

# Privacy Policy

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## Definitions

**“MEDIA RESEARCH GROUP (MRG)”** is the controller of your data, hereafter referred to as “we”, “our” or “us”.

**“BI WORLDWIDE”** is the processor of your data, commissioned by us and hereafter referred to as “BIW” or “BI WORLDWIDE”.

**“You”** refers to the invited attendee and/or guest.

**“Event”** refers to the programme that you have been invited to attend.

## Purpose of this privacy policy

This is a privacy policy for the event you have been invited to attend and it explains how and why we (and/or BIW on our behalf) collect your personal information in relation to the event, and what we (and/or BIW on our behalf) will do with it. This policy also tells you about your privacy rights and how the law protects you.

Before providing us (and/or BIW on our behalf) with any further details, you should read through this policy to understand our practices regarding your personal information.

This privacy policy supplements other notices and privacy policies used by us, BIW’s and third-party suppliers and is not intended to override them.

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## 1. ABOUT THE MEDIA RESEARCH GROUP (MRG) - AND HOW TO CONTACT US

The MRG is a not-for-profit organisation details of which can be found on [www.mrg.org.uk](http://www.mrg.org.uk).

We have invited you to attend the event.

For the purposes of data protection law, we will be a controller of your personal information (this means we make decisions about how and why your information is used in relation to the event and have a duty to ensure your rights are protected).

If you have any questions for us in relation to this privacy policy, you can contact us using the following details:

**THE MRG, PO BOX 6439, LEIGHTON BUZZARD, LU7 6FR**

## 2. ABOUT BI WORLDWIDE (AND HOW TO CONTACT BIW)

BI WORLDWIDE Limited is a company registered in England and Wales, registration no. 1445905. BIW's registered office is at 1 Vantage Court, Newport Pagnell, Buckinghamshire, MK16 9EZ.

We have commissioned BIW to help plan and organise the event on our behalf.

For the purposes of data protection law BIW is a processor of your personal information (this means BIW will process your information on our behalf in relation to the event as instructed by us and in accordance with a written contract that ensures your rights are protected).

If you have any questions for BIW in relation to this privacy policy, you can contact BIW using the following details:

FAO: Data Protection Manager

Email Address: [data.protection.manager@eu.biworldwide.com](mailto:data.protection.manager@eu.biworldwide.com)

Postal Address: 1 Vantage Court, Newport Pagnell, Buckinghamshire, MK16 9EZ

## 3. INFORMATION WE PROVIDE TO BIW AND INFORMATION WHICH WE AND/OR BIW COLLECT

You are invited to the event. In order to confirm your attendance at the event we have provided or will provide BIW with certain personal information about you. We (and/or BIW on our behalf) will also need to collect further personal information about you.

### Your personal information

Personal information or personal data means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We (and BIW on our behalf) will only collect personal information from you that is necessary to enable us (and BIW on our behalf) to plan, organise and evaluate the event. This will usually be a combination of information such as:

- Your name
- Contact details such as your home address; email address and telephone number
- Any special needs/health or dietary requirements. Some of this information may be considered sensitive (see further below)
- Next of kin information in the event of an incident or emergency
- Passport details where it is required to confirm your travel and/or accommodation arrangements
- Technical data relating to your use of the Registration Site, Event App and/or Virtual Event Software (see further below)

### **How we and BIW collect your personal information**

We pass your details to BIW so that BIW may contact you on our behalf to invite you to the event.

BIW uses a specialist Registration Site, Event App and/or Virtual Event Software on our behalf provided by third party suppliers which enable us (and BIW on our behalf) to safely collect, control and organise all of your personal information in relation to the event.

The Registration Site, Event App and/or Virtual Event Software may automatically collect technical data about your equipment, browsing actions and patterns as described further below.

### **How we and BIW use your personal information**

We (and/or BIW on our behalf) will use your personal information for the purpose of providing you with event related services, including, but not limited to event registration, accommodation booking, meals, travel, security and related activities.

