



## **Brand Safety Summit – Privacy Policy – December 2020**

### **Welcome to the Brand Safety Summit Series of Websites and Demonstration Rooms**

([www.trustyourmedia.com](http://www.trustyourmedia.com), [www.trustyourmedia.tv](http://www.trustyourmedia.tv), [www.trustyourmedia.co.uk](http://www.trustyourmedia.co.uk), [www.brandssafetysummit.com](http://www.brandssafetysummit.com), <https://the614group-cde.web.app/>, (collectively, the "Website") operated by or on behalf of The 614 Group Events LLC d/b/a the Brand Safety Summit Series, a Delaware limited liability company located at 34 Woodland Road, Roseland, NJ 07068 ("Brand Safety Summit / Live Virtual Brand Safety Summit ", ("Brand Safety Summit "614E", "we", "our", or "us"). This Privacy Policy is intended to inform you about how your personal data (PD) is collected by us in operating the Website.

This policy is prepared in compliance with the requirements of the General Data Protection Regulation (EU) 2016/679 ("GDPR"), as in force from time to time. Where a particular provision applies to EU-based users only, we have made this clear. Our nominated person for data protection issues is Aashna Jariwala and her contact details are [gdpr@614group.com](mailto:gdpr@614group.com).

The Website is accessible via a computer, laptop, mobile tablet, or mobile phone.

To assist you in reading our Privacy Policy, we have provided answers to the following frequently asked questions:

- Who is the Data Controller?
- How does the Website work?
- What type of personal data does 614E collect from you and how do we use it?
- Why collect your personal data?
- Under what circumstances may we share your personal data?
- What are your rights in respect of your personal data?
- Opting Out
- What other information does 614E collect?
- How do we store information?
- Do we transfer information to other nations?
- Does the 614E provide links to other websites?

- What are our policies regarding children?
- California Privacy Rights
- For how long does 614E keep personal data?
- Do we have a mechanism to address complaints about the handling of information that we collect?

### **Who is the Data Controller?**

The Data Controller is the 614 Group Events LLC, who will ensure that the personal data is processed pursuant to applicable laws, including, without limitation (i) the General Data Protection Regulation (EU) 2016/679 (GDPR) and any laws which implement, replace, extend, re-enact, consolidate or amend the GDPR, and (ii) the Federal Data Protection Act of 19 June 1992 (Switzerland).

### **How does the Website work?**

The Website offers visitors to the Website ("you" or "your") the opportunity to browse the Website and use certain features on the Website. By using the Website, you consent to the collection and use of your personal data by 614E as described herein. 614E reserves the right to change or update this Privacy Policy to reflect any changes in our privacy collection and handling practices. The Privacy Policy will be immediately changed and uploaded on the Website in case of any change on our privacy practices and we will notify you in case of material changes. The Privacy Policy shown in the Website will be the last version and will be accompanied by the date of the last change/update.

### **What type of personal data does 614E collect from you and how do we use it?**

In order to use certain functionality (including, for example, to subscribe to our newsletters) on the Website, to register for and attend our Events, to receive Event updates as to dates, times and places, to participate in promotions offered from time to time or to purchase products through the Website, you will need to provide certain personal data to us. Personal data may include your name, your personal address, the identity of your employer, your business address, your email addresses, your gender, your age, your location, your phone number, and/or your financial information (credit or debit card). We only collect the personal data which is necessary to provide our services.

We also use Google Analytics to obtain high-level "audience measurement" data such as the referral web domain, type of operating system/browser used, date and time of visit, and other information relating to activities on our Website to understand its usage better, analyze trends, and optimize the Website experience. To help ensure such data within Google Analytics cannot be linked back to an identifiable user, the last octet of all IP Addresses collected have been anonymized, 'Sharing With Google,' 'Remarketing and Advertising,' and 'Demographics and Interests' features have been disabled, and retention of analytics has been set to 14 months. For more information on Google Analytics, including how to opt-out please click here: [https://support.google.com/analytics/answer/9940393?hl=en&ref\\_topic=2919631](https://support.google.com/analytics/answer/9940393?hl=en&ref_topic=2919631).

## **Why the 614 Group Events LLC collects your personal data.**

The 614 Group Events LLC collects your personal data for the purposes described in the above section titled "What type of personal data does 614E collect from you and how do we use it?".

The lawful basis for which we process your information is:

- your consent
- Processing is necessary for the performance of a contract to which you are a party. If you fail to provide this information, we may be unable to perform the contract.
- Processing is necessary for compliance with our legal obligations.
- Processing is necessary for the purpose of a legitimate interest pursued by us or a third party, except where your rights as a data subject override our legitimate interest.

