Privacy Policy for Event Registration

The BCI

At The BCI, we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data when you register for an event through our registration page hosted by **EventsAir**.

By using our event registration services, you agree to the collection and use of your information as outlined in this Privacy Policy.

Data Controller and Processor

The BCI is the Data Controller. Your data will be stored on the Virtual Event technology servers (EventsAir) and the registration supplier servers (Brightelm), who are the Data Processors.

1. Information We Collect

1.1. Information you give us

When you register for an event, we collect the following types of data:

- **Personal Details:** Name, email address, and other identifying information, as outlined in the registration form.
- **Payment Details:** Credit/debit card information and billing address for transaction purposes.
- **Dietary Preferences:** Any special dietary needs or restrictions.
- **Demographic Data:** Information such as gender, country, organisation, job title and budget control, and other information as outlined in the registration form.
- **Accessibility Requirements:** Information related to your needs for accessibility to ensure a comfortable event experience.

1.2. Cookies

- EventsAir collects cookies by default. Please see the EventsAir Privacy Policy for more information - https://www.eventsair.com/privacy

2. Why We Collect your Data

- When you register for a BCI event, all information you provide, including your contact details will be used to make necessary arrangements regarding your participation in the event. This includes sending your event-specific information, providing tickets or passes, arranging payment of fees or organizing special access requirements.
- We would like to include your name, organization, job title & country in an attendance list, to be shared with other attendees. You must indicate whether you

give your agreement to be included in this list when you complete your event registration online.
- The BCI may record your entry to any session in the event (either physical or virtual). This records your details and the date and time you entered the session. We use this information to analyse the programme for future event planning and will not share this with anyone else unless we have your express permission.
- The BCI reserves the right to access and disclose individually identifiable information to comply with applicable laws and lawful government requests, to operate our systems properly and to protect both ourselves and our users.

3. How We Use Your Data

Your personal data is used for the following purposes:

- **Event Registration:** To process and confirm your event registration, and allow you to make payment to attend.
- **Communication:** To send you event-related updates, information, and necessary communications regarding your participation, as well as a post-event survey aimed to improve future event experience.
- **Diversity and Demographics:** To ensure we are reaching and supporting a wide demographic in the industry, while avoiding any bias in event participation.
- **Accessibility and Dietary Needs:** To provide the necessary accommodations, ensuring all participants have an equal opportunity to engage and enjoy the event.

4. Sharing Your Data

We may share your data with third parties under the following circumstances:

- **EventsAir:** The third-party software used to collect and process your registration data.
- **Accommodation Providers & Event Venue Teams:** To facilitate your event participation, including booking accommodations and ensuring accessibility.
- **Other Third Parties:** We may share data with other third parties if required by law or if it is necessary to protect your rights or safety.

Exhibitors will be present in both the virtual exhibition hall and the physical exhibition area.

You consent to giving permission for the BCI to provide your contact details to an exhibitor by:

- Clicking on any part of and/or visiting a Virtual Booth including its content
- Contacting or engaging with a sponsor or exhibitor
- Agreeing to be scanned at a Physical Booth
- Attending a sponsored session
- Indicating during registration an interest in taking part in one of the exhibitors' virtual roundtables

You automatically give your consent and the personal data you provided to The BCI (full name, organization, job title, the main contact email address, country, and business telephone number if available) will be shared with the sponsor or exhibitor, and sponsors or exhibitors may be in contact with you about their products and services outside of the exhibition (virtual or physical). You also agree that where relevant, these parties may transfer your data outside of the EEA for these purposes and you consent to such a transfer.

You can revoke any consent you have given under this policy at any time by informing the exhibitor or sponsor when connecting with them.

5. Data Retention

- We will anonymise EventsAir registration data after 6 months.

6. Data Security

We implement appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or misuse. These include:

- Encryption of sensitive information.
- Restricting access to your data to only those employees and contractors who need it for business purposes.
- Security measures to prevent data breaches, and procedures for notifying you in case of a breach, in accordance with applicable laws.

7. Your Data Protection Rights

- You can find out more information about your rights under data protection law on the ICO website (https://ico.org.uk/your-data-matters/).
- You have a right to withdraw your consent to be in our database at any time by emailing bciworld@thebci.org.
- You have the right to have inaccurate data corrected. Please let us know if your data is inaccurate by contacting hello@mlsfutureforum.com.

- You have the right to access information held about you. Please email bciworld@thebci.org. if you would like to request this.
- You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

8. Contact Us

- If you have any questions, concerns, or requests regarding your personal data or this Privacy Policy, please contact us at bciworld@thebci.org
- You can also complain to the ICO if you are unhappy with how we have used your data.
- ICO's address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
- Helpline number: 0303 123 1113 ICO website: https://www.ico.org.uk