

## **The types of personal data we collect**

The kinds of data that we may collect from or about you will depend on who you are and may include:

### Website visitors

- your name, contact details and biographical information (for example, company name, sector and job title) when you contact us, subscribe to receive our newsletter and details about our events, register for our events, enter a competition or promotion, complete a survey or give us feedback about our website
- your payment card details when you register for our events (though these details are encrypted by our payment services partner and we are unable to see them)
- the content of any messages you exchange with us by email or online chat and any posts and messages directed to us on social media
- the IP address assigned to you or to someone who provides you with Internet access
- technical data about the device used by you to visit our website including the type of device, operating software, browser and browser plug-ins and the screen resolution and time zone setting of your device
- data about how you browsed and searched our website including how you arrived at our website, the time and frequency of your visits, the time spent by you on each page, how you interacted with the website, the links that you click, documents you download and content that you view
- your location (if you grant us access to it, though the IP address assigned to you or to someone who provides you with Internet access may indicate the country from which you have visited our website)

We may also collect and use data that is derived from your personal data but which does not directly or indirectly reveal your identity. This data may be combined with data collected about other visitors to our website to calculate the percentage of visitors that view a particular page or the most popular time of day when our website is viewed, for example. This is not considered personal data under the law unless we combine it with other data that can be used to directly or indirectly identify you.

### Event attendees

- your name and contact details
- details of any dietary or access requirements
- details of the exhibitors you visited during an event (where you have agreed that an exhibitor can scan the barcode on your event pass)
- photographs and video recordings during the event (if you appear in a crowd of people and you are not identified in any captions, this does not constitute your personal data; however if you would prefer not be included to photographs or video recordings, please let us know and we will try our best to ensure you are not included)

### Speakers

- your name and biographical information (which may be published on our website, social media and in any printed event materials)
- details of the exhibitors you visited during an event (where you have agreed that an exhibitor can scan the barcode on your event pass)
- photographs and video recordings during the event

### Exhibitors and sponsors

- the name(s) and contact details of your staff responsible for administration of your attendance or sponsorship and those attending the event on your behalf
- details of the exhibitors your staff visited during an event (where they have agreed that another exhibitor can scan the barcode on their event pass)

### Press and media

- your name and contact details
- the name of the publication you represent (if applicable)
- evidence of recent work on relevant subject matter
- details of the exhibitors you visited during an event (where you have agreed that an exhibitor can scan the barcode on your event pass)