



Privacy Policy

Introduction

Pulse Conferences Limited (referred to as Pulse Conferences or we or our or us) is committed to protecting and respecting your privacy.

The General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679) is a new regulation which replaces the Data Protection Regulation (Directive 95/46/EC). The GDPR aims to harmonise data protection legislation across the European Union, enhancing privacy rights for individuals and providing a strict framework within which commercial organisations can legally operate.

This Privacy Policy describes how we collect, use and process your personal data, whether we are assessing your interest, inviting you or confirming your involvement, interest or participation for an event, asking your feedback via a survey or continuing our relationship with you to notify you about future offerings or to provide you with a service, receive a service from you or if you are visiting our website.

This Privacy Policy applies to the personal data of our:

Clients: individuals and organisations to whom we provide or market our events, training, networking or information services to in the course of our business. This may include for example past, current or prospective participants - delegates, sponsors, speakers, business partners and other guests of our community events, international conferences and training courses or consumers of our information services.

Suppliers: partnerships and companies (including sole traders), contractors, consultants, venues or other suppliers who provide services to Pulse Conferences. The Supplier will be responsible for communicating this Privacy Policy to their or its employees.

Website Users: any individual who accesses our website.

It does not apply to Pulse Conferences employees who will be issued with separate fair processing information.

For the purposes of the data protection legislation from time to time in force, Pulse Conferences is the data controller and is responsible for your personal data.

Our nominated Data Protection Representative (**DPR**) is Sara Hook, CEO of Pulse Conferences Limited. Contact details can be found at the end of this Privacy Policy.

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What kind of information do we collect, how and why?

Client Data

We collect your personal data (such as name, contact details and interests) when we receive it directly from you such as where you contact us proactively (by phone, email, in person) or where you connect with our employees or contractors on business networking sites or through our business development activities more generally.

We may seek more information about you from analysing online and offline media and we may be supplied with information about you by other speakers, sponsors or delegates (for example when you are recommended to us).

Supplier Data

We need a small amount of personal data to ensure our relationship with you runs smoothly such as contact details of relevant individuals at your organisation so that we can communicate with you and we may need bank details so that we can pay you for the services you provide.

Prospective Contractor or prospective Employee Data

Depending on the circumstances, we may collect some or all of the information listed below to enable us to offer you internal employment or contractor opportunities. This may include: your name, contact numbers, email addresses, curriculum vitae, photograph, education details, employment history, links to your professional profiles available in the public domain e.g. LinkedIn, Twitter, business Facebook or corporate website) immigration status, financial information (where we need it to pay you or to carry out financial background checks), social security number and tax related information, referee details, details about your current remuneration, pensions and benefits arrangements and emergency contact details. In addition, you may choose to share other information with us that you think is relevant.

Where appropriate or necessary (and in accordance with legal requirements) we may also collect information related to your health or details of any criminal convictions (where this is required for a role that you are applying for). We may ask you to provide diversity information (on a voluntary basis) for the reasons and in the circumstances set out below.

Finally, the building in which our office is located has CCTV installed in the ground floor reception and common areas and therefore if you visit us at our premises we may collect CCTV footage.

How do we collect personal data?

We collect information about you when you register your interest or participation with Pulse Conferences by completing the registration form on our website (www.pulseconferences.com) or by corresponding with our employees or contractors by phone, email or in person.

You may also provide us with your personal data when you use our website, subscribe to our services, participate in salary and other market surveys, attend our events, participate in discussion boards or other social media functions on our site, sign up for one of our events via an advert or invitation from Pulse Conferences or its partners or suppliers which then redirects you to our website and if you report a problem with our website.

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We may also receive personal data about you from other sources such as our Clients and from third parties, such as LinkedIn and other event websites, your business card and personal recommendations. For example, if you 'like' our page on LinkedIn or 'follow' us on Twitter we will receive your personal information from those sites and if you were referred to us through another Supplier - they may share personal information about you with us.

We also work closely with third parties including our parent company, business partners, contractors in technical, professional, payment and other services, advertising, analytics providers, data and search information providers, partnering associations, sponsoring organisations and professional advisors. We may receive information about you from them for the purposes of our events, training and information services and support services.

What information do we collect about website users?

When you visit our website there is certain information that we may automatically collect, whether or not you decide to use our services. This includes your IP address, the date and the times and frequency with which you access the website and the way you browse its content.

We will also collect data from you automatically via cookies in line with the cookie settings in your browser. If you would like to know more about cookies including how we use them and the choices available please refer to the Cookies section of this Privacy Policy.

How do we use your personal data and what is the legal basis for the processing?