We will only use your personal information when the law allows us to.

The reason that we will use your personal information in the manner set out in this policy is because we need to in order to pursue our legitimate interests in arranging, managing and analysing the event and your attendance at the event (providing this isn't overridden by your rights).

In certain cases, we may also use your personal information in the manner set out in this policy in order to: enter into or perform a contract with you; comply with a legal or regulatory obligation; and/or protect your vital interests.

Your information will only be used for the purpose(s) that we (and/or BIW on our behalf) have collected it for (or else for a closely related purpose, such as record keeping) or where we need to comply with a legal obligation.

In some circumstances, the disclosure and processing of your personal information will be a mandatory

requirement. If you do not provide the required information, it is likely you will be unable to attend the event. For example, some countries only permit travel if you have provided the requisite mandatory information for the purpose of local or National Government requirements, immigration, border control, security and anti-terrorism purposes.

### **Sharing information**

We (and/or BIW on our behalf) will share information with third-party suppliers, such as hotels, venues, ground handlers, transport operators, events caterers, activity operators and logistical staff. This will include your personal information where it is necessary for the recipient to carry out their activities and services in relation to the event (and your attendance at the event). They will only be allowed to use your personal information for a specific purpose and we (and/or BIW on our behalf) will have a written agreement with each recipient of your personal information.

We will never sell or trade your personal information.

### **Sensitive information**

Some personal information that we (and/or BIW on our behalf) may collect is considered to be “special category data” under applicable data protection laws. Special category data is personal data that needs more protection because it is sensitive. Special category data includes (but is not limited to) details on your health, dietary requirements, racial or ethnic origin, religion, sex, criminal convictions and political opinions. We (and BIW on our behalf) will only use your special category data where its use is necessary to protect your vital interests or where you have given explicit consent to its use by having provided the special category data to us (and/or BIW on our behalf) and it is absolutely necessary to fulfil your requirements for the event such as: where you may be required to disclose details as to your health to ensure you are able to participate in certain activities; where you may have specific dietary requirements; where we (and/or BIW on our behalf) need to use the information to protect your safety in an emergency and where, for example, special adaptations will need to be put in place on an airline or at a hotel to accommodate your specific needs and requirements.

### **Updating your information**

It is important that the personal information we (and BIW on our behalf) hold about you is accurate and current. Please keep us (and BIW on our behalf) informed if your personal information changes during the course of this event by emailing the event team, details of which can be found on the registration invitation and Registration Site.

## **4. KEEPING YOUR INFORMATION SAFE**

We (and BIW on our behalf) employ a variety of organisational and technical measures to keep your personal information safe and to prevent unauthorised access, use or disclosure. Electronic data and databases are stored on secure computer systems and we (and/or BIW on our behalf) control who has access to them (using both physical and electronic means).

We have ensured that BIW are compliant with ISO27001:2013 and hold current accreditation

Neither we nor BIW can absolutely guarantee the security of the internet or external networks or your own device, accordingly any online communications (e.g. information provided by email or through the event Registration Site, Event App and/or Virtual Event Software) are at your own risk.

We (and/or BIW on our behalf) have put in place procedures to deal with any suspected personal data breach. We will notify you and any applicable regulator of a breach where we are legally required to do so.

## 5. REGISTRATION SITE AND COOKIES

When you receive the event invitation and click on the relevant link, you will be taken to a Registration Site. We (and/or BIW on our behalf) may collect non-personal data about visitors to this Registration Site as this helps to optimise and improve its functionality. This information might include your internet protocol address, the browser being used to connect to our site, the device (e.g. its operating system) and the connection type (e.g. the Internet service provider used). However, none of this information will directly identify you.

