

## **Attendees or registrants to our events including online events**

Hand Media International Limited collects personal information from when you register to attend an event hosted by or participated by Hand Media International Limited. The personal information we collect will include your contact details and company budgets.

We will use the collected information to:

- To send you relevant communication which you have either requested or may be of interest to you. These could include information on webinars, publications, products and service developments, promotions of our associated brands products and services. The lawful basis for processing your personal information for this purpose will be "Legitimate Interest".
- The personal information may be made available to 3<sup>rd</sup> party recipients. This information will be for their direct marketing of their products and services. The lawful basis for processing your personal information for this purpose will be "Legitimate Interest".

## **How will my personal information be shared?**

Information that is shared between Hand Media International Limited and 3<sup>rd</sup> party service providers that we use to provide hosting of our websites, customer relationship management, payment processing, support, analytics, and other services for us. We do not permit our 3<sup>rd</sup> party providers to use the personal information we have with them for any purpose connecting the services they provide for us.

The personal information that is collected may be transferred and stored outside the European Economic Area ("EEA"), in order to conduct business. In this case a data processing agreement will be agreed with data processors to ensure any transferred data is in accordance with the Data Protection Act.

Hand Media International Limited will possibly share Commercial Data with businesses and organisations with whom agreements have been entered to purchase or access data.

You can opt out of having information shared with 3<sup>rd</sup> parties at the point at which you share it with us.

Personal Information will be retained for as long as needed to provide products or services that you have requested from us.

Personal information for direct marketing use will no longer be active after five years.

This will be reviewed on a regular basis to ensure data is fresh and current.

Hand Media International Limited's priority is to protect personal information. We use varieties of security procedures to protect this from unauthorised access or disclosure.

Although we do our best to protect personal information, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk/ Hand Media International Limited ensures personal information is protected using encryption, such as the Secure Socket Layer (SSL) protocol, when transmitted to other websites.

Your rights concerning your personal information are:

- You can ask about the personal information we hold about you and we will show you, free of charge;
- You can request your personal information is corrected and we will update the details, free of charge;
- You can object to your data being processed and we will stop processing your data once no longer required for performance of contract or legal obligations, free of charge;
- You can object to receiving direct marketing communications you receive from us and we will stop all communications, free of charge;
- You can ask for all of your personal information to be erased, once no longer required for performance of contract or legal obligations, which we will complete bar keeping the minimal personal details to ensure we do not contact you again, free of charge;
- Any request by you to no longer use your personal information by 3<sup>rd</sup> parties for commercial data information, will be completed free of charge