



Privacy Policy

1. Introduction

This is the Privacy Notice for Assured Events Ltd.

At Assured Events, we are committed to maintaining the trust and confidence of visitors to our web site, clients, event attendees, suppliers, sponsors, exhibitors and anyone else associated with the projects that we manage and the events that we run.

In particular, we want you to know that we're not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. It's just not us but to help show this, we've created this privacy policy which has loads of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

Pull up a pew and read on.

2. The Types of Data that we Use or Collect

2.1 Website Cookies

We may use cookies on our website to help us understand how people use the site and to improve it. Cookies are files sent from the web server to the browser and back again. The cookies we use do not contain any information that identifies a user as we use 'session cookies' which only exist for the time that you are on our site.

2.2 Google Analytics

When someone visits our site, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to various pages on our site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. Ever.

This information helps us tailor our website as we continue to learn what visitors are looking for, what they seem to like (by how long they stay on and return to pages) and generally to allow us to create a better experience for our visitors and potential clients.

2.3 Clients

The legal basis that we collect and store the names, addresses, phone numbers and emails of our clients is Article 6, 1(b). Which in English, is '**Contract**'. We need this information to be able to carry out the work that we have been contracted to do. It would be weird if we didn't, wouldn't it? Once we have completed the project, we will hopefully be talking about another one. However, if for whatever reason, communication goes quiet, we will hold your data for seven years. If at that point there has been no contact, the data will be removed from our files (deleted). Naturally, clients can request to have their data removed at anytime by contacting us at manager@assuredevents.com.

2.4 Delegates & Event Attendees

The events that we organise very often require us to create registration or booking websites. We use Cvent, a very trusted, global provider. In order to process a registration, we may need to capture information such as name, email, organisation, mobile, dietary and mobility/access requirements, so that we can provide the best possible experience for our event guests. Sometimes our events are free-to-attend and sometimes paid for. If paid for, the basis on which we hold this data is again, **contractual**. If it is a free-to-attend event, we hold the data on a **consensual** basis.

Also, for the sake of clarity, even if you pay by credit or debit card for one of our events, we don't have access to or hold any of your credit card data. That is all processed by a third party.

Registration data would be held for up to five years, for analytical purposes such as comparing registration patterns.

If attendee details have been provided by a client (for example they may be their employees) we believe it is acceptable to have the understanding that the client has the authority to share this data with us and to allow us to process it.

This data would only be held for 6 months after the completion of the event and all of the evaluation processes have been completed. It would then be destroyed (deleted and shredded).

2.5 Business Prospects

You can't be surprised to hear that we're always keen to talk to businesses we haven't met before – we're very chatty and it is a great way of securing new projects. We gather contacts at events or from referrals and may send out emails, make calls and occasionally even go *old school* and send out direct mail. The basis for gathering and storing this information is **legitimate business interest**. This data will be held for up to seven years after the last transaction or until we receive an unsubscribe or opt out request from them.

2.6 Suppliers

We need suppliers in order to deliver our events and if you are a supplier, we need to process your data on the basis of the **contract** that we have between us. Sometimes we will need to share some limited event attendee information with a supplier such as a venue. This may be for table plans, accommodation rooming lists or dietary requirements.

Supplier data will be held for up to seven years after the last contract was delivered.

We do not use our data for the purposes of profiling or automated decision making.

We do not gather data from sources other than the data subjects, or from client organisations that have permission to share such data from data subjects, and only for the purposes of delivering the event for which they were gathered.

3. Where is your data stored?

Data may be stored across a number of locations:

3.1 Cvent

Event registration data is initially entered by event attendees on this cloud-based software. This data is stored on servers based in the United States and is transferred between Europe and the US pursuant to the EU-US Privacy Shield, which Cvent was certified for and verified by a 3rd party called TrustArc in Oct 2017. This process satisfies the cross-border transfer regulations of the GDPR.

Data is held on here for up to five years.

3.2 Sharepoint

Data relating to past and current projects is held on Microsoft Sharepoint on UK based servers with the highest levels of antivirus and firewalls that Microsoft can supply.

3.3 Synergist

Accounts data, such as details of supplier and client contacts is held on Synergist, a cloud based accounts management system. Synergist servers are based in Dublin and are hosted by Amazon. As such, they are fully compliant with GDPR requirements. This data does not leave the EEA.

This data will be stored for up to seven years after the last transaction with a client or supplier.

3.4 MailChimp

We sometimes use MailChimp to send emails about forthcoming events that you will have already expressed an interest in hearing about, or as a means of providing a form for you to reply to. These servers are located in the United States. Because MailChimp certifies to the Privacy Shield framework, they can lawfully receive EU data and transfer it back to the EU.

3.5 Paper

Sometimes data stored on Sharepoint will be downloaded and will, for a short period around the duration of the event, exist in paper form. The extent of this information will only go as far as the information provided at the point of registration and allows us to check rooming lists, dietary requirements, access requirements and pre-selections. This data will not be shared with other event attendees unless you have given your consent to do so.

These documents will be shredded as soon as is reasonably possible after the event.

4. Right to be Forgotten

Whilst it seems that most people these days are desperate to be remembered, GDPR brings in the right to be forgotten.

If you want to be forgotten by us, all you have to do is email us at manager@assuredevents.com and we will remove you from any kind of contact database. Weirdly though, we still have to keep some of your data so that we actually have a record that you wanted to be forgotten and not contacted, should we need to carry out a system back up.

5. Security

Whilst no data transmission over the internet can be guaranteed as 100% secure, we take every precaution possible to ensure that your data is protected. In addition to having contracts with the reputable providers above, we will always send files containing personal data (eg a rooming list or dietary requirements) to a supplier, password protected. We will then phone through the password to the supplier.

6. Contact

We are not required to appoint a Data Protection Officer, however, if you wish to view, amend, or delete the personal information that we hold or discuss any aspect of your data, please contact our Head of Privacy at manager@assuredevents.com.

You may also contact the ICO if you feel that we have not met the required GDPR standards or believe that a breach has taken place by [clicking here](#).

7. Date

This Privacy Policy was created on 14th May 2018 and will be updated from time to time.