### Cookies

We (and/or BIW on our behalf) may use “cookies” to enhance your experience and enable certain functionality (such as remembering you in order to make updating your details easier, in the event that there is a change in circumstances). Web browsers place cookies on hard drives for record-keeping purposes and sometimes to track information (such as repeat visits). You can choose to set your web browser to refuse cookies, or to alert you when cookies are being sent. However, if you refuse to allow cookies, this may interfere with your ability to use the Registration Site, Event App and/or Virtual Event Software. For more information about the cookies used, please see the Cookie policy.

### Third-party links

The event Registration Site, Event App and/or Virtual Event Software we (and BIW on our behalf) use, may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. We encourage you to read the privacy policy of every website you visit.

## 6. COMMUNICATIONS

Where an Event App is provided as part of your event communications experience, this will be available to you through the App Store. Download instructions and login credentials will be sent to you to enable you to have access to the Event App. The Event App enables you to have immediate access to pre-event and onsite updates, as well as post event communications about the event.

It remains your choice as to whether you download this Event App or not. If you choose not to download the Event App, we (and/or BIW on our behalf) may contact you by email or telephone to notify you about changes to the event's schedule or to confirm your event details.

Where an event requires you to access Virtual Event Software, joining instructions including the link to access the Virtual Event Software will be sent to you prior to the event.

### **Marketing**

Neither us nor BIW will send you marketing materials at any point.

**Please note that your name and company will be provided as part of the delegate list for the event and provided to key sponsors in advance.**

**If you do not give your consent, please contact the event team, details of which can be found on the registration invitation and Registration Site.**

### **7. PHOTOGRAPHS/VIDEO/IMAGERY**

We (and/or BIW on our behalf) may organise via third-party suppliers, photographs, videos and/or filming to be undertaken at the event. Your image and the venue may be identifiable. Images may be published on social media or incorporated into marketing materials.

If you do not give your consent, please contact the event team, details of which can be found on the registration invitation and Registration Site. We (and/or BIW on our behalf) will instruct third-party suppliers accordingly.

Sometimes we may ask for a photograph of yourself to be uploaded for identification purposes. This is usually so other delegates know who you are. If this is to be used for any other purpose, we (and/or BIW on our behalf) will let you know prior to it being used and obtain your permission.

### **8. RETENTION AND STORAGE**

We (and BIW on our behalf) will only retain your personal information for as long as it is required for the purpose(s) that we (and/or BIW on our behalf) collect it for (or for a related compatible purpose, such as keeping a record of a transaction).

To determine the appropriate retention period for your personal information, we consider the amount, nature, and sensitivity of your personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we (and/or BIW on our behalf) process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

After this period, it will be deleted. We regularly review what data we have and delete that which is no longer necessary. In certain situations, you have the right to request that your data be deleted (the right to be forgotten). Please see Section 11 for further details.

If you believe that any information we (and/or BIW on our behalf) are holding about you is incorrect or incomplete, please contact us (and/or BIW on our behalf) using the details set out at the beginning of this policy.

## 9. INTERNATIONAL TRANSFERS

For us (and/or BIW on our behalf) to provide you with event related services, we (and/or BIW on our behalf) may need to transfer your personal information out of the EEA. Whenever we transfer your personal data out of the EEA, we will seek to ensure a similar degree of protection is afforded to it by seeking to implement at least one of the following safeguards:

- We (and/or BIW on our behalf) will only transfer your personal information to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see European Commission: Adequacy of the protection of personal data in non-EU countries: [https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/adequacy-protection-personal-data-non-eu-countries\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/adequacy-protection-personal-data-non-eu-countries_en)
- Where we (and/or BIW on our behalf) use certain service providers or suppliers, we (and/or BIW on our behalf) may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see European Commission: Model contracts for the transfer of personal data to third countries: [https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_en)
- Where we (and/or BIW on our behalf) use providers or suppliers based in the US, we (and/or BIW on our behalf) may transfer your personal information to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US. For further details, see European Commission: EU-US Privacy Shield: [https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/eu-us-privacy-shield\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/eu-us-privacy-shield_en)

If we are unable to implement at least one of the above safeguards we (and/or BIW on our behalf) will only transfer your personal information out of the EEA if we are able to rely on at least one of the following:

- you have explicitly consented to the transfer, after having been informed of the possible risks of such transfer due to the absence of any of the above safeguards;
- the transfer is necessary for the performance of a contract between you and us or the implementation of pre-contractual measures taken at your request;
- the transfer is necessary for the conclusion or performance of a contract concluded in your interest between us and a third-party (including, but not limited to, BIW).

