

# Privacy Policy

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## 1. Scope

All data subjects whose personal data is collected, in line with the requirements of the GDPR.

## 2. Responsibilities

- 2.1 The Data Protection Officer is responsible for ensuring that this notice is made available to data subjects prior to LondonEdge collecting/processing their personal data.
- 2.2 All Employees/Staff of LondonEdge who interact with data subjects are responsible for ensuring that this notice is drawn to the data subject's attention and their consent to the processing of their data is secured.

## 3. Privacy notice

### 3.1 Who are we?

LondonEdge produces international lifestyle fashion trade event.

Our Data Protection Officer and data protection representatives can be contacted directly here:

- [buyers@londonedge.com](mailto:buyers@londonedge.com)

The personal data we would like to collect from you is:

<b>Personal data type:</b>	<b>Source:</b>
Full Name	Website, Exhibitors, Buyers, Registration forms, Emails, Telephone
Company Name, Job Title & Postal Address	Website, Exhibitors, Buyers, Registration Forms, Emails, Telephone
Email Address	Website, Exhibitors, Buyers, Registration Forms, Emails, Telephone
Telephone Number	Website, Exhibitors, Buyers, Registration Forms, Emails, Telephone
Information regarding the products and services you sell	Website, Registration Forms, Emails, Telephone

The personal data we collect will be used for the following purposes:

- To allow you entry to LondonEdge.
- To keep you up to date with LondonEdge, it's associated events and products.
- To collect & share statistics on our marketplace with stakeholders.

Our legal basis for processing for the personal data:

- Where you have given consent.
- If we feel there is a legitimate interest in us doing so.

Any legitimate interests pursued by us, or third parties we use, are as follows:

- Where you have registered or attended one of our live events and/or associated platforms.
- As a registrant / participant of one of our interactive sessions.
- Where you have subscribed to one of our related email notices.
- Where you have shown an interest in LondonEdge or associated products by email and/or telephone.

### 3.2 **Consent**

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified.

Consent is required for LondonEdge to process both types of personal data, but it must be explicitly given. Where we are asking you for sensitive personal data we will always tell you why and how the information will be used.

You may withdraw consent at any time by emailing: [buyers@londonedge.com](mailto:buyers@londonedge.com)

### 3.3 **Disclosure**

LondonEdge will not pass on your personal data to third parties without first obtaining your consent.

### 3.4 **Retention period**

LondonEdge will process and store your personal data for up to four years since your last interaction with us.

### 3.5 **Your rights as a data subject**

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you.
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that LondonEdge refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in clause 3.6 below.

All of the above requests will be forwarded on should there be a third party involved (as stated in 4.4) in the processing of your personal data.

### 3.6 **Complaints**

In the event that you wish to make a complaint about how your personal data is being processed by LondonEdge (or third parties as described in 4.4), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and LondonEdge’s data protection representatives Data Protection Officer.

The details for each of these contacts are:

	<b>Supervisory authority contact details</b>	<b>[Data Protection Officer (DPO)]</b>
Contact Name:	Information Commissioner’s Office	Gemma Hall
Address line 1:	Wycliffe House	Unit 35 Business Box
Address line 2:	Water Lane	3 Oswin Road
Address line 3:	Wilmslow	Braunstone
Address line 4:	Cheshire	Leicester
Address line 5:	SK9 5AF	LE3 1HR
Email:	casework@ico.org.uk	buyers@londonedge.com
Telephone:	0303 1231113	+44 (0) 116 279 5179

### 3.7 **Privacy statement**

Read more about how and why we use your data here by visiting the website <http://www.londonedge.com>

## 4. **[Online privacy statement**

### 4.1 Personal data

Under the EU’s General Data Protection Regulation (GDPR) personal data is defined as:

“any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person”.

### 4.2 How we use your information

This privacy notice tells you how we, LondonEdge, will collect and use your personal data for registration, badging and associated activities relating LondonEdge.

### 4.3 Why does LondonEdge need to collect and store personal data?

In order for us to provide you with access to information beneficial to your business and provide you with access to the event services we provide and therefore we need

to collect personal data for the purposes of keeping you informed, to allow relevant correspondence and to allow admission to our events and associated platforms. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

#### 4.4 Will LondonEdge share my personal data with anyone else?

LondonEdge use Quality Registration Services (QRS) to process data for entry and correspondence to LondonEdge shows and associated events.

#### 4.5 Google Analytics

LondonEdge uses Google Analytics software to collect information about how you use LondonEdge.com and/or Londonedgenow.com, along with our social media platforms. We do this to help make sure the site(s) are meeting the needs of its users and to help us make improvements.

Google Analytics stores information about:

- The pages you visit on Londonedge.com and/or Londonedgenow.com and/or social media platforms
- How long you spend on each site
- How you got to the site
- What you click on while you are visiting the site (s)

Google Analytics does not collect or store your personal information, for example, your name or address. So this information cannot be used to identify who you are.