We may use your data as follows:

- Storing your details (and updating them when necessary) on our database, so that we can contact you in relation to participating in our events, training and information services in the context of being a speaker, sponsor, delegate, guest, supporting partner or supplier of products and services.
- Providing you with information on our events, training and information services to facilitate the delivery, process and fulfilment of your orders.
- Sharing information periodically with you only about new or upcoming events, training or information services, which we think may be suitable and of genuine interest to you. For example: peer to peer networking events to benchmark, international conferences for learning or promotional purposes and training courses to develop the skills of your employees and to keep you abreast of industry trends, challenges, regulations, technologies and business practices.
- Sharing your name, job title, company, and basic contact information with Clients (with your prior consent) for example co-hosts or sponsors of an event that you may have attended.
- Enabling you subscribe to alerts about events, training and information services we think may be of interest to you.
- We may also ask you to complete surveys that we use for research purposes to create event programmes and market reports, although you do not have to respond to them.
- Carrying out our obligations arising from any contracts entered into between us.
- Carrying out our obligations arising from any contracts entered into between Pulse Conferences and third parties in relation to your participation, or partnership engagement.
- Facilitating our payroll and invoicing processes (when Pulse Conferences is responsible for paying you).
- Verifying details you have provided, using third party resources.
- Providing details of transactions you carry out through our site.
- Requesting information, advice or feedback from you in relation to our products or services.
- Complying with our legal obligations in connection with the detection of crime or the collection of taxes or duties.

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- Processing your data to enable us to send you targeted, relevant marketing materials or other communications which we think are likely to be of interest to you.

We use Client data as follows:

- To provide our Clients with the best service and experience of Pulse Conferences possible.
- We store your personal data and/or the personal data of individual contacts at your organisation as well as keeping records of our conversations, meetings, events attended or your interest in possible future event, training or information services on our database.
- From time to time, we may also ask you to undertake a customer satisfaction or feedback survey.
- Processing your data to enable us to send you targeted, relevant marketing materials or other communications which we think are likely to be of interest to you.

For specific services

For specific services - which include sending information or registering to attend an event or to co-host or sponsor an event with us or to receive updates about either specific events or general updates, we ask you to register. This involves you submitting information including name, email address, designation, company, telephone. You are under no obligation to provide such information. However, if you withhold requested information, we may not be able to provide you with certain services.

For email alerts

To utilise our email alerts service, you will be required to register. The information collected is used to keep you informed by email of the latest events and news that matches the interest areas you have selected. Should you decide that you no longer wish to receive email alerts, you can simply follow the "unsubscribe" instructions sent to you and the service will be de-activated on your behalf.

We use Supplier data as follows:

- To facilitate receipt of services from you and we hold your financial data so that we can pay you for your services.
- To enable us to send you targeted, relevant marketing materials or other communications which we think are likely to be of interest to you.

We Never Sell Personal Information

We will never sell your Personal Information to any third party without your prior consent.

Our Legitimate Business Interests

Our legitimate interests in collecting and retaining your personal data are described below:

- To support our Clients' personal skills, training, learning and development and to facilitate industry benchmarking between peer groups and professional networking, as well as to provide and deliver an information exchange within the global corporate governance communities that we serve, we require a database of Client personal data containing historical information as well as current interests and training, learning and topical requirements.
- As a provider of events, training and provider of information services we may occasionally introduce Clients to other Clients for professional purposes. For example, we may introduce a delegate or speaker to a sponsor or to one another if requested.

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- We think that it is reasonable to expect that if you are looking for industry share of knowledge, learning and exchange through the event platform or have posted your professional background and information on a professional networking site which allows the public to view your information - that you are happy for us to collect and otherwise use your personal data to offer or provide our services to you and to assess your potential interest against our upcoming events.

Consent

Should we want or need to rely on consent to lawfully process your data we will request your consent orally, by email or by an online process for the specific activity we require consent for and record your response on our system. Where consent is the lawful basis for our processing you have the right to withdraw your consent to this particular processing at any time (as set out below).

We will rely on contract if we are negotiating or have entered into an agreement with you or your organisation or to provide services to you or receive services from you or your organisation.

We will in some circumstances rely on consent for particular uses of your data and you will be asked for your express consent, if legally required. Examples of when consent may be the lawful basis for processing include permission to introduce a Client to a Client and in relation to sending third party marketing communications to you via email.

With respect to marketing - you have the right to opt out of receiving marketing from us at any time by contacting us on teampulse@pulseconferences.com. If you have previously engaged with us (for example attending an event or confirming interest in our products and services by responding to our approaches) and we are marketing other related services, we will take your consent as given unless or until you opt out (this is called soft opt-in consent).

Establishing or defending legal claims

- Sometimes it may be necessary for us to process personal data and, where appropriate and in accordance with local laws and requirements, special category personal data in connection with exercising or defending legal claims.
- This may arise for example where we need to take legal advice in relation to legal proceedings or are required by law to preserve or disclose certain information as part of the legal process.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us teampulse@pulseconferences.com. If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Automated Decision Making or Profiling

We do not undertake automated decision making or profiling. We do use our computer systems to search and identify personal data in accordance with parameters set by a person. A person will always be involved in the decision-making process.

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Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. They help us to improve our site and to deliver a better and more personalised service. They enable us:

- To estimate our audience size and usage pattern.
- To store information about your preferences, and so allow us to customise our site according to your individual interests.
- To speed up your searches.
- To recognise you when you return to our site.

