

# PRIVACY POLICY

As part of our activity (hosting and organization of summits in the digital, data & marketing automation field), we collect personal data referring to you.

We pay special attention to the protection of your data. That is why we have drafted a Privacy Policy to openly explain to you how we treat your data.

## *TABLE OF CONTENTS*

- A. SCOPE
- B. TREATMENT OFFICER
- C. CATEGORIES OF DATA
- D. PURPOSES OF THE TREATMENT
- E. DURATION OF DATA CONSERVATION
- F. RECIPIENTS OF DATA
- G. DATA UPDATE
- H. PROTECTION OF YOUR DATA
- I. YOUR RIGHTS
- J. MODIFICATION OF OUR PRIVACY POLICY

### **A. SCOPE**

Our Privacy Policy applies to all personal data we collect about you - with your prior consent - when you register to one of our summits, events and/or news letters.

Our Privacy Policy has been drafted in accordance with applicable data protection legislation (Regulation (EU) 2016/679 of the European Parliament and of the Council of April, 27, 2016 on the protection of individuals with regard to the treatment of personal data and the free movement of such data).

### **B. TREATMENT OFFICER**

Best of Digital Media SA  
Rue du Belvederestraat 28  
B-1050 Brussels  
Belgium  
BE 0463.662.869  
privacy@digimedia.be  
Telephone number : +32 2 349 35 50

## **C. CATEGORIES OF DATA**

As part of our activity, we collect the following data :

- Contact data
- Professional data
- Banking data
- Photographs

## **D. PURPOSES OF THE TREATMENT**

### **1) Regarding contact and professional data**

Your contact and professional details allow us to proceed to event registration and to introduce you to the *DIGIMEDIA Community* (which gathers our business partners, other participants and conference speakers) and thus give you access to information related to *DIGIMEDIA Community* products and services.

### **2) Regarding banking data**

Your banking data allows us to proceed to the payment for the event you wish to participate in.

### **3) Regarding photographs**

Photographs taken of you during our events may be used by the *DIGIMEDIA Community* -with your prior consent- to promote its products and services on any medium (including website, social media, ...).

## **E. DURATION OF DATA CONSERVATION**

Your contact and professional data are kept for a period equal to the lifetime of your professional email address.

Your banking data are kept for a period of maximum 1 month.

Your photographs are kept for a period of maximum 12 months.

At the end of these retention periods, your personal data will be deleted.

## **F. RECIPIENTS OF DATA**

In order to optimize the quality and the relevance of our products and services, we may call - for certain activities - upon third parties specialized in their field (communication, management of our website, activities on social media, management and enrichment of our database, etc.).

All of these subcontractors are listed in a log of processing activities that we maintain internally.

We carefully choose all our subcontractors and ensure that they meet the same level of data protection requirements as the one we offer you (including if our subcontractors are located outside of the European Union).

To this end, we sign with each of our subcontractors a contract stating in particular their obligations regarding the protection of personal data.

## **G. DATA UPDATE**

In order to update our database, we will erase or rectify any data referring to you and that would prove to be inaccurate.

## **H. PROTECTION OF YOUR DATA**

We guarantee that all technical, organizational and human measures (firewalls, personal passwords, verification system, limited access to files ...) are taken to ensure the protection of your data (especially against loss, abuse, access, unauthorized modification and destruction).

The storage mode and the security and confidentiality measures of your data are specified in a register of processing activities developed and maintained internally.

In the event of a breach of your personal data, we will notify the Data Protection Authority as soon as possible and, if possible, not later than 72 hours after becoming aware of it.

It goes without saying that you remain however solely responsible for the security and the confidentiality of your login data (username, password, etc).

In case of theft or misuse of your login data, please inform us immediately by e-mail at the following address: [privacy@digimedia.be](mailto:privacy@digimedia.be)

## **I. YOUR RIGHTS**

In accordance with the applicable legislation, any person involved in the processing of personal data has the right to:

- access its data and retrieve its data as a copy (easily usable and allowing data portability)
- request deletion of his data
- modify inaccurate or incomplete data
- request a limited use of his data
- refuse the processing of his data, including processing for direct marketing purposes

We invite people who wish to claim their rights to send an email to the following address: [privacy@digimedia.be](mailto:privacy@digimedia.be)

Claims will be processed as soon as possible and in any case within one month of receipt of the request.

We would also like to point out that any person involved in the processing of personal data has the right to lodge a complaint before the Data Protection Authority if they consider that the processing of their data constitutes a violation of the applicable law regarding data protection.

#### **J. MODIFICATION OF OUR PRIVACY POLICY**

Our Privacy Policy may be amended to ensure compliance with the provisions of the GDPR.

We invite you to check on a regular basis our website for the latest version of our Privacy Policy.

*Last modification date : 4 December 2018*