Please contact us (and/or BIW on our behalf) using the details given at the beginning of this privacy policy if you want further information on the specific mechanism used by us (and/or BIW on our behalf) when transferring your personal information out of the EEA.

## 10. USAGE DATA

The navigation on the Registration Site, Event App and/or Virtual Event Software (as well as the use of any third-party's application embedded and/or available in the Registration Site, Event App and/or Virtual Event Software), implies the communication of 'usage data', which is implicitly acquired during your navigation



through the internet communications protocol.

We (and/or BIW on our behalf) may collect and process data concerning your participation in the event including, without limitation, details in respect of your use of the services provided.

Your involvement in the event will generate other information which we (and/or BIW on our behalf) may collect and analyse, including the following:

- technical information, including the Internet protocol (IP) address used to connect your computer to the Internet (an IP address is a unique number assigned to your computer when you are using your browser on the internet), your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform
- information about your involvement in the event, including the full Uniform Resource Locators (URL) clickstream to, through and from the Registration Site, Event App and/or Virtual Event Software and related communications (including date and time), page response times, download errors, length of visits, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

We (and/or BIW on our behalf) may also combine your personal data with information about other people, which will then be aggregated and anonymised. The resulting information can be used to help us analyse and improve events. It may also help us improve our business and may be shared with our customers and suppliers to assist them.

Aggregated data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we (and/or BIW on our behalf) may aggregate your usage data to calculate the percentage of users accessing a specific Registration Site, Event App and/or Virtual Event Software feature. However, if we (and/or BIW on our behalf) combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we (and/or BIW on our behalf) treat the combined data as personal data which will be used in accordance with this privacy policy.

## 11. YOUR RIGHTS

We want you to remain in control of your personal information. Part of this is making sure you understand your legal rights, which are as follows:

- (a) where your personal information is processed on the basis of consent, the right to withdraw that consent
- (b) the right to confirmation as to whether or not we (and/or BIW on our behalf) have your personal information and, if we (and/or BIW on our behalf) do, the right to obtain a copy of it
- (c) the right to have inaccurate information about you rectified
- (d) the right to object to your information being used for marketing or profiling, or on the basis of our or a third-party's legitimate interests



- (e) the right to restrict how your personal information is used
- (f) the right to be forgotten, which allows you to have personal information about you erased in certain circumstances (though this is not an absolute right and may not apply if we need to continue using it for a lawful reason).

If you would like further information on your rights or wish to exercise any of them, please contact us (and/or BIW on our behalf) using the details given at the beginning of this privacy policy.

Please keep in mind that there are exceptions to the rights above and, though we (and/or BIW on our behalf) will always try to respond to your satisfaction, there may be situations where we (and/or BIW on our behalf) are unable to do so (for example, because the information no longer exists or there is an exception which applies to your request).

If you are not happy with our response (and/or BIW's response on our behalf), or you believe that your data protection or privacy rights have been infringed, you should contact the Information Commissioner's Office, which oversees data protection compliance in the UK. Details of how to do this can be found at [www.ico.org.uk](http://www.ico.org.uk).

## 12. UPDATES TO THIS POLICY

We may update this privacy policy at any time. When we do, we will revise the date at the bottom of this page. We encourage users to frequently check this page for any changes to stay informed about how we (and/or BIW on our behalf) are helping to protect the personal information that we (and/or BIW on our behalf) collect. Where appropriate we (or BIW on our behalf) will notify you of the change by email.

This policy was last updated on 27/02/2023.