You don't have to accept them. Most browsers allow you to refuse cookies by activating the relevant setting (please check the help menu of your browser for more details) however, selecting this setting may mean that you are unable to access certain parts of our site.

Please note that unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

Further Detail on Cookies

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies do lots of different jobs, like letting you navigate between pages efficiently remembering your preferences, and generally improve your web site experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

We can split cookies into 4 main categories:

Category 1: strictly necessary cookies

Category 2: performance cookies

Category 3: functionality cookies

Category 4: targeting cookies or advertising cookies

Category 1 - Strictly necessary cookies: these cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies services you have asked for, like register for job alerts, cannot be provided.

Please be aware our site uses this type of cookie.

Category 2 - Performance cookies: these cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works.

By using our website and online services, you agree that we can place these types of cookies on your device.

Category 3 - Functionality cookies: these cookies allow the website to remember choices you make (such as your user name and password) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog.

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The information these cookies collect may be anonymous and they cannot track your browsing activity on other websites. By using our website and online services, you agree that we can place these types of cookies on your device.

Category 4 - targeting cookies or advertising cookies: these cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisations.

We do have links to other web sites and once you access another site through a link that we have provided it is the responsibility of that site to provide information as to privacy and how they use cookies on the respective site.

You can find more information about cookies by visiting www.allaboutcookies.org or www.youronlinechoices.eu. Google also have a brief video which explains the use of cookies.

Disclosure of your information inside and outside of the EEA

We may share your personal information within our organisation both in the EEA and outside of the EEA and with selected third parties including:

- Clients for the purposes of introducing other Clients.
- Clients for the purposes of arranging meetings or introductions with other Clients.
- Clients, business partners, suppliers and contractors for the performance and compliance obligations of any contract we enter into with them or you.
- Cloud based storage providers.
- Suppliers including email marketing specialists, payment and other financial service providers.

We may disclose your personal information to third parties:

- To whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this Privacy Policy.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions of service and other agreements; or to protect the rights, property, or safety of Pulse Conferences, our Clients, suppliers or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Where a third party processes your personal data – the lawful basis for the third-party processing will include:

- Their own legitimate business interests in processing your personal data.
- Satisfaction of their contractual obligations to us as our data processor.
- For the purpose of a contract in place or in contemplation.
- To fulfil their legal obligations.

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We require all third parties to respect the security of personal data and to treat it in accordance with the law. We do not allow third-party service providers with whom we may work to use your personal data for their own purposes and we only permit them to process your personal data for specified purposes and in accordance with our instructions.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.
- We may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe.

Please contact us at teampulse@pulseconferences.com if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

Data Security

It is important to be aware that, unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk.

Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access. All information you provide to us is stored on our secure servers in the United Kingdom. We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Retention of your data

We understand our legal duty to retain accurate data and only retain personal data for as long as we need it for our legitimate business interests and where you are happy for us to do so. We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, 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 unauthorised use 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.

We may archive part or all of your personal data or retain it on our financial systems only, deleting all or part of it from our main Customer Relationship Manager (CRM) system. We may pseudonymise parts of your data, particularly following a request for suppression or deletion of your data, to ensure that we do not re-enter your personal data on to our database, unless requested to do so. For your information, Pseudonymised Data is

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created by taking identifying fields within a database and replacing them with artificial identifiers, or pseudonyms.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us by sending an email to teampulse@pulseconferences.com or by phoning +44 20 7936 8989.

Your legal rights

Under the GDPR you have the right to:

- **Request access** to your personal information which involves confirming with us whether we are processing your personal data and if we are, to request access to that personal data including the categories of personal data processed, the purpose of the processing and the recipients or categories of recipients. We do have to take into account the interests of others though, so this is not an absolute right.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes. To stop receiving marketing communications from us or change your preferences please contact us teampulse@pulseconferences.com.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party in certain formats, if practicable.
- **Withdraw consent to processing at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.
- **Make a complaint** to a supervisory body which in the United Kingdom is the Information Commissioner's Office. The ICO can be contacted through this link: <https://ico.org.uk/concerns/>

If you wish to exercise any of the rights set out above, please contact the DPR at teampulse@pulseconferences.com or phone +44 20 7936 8989. **We would appreciate the chance to deal with your concerns before you approach the ICO so we encourage you to please contact us in the first instance.**

- You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.
- We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

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- We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Changes to our Privacy Policy

This Privacy Policy is effective as of 25 May 2018. Any changes we make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our Privacy Policy.

Contact

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to:

Sara Hook
Pulse Conferences Ltd.
Third Floor, Bridewell Gate
9 Bridewell Place
London EC4V 6AW
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Registered Company No: 10202029

T: +44 20 7936 8989

E: teampulse@pulseconferences.com or sara.hook@pulseconferences.com

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk).

We would, however, appreciate the chance to deal with your concerns before you approach the ICO so we encourage you to contact us in the first instance. Please phone +44 20 7936 8989 or email teampulse@pulseconferences.com or sara.hook@pulseconferences.com.

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