#### 4.6 How will LondonEdge use the personal data it collects about me?

LondonEdge will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavor to keep your information accurate and up to date, and not keep it for longer than is necessary. LondonEdge is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

#### Under what circumstances will LondonEdge contact me?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information provided by you and/or collated via public domain will be subject to rigorous measures and procedures to minimise the risk of unauthorised access and/or disclosure.

#### Can I find out the personal data that the organisation holds about me?

LondonEdge at your request, can confirm what information we hold about you and how it is processed. If LondonEdge does hold personal data about you, you can request the following information:

- Identity and the contact details of the person or organisation that has determined how and why to process your data.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.

- If the processing is based on the legitimate interests of LondonEdge or a third party, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

What forms of ID will I need to provide in order to access this?

LondonEdge accepts the following forms of ID when information on your personal data is requested:

- Passport
- Driving licence
- Birth certificate
- Utility bill (from last 3 months)

Contact details of the Data Protection Officer:

<b>Data Protection Officer contact details</b>	
Contact Name:	Gemma Hall
Address line 1:	Unit 35 Business Box
Address line 2:	3 Oswin Road
Address line 3:	Braunstone
Address line 4:	Leicester
Address line 5:	LE3 1HR
Email:	buyers@londonedge.com
Telephone:	+44 (0) 116 279 5179

## Registration Process - Privacy Notice

### Overview

LondonEdge Ltd is organising LondonEdge London in September 2018 and LondonEdge Vegas in August 2018 and in order to make your experience more enjoyable, we have enrolled third parties to assist us in making the event a success and to make your visit as enjoyable and valuable as possible.

When you register to attend LondonEdge, your data will be collected and processed in order to facilitate your entry to the event and to use other services that might be offered. These services may be operated by one or more than one 3rd parties.

When you register for LondonEdge you trust us with your information. This Privacy Notice is meant to help you understand what data we collect, why we collect it and what we do with it. This is important; you should take the time to read this carefully and remember that you can at any time alter your preferences securely in your event portal.

### Privacy Notice

There are several ways that we might collect your data, but it will never be processed illegally or in a way which might put you or your personal data at risk. When you register to attend an event, you are using our services to allow us to grant you access to the event, meet our legal and compliance obligations and to use other services to enhance your experience. As you will be using these services we want you to be clear how we are using your information and the ways in which you can protect your privacy.

This privacy notice explains:

- What information we collect and why we use it.
- How we use that information.
- The choices we offer, including how to access and update your information.

### Information we collect

We collect information to perform basic tasks such as printing a ticket or pass to more complex things like figuring out what exhibitors would be of interest to you at the event. Or which session you might like to attend.

We collect information in the following ways:

- **Information you give us** - This is the information that you give us when registering for an event via the registration system. You will be asked to provide details like your name, contact email and or phone numbers, along with your company details and job title. You will most likely also be asked some relevant questions which are used to tailor your experience of the event and provide insights, so we can continually improve our systems and services.
- **Social Media** - Logging into our systems via the social media options, will allow us to speed up your registration journey by populating the form fields with the information that is available on your social profile. This might include your name, company and job title, along with your email address. In some cases, address information will be available. In addition, we will request access to your contact lists and this enables you to be presented with your own contacts to invite to the event.

We **do not** store any information about your contacts from your social profile unless they use our services directly. When you authorise your social network, the social provider will issue us with a token that is valid only for a short time period. Your social Provider **will not** divulge your password to us and you have the ability to de-authorise your social provider by heading to the privacy settings for your chosen platform.

- **Device Information** - Your IP address is used to give us a very rough geographical location. we use this to simplify some tasks such as to predict country and language. We may also collect information about your browser and operating system for the diagnosis of issues and identifying trends that allow us to continually improve our systems.
- **Log information** - As you navigate around the registration system we automatically collect some information that is stored in system logs. This information along with your device information allows us to diagnose issues and provide an all-important audit trail. Log information may include:
  - Details of your current IP address
  - Time and date of actions
  - Which pages on the system you have accessed?
  - Changes – we log changes to your personal information. For example, we will log that your job title was changed from “Job A” to “Job B”.
- **Cookies and similar technologies** - Our systems make use of cookies to store very small amounts of information. A cookie is stored on your machine only and can be recalled by us at a later time. This information is not usually identifiable to you and is only accessible by our systems. We use these technologies to deliver a better user experience.
- **Attendance Data** - When you attend an event, or a session or workshop at the event, we collect information about what time, and at which entrance you arrived at. This information is strictly confidential and is never shared with anyone outside of LondonEdge or agreed processors who have a necessary requirement to access this data.

### **How we use the information that we collect**

We use the information we collect from all of our services to provide, maintain, protect and improve them, to develop new ones and to protect us and our users. We also use this information to offer you tailored content – like suggesting exhibitors or sessions of interest.