## **Under what circumstances may we share your personal data?**

By clicking "I consent" upon registration on Eventbrite, our event registration platform, [whose privacy policy can be found here](#), or by signing into our demonstration rooms, or by using certain Website functionality, you have agreed that 614E may share your personal data with other entities who work on our behalf or with us, such as one or more of the following systems and entities managing those systems: Document Management System, Email System, Disaster Recovery Repositories, Contact Management System, Registration System, Invoicing System, Electronically Stored Information Platforms, Phone System, or Calendaring systems. These entities may use your personal data to help fulfill your requests in connection with the Website, to help us communicate with you about different resources offered as part of the Website or for other purposes. Also, our parent, subsidiary and affiliate companies, or entities to which any of our assets, products, sites or operations may be transferred, will be able to process your personal data.

By clicking "I consent" upon registration, or by using certain Website functionality such as our demo rooms you have agreed that on occasion, 614E may share your personal data with third parties for special features and marketing purposes. For example, 614 Connect™ demonstration rooms allow you to connect with other registered attendees via demonstration rooms that facilitate direct messages. Other means of connection may be added at our sole discretion.

If you are based in the EU, we will only use your personal data for electronic marketing purposes if we can do this by 614E or if we have your additional consent for marketing purposes. If you agree to us providing you with marketing information, you can always opt out later. If you would rather not receive marketing material from us, please let us know at any time by contacting us using the details in the "Opting Out" section of this Privacy Policy, below."

## **What are your rights in respect of your personal data?**

You have the right to access, correct or delete personal data about you as well as the opportunity to object to the processing of the personal data by, which you may exercise at any time by submitting a written request to us at: The 614 Group Events LLC, 34 Woodland Road, Roseland, NJ 070680 Attn: Legal or by using the following link at [optout@614group.com](mailto:optout@614group.com).

If you are based in the EU, the following rights apply to you:

You have the right to ask us to confirm whether we are processing information about you, and to request access to this information (“right of access”). You also have the right to be informed of the safeguards we have in place relating to any transfers of your information to another country.

You may ask us, or we may ask you, to rectify information you or we think is inaccurate, and you may also ask us to remove information which is inaccurate or complete information which is incomplete (“right to rectification”). If you inform us that your personal data is inaccurate, we will inform relevant third parties with whom we have shared your personal data so they may update their own records.

We want to ensure that your personal information is accurate and up to date. If any of the information that you have provided us with changes, for example if you change your email address, name, payment details, or if you wish to cancel your registration, please let us know using the contact details in the “Contact Us” section at the end of this Privacy Policy.

You have a right to obtain your personal data from us and reuse it for your own purposes, perhaps for another service, without hindering the usability of the personal data (“right of portability”).

You have a right to seek the erasure of your personal data (often referred to as the “right to be forgotten”). You may wish to exercise this right for any reason – for example where it is no longer necessary for us to continue holding or processing your personal data – and you may withdraw your consent. You should note that we are entitled to and reserve the right to retain your data for statistical purposes. This right is not absolute, as we may need to continue processing this information, for example, to comply with our legal obligations.

You have a right to ask us to restrict our processing of your information (“right to restriction”) if:

- you contest its accuracy, and we need to verify whether it is accurate
- the processing is unlawful, and you ask us to restrict use of it instead of erasing it
- we no longer need the information for the purpose of processing, but you need it to establish or defend legal claims
- you have objected to processing of your information being necessary for the purposes of our legitimate interests. The restriction would apply while we carry out a balancing act between your rights and our legitimate interests.
- you exercise your right to restrict processing, we would still need to process your information for the purpose of exercising or defending legal claims, protecting the rights of another person or for public interest reasons.

You have a right to prevent us from processing your data for the purposes of marketing.

If you would like to exercise any of your rights above, please let us know using the contact details in the “Contact Us” section at the end of this Privacy Policy. We will act in accordance with your instructions as soon as reasonably possible and there will be no charge.

You have a right to report any of your concerns about our use of your data to the relevant data protection authority in your EU country.

### **Opting Out**

You may opt-out of our email communications by clicking “unsubscribe” on our email messages, or by emailing [optout@614group.com](mailto:optout@614group.com).

If you opt-out of receiving communications related to the 614 Group Events for which you have registered, then you may not receive notifications of changes of dates, times and venues. In such an event you agree that The 614 Group shall not be responsible or liable, directly or indirectly, for damages or loss caused or alleged to be caused in connection with your lack of knowledge about such notifications. You acknowledge and agree that if you opt-out, you will not receive any refunds or any other compensation.

