



Privacy Policy

Last modified May 21, 2018

The following policy outlines SMART-reg International dba EventLoop's (hereafter referred to as EventLoop) privacy practices. By visiting EventLoop's website and submitting your registration you are accepting the practices described herein. Please read this policy carefully to understand our policies and practices regarding the collection of information about you. If you do not agree with our policies and practices, you may choose not to register for an Event.

What Information EventLoop Collects from You

EventLoop, and our event manager Clients use our websites to accept registration information for the events and meetings they manage and may collect several types of information from you, including but not limited to the following:

- **"Personal Information"** that may include name, organization, title, postal address, e-mail address, telephone number, fax number, social media links or other identifiers, demographic information and other information provided by a person, such as dietary preferences, interests, any special needs, age, gender, education and occupation. This also may include information to purchase products or services from Event Managers and possibly EventLoop, such as credit or debit card number, or other payment account information, as well as applicable expiration dates and billing address. Please note that credit card information obtained follows the strict procedures as outlined in the Payment Card Industry (PCI) Data Security Standard (DSS) of which we are compliant.

We do not store other information such as browser and device information, IP (Internet Protocol) addresses, operating system, device type, system and performance information, app usage data, information collected through cookies, pixel tags and other technologies or general geographic location.

Your information is stored up to six months (and possibly longer contingent on the event manager) from the closing date of the event. After that time your information will be deleted from our system.

How EventLoop Uses Your Information

We may use information that we collect or that is provided to us, including Personal Information, for any of the following purposes:

- To provide information to the event manager for the Event you are attending.
- To manage websites, process registrations, provide customer service, and process payments for purchases by you.
- As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (d) to carry out our obligations and enforce our terms and conditions applicable to the Services and other agreements, including for billing and collection purposes; (e) to protect our operations; (f) to protect our rights, privacy, safety or property; (g) to protect against or identify fraudulent transactions. This

includes exchanging information with other companies and organizations where reasonably necessary for the purposes of fraud protection and credit risk reduction.

With Whom EventLoop Shares Your Information

If you choose to use our Services to register for an event, then any information you provide in connection with that transaction will be transferred to, and under the control of, the event manager. Managers will also have access to Personal Information. Although our own use and disclosure of your information will be in compliance with this Privacy Policy, EventLoop cannot and does not take responsibility for the privacy practices of the event manager.

To fulfill the purpose for which information is provided. Here are some examples:

- If you provide an e-mail address when registering for an event, the event manager will use the e-mail address to send you information and announcements relating to that event.
- If you utilize one of our websites to pay for event registration fees, or other products and services using your credit card, we will pass the credit card information to the Event manager's payment card processor to validate the payment information and complete the transaction.

EventLoop takes the privacy of its users very seriously and does not sell, rent or otherwise provide your personal information to third parties.

Accessing our Website and Application from Outside the United States

If you are accessing EventLoop's Website from outside of the United States please be advised that your information may be transferred to, stored and processed in the United States where our servers are located. In order to help secure your personal information, access to your data on EventLoop is password and firewall protected. We also regularly audit our system for possible vulnerabilities and attacks, however since the internet is not a 100% secure environment we cannot ensure or guarantee the security of any information you transmit or provide to EventLoop. Please note that e-mails and other similar means of communication are not encrypted, and EventLoop strongly advises you not to communicate any confidential information through these means. To further ensure the security of your personal data, Event managers can only access your data after successfully completing a two step authentication process to ensure their identity.

Accessing and Correcting Your Information

Upon request, EventLoop will provide you with information about whether we hold any of your Personal Information. You may also send us an e-mail (data-protection-officer@EventLoop.biz) to request access to, correct or delete any Personal Information that you have provided to us. In your request, please make clear which event, including the event dates you registered for, detailing what Personal Information you would like to have changed. Let us know whether you would like to have your Personal Information that you have provided, suppressed from our database or otherwise let us know what limitations you would like to put on the use of your Personal Information that you have provided to us.

For your protection, we may only implement your requests with respect to the Personal Information associated with the e-mail address that was used to send us your request, and we may also need to verify your identity before implementing your request. We will respond to your request within a reasonable timeframe. We may not accommodate a request to change information if we believe the

change would violate any law or legal requirement or cause the information to be incorrect. A request to delete your information prior to a specific event is essentially requesting a cancellation of your registration and you will be responsible to pay any cancellation fees (if they exist) for that event.

Children Under the Age of 13

The EventLoop Site is not directed towards children under 13 years of age and EventLoop does not knowingly collect any information from children under 13 years of age through the Site. This does not apply if the Event is intended for children. If this is not the case please contact us at data-protection-officer@EventLoop.biz if you believe we may have collected information from your child through our website and we will work to delete it.

EventLoop's Data Security

We seek to use reasonable organizational, technical and administrative measures to protect Personal Information within our organization. In addition, our sites use a secure connection which is verified by DigiCert Inc. Our pages are encrypted before being transmitted over the Internet. Encryption makes it difficult for unauthorized people to view information traveling between computers. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that a transaction was not secure, then please immediately notify us of the problem by contacting us using our contact information below.

Changes to the EventLoop's Privacy Policy

EventLoop may update this Privacy Policy in the future. We will post any changes to this Privacy Policy on this page. If the changes to the Policy are significant, we will provide a more prominent notice.

External Links

If any part of EventLoop's website and/or application links you to other websites, those websites do not operate under EventLoop's Privacy Policy. We recommend you examine the privacy statements posted on those other websites to understand their procedures for collecting, using, storing and disclosing personal information.

How to Contact Us

If you have questions or comments about this Privacy Policy, please feel free to contact us.

EventLoop
3283-J De La Cruz Blvd.
Santa Clara, California 95054
U.S.A.
data-protection-officer@EventLoop.biz
+1 650-565-9200



Please note that e-mail communications are not always secure; so please do not include credit card information or other sensitive information in your e-mails to us.

To learn more, visit the Infographic published by the European Commission which offers an overview of the General Data Protection Regulation, including what information constitutes personal data, the reason for the change, companies' obligations and the cost of non-compliance.
http://ec.europa.eu/justice/smedataprotect/index_en.htm