The data that you provide to us during the registration process and subsequent activities is used for one or more of the following activities:

- **Badging and Ticketing**  
Your name, company and job title are used to display on your badge enabling other attendees at the event to know who they are talking to.
- **Exhibitors**  
If you approach an exhibitor on their stand and allow your badge to be scanned (where applicable), your data will be transferred to the exhibitor in order that they can give you further information about their products or services. This information will contain your name and contact information and may also contain one or more of

the questions that were asked to you during the registration process. The exhibitor may ask you for some more specific questions relating to your query which might also be collected by the exhibitor.

### **Third Parties and API's (Application Programming Interface's)**

LondonEdge Ltd has also contracted the following third parties who will have access to some or all of the data which you provided to us, in order to fulfil a separate agreement at the event. These are listed below:

#### **LiveBuzz and/or QRS (Quality Registration Services)**

##### **Reason for Processing Data**

LiveBuzz and QRS are the appointed registration providers for LondonEdge Ltd they will collect and process registration data on behalf of LondonEdge Ltd in order for you to gain access to the event and to ensure that LondonEdge Ltd is able to fulfil their obligation for health and safety at the event in addition to certain legal obligations. LiveBuzz and QRS systems also include email and SMS marketing for those individuals who have opted in to receive this.

##### **What data is collected**

LiveBuzz and QRS will collect name, job title, company and address information along with email and phone numbers. LondonEdge Ltd may also instruct LiveBuzz and QRS to present questions to you during the registration process in order to perform matchmaking operations. LiveBuzz and QRS will collect and store your attendance data from the main entrances and any session or workshops that you might attend.

##### **Data Retention.**

Your data will be retained for 4 years or 8 iterations of the event, whichever is longer, unless:

- The individual has exercised their right to erasure.
- LondonEdge Ltd has not renewed their contract with LiveBuzz and QRS for 12 months.
- LondonEdge Ltd has instructed LiveBuzz and QRS to remove the data from their systems and there is no legal reason, or risk to the individual that should prevent this deletion.

### **Transparency and choice**

People have different privacy concerns. Our goal is to be clear about what information we collect so that you can make informed choices about how it's used.

### **Information that we share**

We do not share personal information with companies, organisations and individuals outside of LondonEdge Ltd unless one of the following circumstances applies:

- With your consent  
We will share personal information with companies, organisations or individuals outside LondonEdge Ltd when we have your consent to do so.
- For External Processing  
We share your information with trusted third parties listed in the Privacy Notice to



process data on our behalf and under explicit instruction from us. All third parties have a Data Processing Agreement in place and process your data in accordance with the GDPR Regulation.

- For Legal Reasons.  
We will share your data with companies, organisation or individuals outside of LondonEdge Ltd if it is necessary to:
  - Meet applicable law or legal process enforceable by governmental request.
  - Enforce applicable Terms of Service, including investigation of any potential violations.
  - Prevent or investigate fraud, technical or security issues.
  - Protect against harm to the rights, property or safety of LondonEdge, our users or the public as required by law.
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We may share information that is not identifiable to an individual publicly and with our partners, an example of this would be publishing event attendance number in a press release.

## **Data Retention**

We will retain your data on our systems for as long as you have an on going interest in our events, products or services. Or until one of the following criteria is met:

- You exercise your right to be forgotten.
- You have no "live interest" in our events, products, or services for a 4-year period.
- There is a legal obligation imposed on us to remove your data from our systems.

Your data may be anonymised in preference to deleted/destroyed in order to retain statistical integrity.

## **Information Security**

We are always working hard to protect your personal data from unauthorised access, disclosure, unauthorised alteration or destruction. In particular we:

- Encrypt all traffic to our registration systems using SSL
- Use only trusted third parties which have undergone due diligence in respect of processing your personal data in line with GDPR
- Continually review our technical and organisational measures to protect your data.
- We restrict access to your data on systems using the principal or least privilege meaning that only people which need to see your data have the access to see it. All staff members for LondonEdge Ltd and its processors are bound by strict confidentiality obligations and may be disciplined or have their contracts terminated if they fail to meet these obligations.

## **When this Privacy Notice Applies**

This Privacy notice applies to the registration processes for LondonEdge events, the facilitation of onsite services and post event functions. This privacy notice does not cover how your data will be used by LondonEdge Ltd outside of the event. A separate Privacy

Notice covering all other processing by LondonEdge Ltd can be found here  
<https://files8.design-editor.com/94/9405100/UploadedFiles/542715FA-B85A-F988-CCE4-AC9BB25C41EB.pdf>

### **Changes**

This Privacy Notice may change, in the event that we have the requirement to make changes to this Privacy Notice, we will reflect any changes on this page and notify you of any changes that are made. Your Rights, and Freedoms will not be affected by any change made to this Privacy Notice.

### **Questions and Complaints.**

If you have any questions about this Privacy Notice, or wish to make a complaint, please contact us on [buyers@londonedge.com](mailto:buyers@londonedge.com) or 0116 279 5179.

**We keep your personal data private and safe and put you in control.**