Please note that we will do our best to immediately comply with your Opt-Out Request however it may take time for us and in the interim, we may continue to use your personal data as described in this Privacy Policy. In addition, please note that after receiving your Opt-Out Request, we may continue to maintain your name and other personal data in our records to help us ensure we can honor such requests to communicate to you about your account, and for other purposes not related to direct marketing. If we receive your Opt-Out Request after having shared your personal data with a third party, 614E may not be able to control use of such personal data by such third party (or any other party to whom such third party may have transferred your personal data), but the 614E will inform the third party of your request to opt-out. In such an event you agree that the 614E shall not be responsible or liable, directly or indirectly, for damages or loss caused or alleged to be caused in connection with the use of such personal data by any such third party or resulting from any such transfer or disposition. If you are concerned about the 614E Group sharing your personal data with third parties or otherwise transferring or disposing of your personal data, you should not provide your personal data to the 614E. We may also release your personal data to third parties if we believe such release is necessary (i) to comply with the law (e.g., a legal process or a statutory authorization), (ii) to apply or enforce our user or other agreements, (iii) to protect our rights or property, (iv) as part of a corporate reorganization, consolidation, merger, or sale of substantially all of the assets of 614E, or (v) if we reasonably believe that a danger to any person requires disclosure of such personal data.

### **What other information does 614E collect?**

We also may collect anonymous and aggregate information from you about your preferences in navigating the Website by using cookies, action tags and other methods. Cookies are small text files that identify your computer. We may use cookies to, among other things, monitor Website usage, customize Website features, identify your computer's operating system and browser, and complete transactions. An action tag is a small, graphic image on a webpage that is designed to allow the website owner or a third party to monitor who is visiting a website by collecting the IP address of the computer to which the tag is sent, the URL of the webpage that the tag comes from and the time that such webpage was viewed. Tags may be associated with cookie information. We may also use such non-personal data for promotional or other business purposes. If you do not want us to track such information about you, you can set your browser to warn you before accepting cookies and refuse cookies when your browser alerts you to their presence. You can also adjust the settings in your browser to refuse all cookies.

### **How do we store information?**

We take commercially reasonable efforts to protect personal data provided to us, and work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input. However, we cannot guarantee that such information will not be lost, disclosed or accessed by accidental circumstances or by the unauthorized or unlawful acts of others. We will retain your information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or allowed by law. If any breaches occur, AW will use its best commercial efforts to notify you of the breach in a timely fashion and in accordance with applicable law.

### **Do we transfer information to other nations?**

We may transfer personal data we have collected about you to someone other than you in a foreign country only if such transfer is conducted in accordance with the principles of data protection of the nation in which the personal data was collected and of the nation to which the personal data may be transferred.

If you are based in the EU, we will need to transfer your personal data to the USA for the purposes listed in this Privacy Policy. We may also need to transfer your personal data to other countries outside the EEA. In respect of any such transfer, rest assured that we will always ensure that it is subject to appropriate security measures to safeguard your personal data.

### **What are our policies regarding children?**

You must be eighteen (18) years of age or older in order to use the Website. 614E does not knowingly collect personal data from anyone under eighteen (18) years of age. If you are based in the European Union, the above provisions relating to children's privacy generally apply to children under the age of 16, but this may vary across different member states. In case we become aware of processing minor's personal data, we will immediately delete such data.

### **California Privacy Rights**

California Civil Code Section 1798.83 allows users who are California residents to request information about the disclosure of their personal information to third parties for direct marketing purposes. To make such a request, please contact us by [info@614group.com](mailto:info@614group.com) and use the heading "CALIFORNIA PRIVACY DISCLOSURE REQUEST".

## **For How Long Does The 614 Group Events Keep personal data?**

We will only retain your personal data for as long as necessary to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use, accessing or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. For details of retention periods for different aspects of your personal data, please contact us at [gdpr@614group.com](mailto:gdpr@614group.com).

**Contact us** If you have questions or concerns about any of our information collection or handling practices, please contact us by e-mail at [info@614group.com](mailto:info@614group.com) or write to us at The 614 Group Events LLC 34 Woodland Road, Roseland, NJ 07068, Attention: Privacy Policy.

### **Acceptance**

You accept that your use of the Website conclusively establishes your acceptance of this Privacy Policy and the Terms of Service.

*Last Update: December 2020*