the data controller

TBWA NV/SA, with registered office at Excelsiorlaan 75-77, Zaventem, Belgium and registered at the Crossroads Bank of Enterprises with company number BE 0414.235.827 (“**TBWA**”, “**us**” or “**our**”) acts in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (“**GDPR**”) as well as any national or international act or regulation in execution or replacement thereof (together referred to as “**Applicable Data Protection Law**”).

This privacy statement (“**Privacy Statement**”) describes the types of personal data we process as a data controller about individuals (“**you**” or “**your**”) in the context of organizing and hosting events for which you register and/or where you are present, how we may use your personal data, with whom we may share it, your rights and the choices available regarding our use of the personal data. The Privacy Statement also describes the measures we take to safeguard the personal data, how long we retain it and how you can contact us about our privacy practices and to exercise your rights.

Please read this Privacy Statement carefully before providing us with personal data and do not hesitate to contact us in case you have additional questions via privacy@thegroup.be.

2. Personal data we process, purpose and legal ground

The below schedule provides you an overview of the personal data we collect about you, why we collect it (“purpose”) and what the legal ground for this processing is.

Purpose	Categories of personal data	Legal ground
To provide you with information on our services	Your contact details, which may include your name, e-mail address, postal address and contact telephone number	Your consent

To respond to your inquiries	Your contact details, which may include your name, e-mail address, postal address and contact telephone number	Necessary for the performance of a contract or in order to take steps at your request prior to entering into a contract
To personalize your experience on the Sites, e.g.to remember certain information so you will not have to re-enter it or to tailor the Sites around your preferences	Web behaviour (in aggregate)	Personal data processed via cookies: <ul style="list-style-type: none"> - Cookies that are strictly necessary: our legitimate interest to tailor our websites to you - Cookies that are not strictly necessary: your consent
To register to our events	Your contact details, which may include your name, e-mail address, postal address and contact telephone number Identification data which may include your name, title profession, function and any other administrative information Login credentials in case of online registrations	Your consent
To constitute an attendance list which may be shared among participants	Your contact details, which may include your name, e-mail address, postal address and contact telephone number Identification data which may include your name, title profession, function and any other administrative information	Your consent
Marketing	Photos, audio and videos recording of you in the framework of the event	As required your consent and/or our legitimate interest of provision, tailoring and improvement of our services,

		development of new ones and marketing
Dietary requests	Food allergies or intolerances which you provide to us	Your consent
Accommodating special needs	Need for special assistance, when applicable	Your consent
To comply with and enforce applicable legal requirements , relevant industry standards, contractual obligations and our policies, including this Privacy Statement and our Terms of Service.	This may include your contact details, which may include your name, e-mail address, postal address and contact telephone number	To comply with a legal obligation

Your personal data will not be used for automated decision-making including profiling.

3. Recipients of personal data

We do not disclose personal data we obtain about you to third parties, except as described in this Privacy Statement. We may share your personal data with the following recipients and categories of recipients for the purposes described in this Privacy Statement:

- (1) Our subsidiaries and affiliates (together with TBWA referred to as “The Group”) including, without being limited thereto:
 - E-Graphics NV/SA, Excelsiorlaan 75-77, 1930 Zaventem, company number 0444.878.226;
- (2) Designated organising staff, if required;
- (3) Other participants to events;
- (4) Our service providers who perform services on our behalf. We do not authorize our service providers to use or disclose your personal data except as necessary to perform services on our behalf or to comply with legal requirements;
- (5) Government agencies, such as law enforcement authorities, for example in response to their requests.

We also may disclose personal data about you to recipients:

- (6) if we are required to do so by law or legal process (such as a court order or subpoena);
- (7) to establish, exercise or defend our legal rights;
- (8) when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss;
- (9) in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation); or
- (10) otherwise with your consent.

4. How we protect personal data

We maintain administrative, technical and physical safeguards designed to protect personal data we obtain against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

5. Retention of personal data

We do not retain personal data longer than necessary for the purpose for which they were collected. For example, after the event, your personal data are kept as long as follow-up actions to the event are required. Sensitive or special categories of personal data relating to dietary and/or access requirements will be deleted as soon as they are no longer necessary for the purpose for which they have been collected in the framework of the event, but no later than within one (1) month after the end of the event.

In addition, we retain personal data we obtain about you for the duration of our contractual relationship, in accordance with our legitimate interests for retention or to take into account the applicable statute of limitations period or to comply with mandatory applicable law.

For more information please contact us via privacy@thegroup.be.

6. Your rights under applicable data protection law

In accordance with Applicable Data Protection Law and where applicable, you can exercise the following rights:

- You may request **access** to and obtain a copy of any personal data we have processed about you;
- You may also request that any of your personal data that is inaccurate or incomplete be **rectified** or completed;
- You may ask your personal data to be **erased**;
- You may **object** to the processing of your personal data, ask us to **restrict** processing of your personal data or request **portability** of your personal data;
- You may also **object**, free of charge, to the processing of your personal data for **direct marketing** purposes by contacting privacy@thegroup.be at the below address or by using the unsubscribe button in each direct marketing communication;
- If we collect and process your personal data with your consent, you can **withdraw your consent** at any time. The withdrawal of your consent shall not affect the lawfulness of any processing based on your consent before its withdrawal.

You may exercise these rights by contacting us via the details provided below. We will manage your request in accordance with **Applicable Data Protection Law**.

In addition, you have the right to **lodge a complaint** with a supervisory authority.

7. Contact details

If you have any questions about this Privacy Notice, want to exercise your rights as a data subject or want to contact our data protection officer (“DPO”), you can contact us at privacy@thegroup.be.

8. Updates to this Privacy Statement

We may update this Privacy Statement from time to time to comply with business, legal or technical developments. When we update our Privacy Statement we will take appropriate measures to inform you, depending on the importance of the changes and the legal requirements in this respect.