

# Privacy Statement

*Effective Date: May 1, 2018*

This Privacy Statement describes how your personal information may be used by Planning Partners International, LLC (PPI) and others, your choices regarding the collection and use of such information, and the security measures we employ to protect the information. By using our Web and mobile sites or our mobile applications, you agree to our practices concerning such information, including our use of cookies, as described below, which may be revised from time to time.

## What Information Do We Collect?

We collect personal information while offering products and services, from attendees, partners and other third parties we do business with, and from public sources. We collect certain information from all visitors to our sites and from users of our mobile apps. This information includes cookie data, Internet Protocol (IP) addresses, the types of browsers used, and information about navigation patterns including the specific web and/or mobile site pages visited. We may also collect geolocation information and computer and mobile device IDs. We also track data such as the total number of visits to our sites, the number of visitors to each page of our sites, and the number of users of our apps.

We collect certain contact, demographic, and personal interest information about our PPI registrants, event attendees, and other registered users (in-person or online). Such information may include: name, telephone number, physical and email address, company information and other required and optional fields. In addition, credit card numbers may be collected by service providers who work on our behalf to process your transactions.

## Children Under the Age of 13

While we do not directly solicit or disseminate any information from children under age of 13, we do on occasion prepare travel itineraries and tickets for juveniles traveling as the guest of one of our attendees. Their personal data is treated exactly as the data of one of our attendees with the full force of data collection regulation being adhered to.

## Your Choices Regarding the Information We Collect

You have some choices concerning our use of your personal information. For example, if you do not wish to receive further communications from us, you can do so by clicking on the "opt-out" link provided in the relevant communication. You may change your browser cookie settings, and you may request that we:

# PLANNING PARTNERS INTERNATIONAL, LLC

## GENERAL DATA PROTECTION REGULATIONS (GDPR)

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- Update, correct, or delete your Personal Information
- Provide you with access to your Personal Information
- Withdraw your consent to marketing or other communications

If you are a registered user, you may make these changes by modifying your account. If you are not a registered user, you may contact us as described below.

You may be located in a country or region where data privacy or data protection laws differ from the United States. If you access our sites or apps, your personal information may be transferred to PPI in other countries, including the United States.

## How Do We Use the Information We Collect?

We may use your personal information for various purposes, including:

- To communicate with you about your event registration, travel reservations or other resources or information of interest
- To facilitate our communications and to respond to the direct meeting and travel requests of meeting attendees.
- To process credit cards, with the assistance of a third-party processor, so that you may pay for personal travel reservations or hotel accommodations
- To help you locate and attend our events (e.g., geolocation information)

We use cookies to deliver our online services. We may also use information collected for data analytics purposes related to our site visitors and app users, for system maintenance, and to understand how visitors use our sites, apps, and services. We utilize third party analytics tools that use cookies or other tracking technologies to generate information on your use of our sites and apps (e.g., your IP address). This information may be transmitted to, and stored by, our third-party service providers. It is used to evaluate our visitor or app user statistics to improve content, navigation, and structure. We, or our contractors, may also transfer this information to third parties as required by law, or where such third parties process the information on our service provider's behalf.

## How Do We Share the Information We Collect?

PPI registrants' information is available to our attendees through PPI's registration application for use in facilitating meeting attendance. Users also have the option of accessing and modifying their own registration data. They can "opt out" of sharing personal information at the initiation of the registration process and no personal information will be collected. No personal data collected in the registration process is publicly-accessible. PPI may share information, with third party vendors contracted to facilitate attendee travel and housing.

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- Organizations allied with PPI to assist in the production of meetings and events.
- Organizations contracted to house and transport attendees
- Sponsored research and academic partners

We may share information with third parties. When we disclose personal information, we obligate the recipient to use that information in accordance with the terms of this Privacy Statement. We may also share your information to fulfill our legal obligations in connection with a lawsuit or similar proceeding; to respond to a matter of personal or public safety; to investigate security incidents; to protect our interests, rights, and property. We may also share personal information with regulatory authorities as may be required or requested under applicable law.

**Third-Party Links:** Our sites and apps may contain links to websites operated by third parties. We do not control these websites or their content, and any information you provide to such sites is governed by the terms of that site's privacy policy. The inclusion of third party sites on our sites or apps in no way constitutes an endorsement of the content, actions, or policies of the sites of others.

## How Do We Secure the Information We Collect?

PPI is committed to maintaining your confidence and trust. We take steps to help protect personal information, however, no data transmission over the Internet or electronic storage of information is guaranteed to be secure.

## Changes to This Policy

This Privacy Policy may be amended from time to time. Any such changes will be posted on this page. If we make a significant or material change in the way we use or share your personal information, you will be notified via email and/or prominent notice within the Services at least 30 days prior to the changes taking effect.

## Privacy Rights

**Do Not Track Signals:** Our websites do not respond to web browser "do not track" signals. PPI and its service providers engage in information collection and disclosure practices, including tracking browsing history. We offer choices to all registrants, as described in this Privacy Statement regardless of the "do not track" choice made by the registrant.

## CONTACT US

Should you have other questions or concerns about these privacy policies, please contact us as follows:

# PLANNING PARTNERS INTERNATIONAL, LLC GENERAL DATA PROTECTION REGULATIONS (GDPR)

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