

EventTouch Privacy Policy

Effective date: March 30, 2017

Introduction:

The goal of EventTouch Apps BV and EventTouch Services BV (“EventTouch”, “we”, “us”, “our”) is to provide event registration and communication solutions and services to help event organisers connect with their customers, partners, prospects, employees and other stakeholders.

This privacy policy covers information collected through our event web sites and associated communication processes supported by the EventTouch application (collectively the “Services” or the “Solutions”). The use of information collected through our services and solutions shall be limited to the purpose of providing the service for which our Client has engaged EventTouch.

Being part of EventTouch means, in some cases, sharing information about yourself with us, with our client and with other professionals, and communicating with them during the event processes.

Any contact information collected through our solutions or services is done so on behalf of, or directly by our clients who have full access and flexibility in creating any database fields they deem necessary to manage their projects. It remains our client’s own responsibility to adhere to any internal company procedures and legal privacy requirements in doing so. EventTouch is responsible for ensuring the safe and secure hosting and storing of personal data.

Examples of types of information on EventTouch:

Information about yourself that you share. This is the information that EventTouch clients see about you. This includes your name and contact details, and any other information you provide during the registration process, or already in possession in our client’s databases. You have control over this content, and you can update information at any time or request for this to be done.

Newsletters. If you wish to subscribe to any of our newsletter(s), we will use your name and email address to send the newsletter to you. Out of respect for your privacy, you may unsubscribe by following the instructions located in each communication.

Service-related announcements. We will send you strictly service-related announcements on rare occasions, when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email.

Customer Service. Based upon the personal information you provide us, we will send you a welcoming email to verify your username and password. We will also communicate with you in response to your inquiries, to provide the services you request, and to manage your account.

Please read this policy and send us questions, concerns and suggestions at it@eventtouch.com

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1. Information Collected

The goal of EventTouch Apps BV and EventTouch Services BV (“EventTouch”, “we”, “us”, “our”) is to provide event registration and communication solutions to help event organisers connect with their customers, partners, prospects, employees and other stakeholders.

This privacy policy covers information collected through event web sites and associated communication processes created in the EventTouch application (collectively the “Services” or the “Solutions”). The use of information collected through our services shall be limited to the purpose of providing the service for which our Client has engaged EventTouch.

By joining EventTouch, you voluntarily and willingly provide EventTouch Apps BV and EventTouch Services BV, companies headquartered in Gouda, the Netherlands, certain information, including some limited personally identifiable information, which we collect in order to provide the Services. If you have any hesitation about providing information to us, you should contact us immediately at it@eventtouch.com.

We collect your personal information in the following ways:

Creating a User ID and Login

In order to become a User, a User ID and password are created for you. A minimum set of information is required to create a User Login: name and email address. Without this minimal amount of information, an EventTouch User ID cannot be created. In some cases a User ID and Password are created on your behalf, by our clients or through specific registration paths.

Your password can be changed and updated at any time by you. We encourage you to ensure your password is known only by you. In the event your User ID and password is created for you, we encourage you to change the password when you log in for the first time, so that your password is known only to you.

EventTouch enables other information to be collected from you during the User ID creation process, (e.g., gender, location (such as mailing address), etc.) that EventTouch or its clients may use to provide better, or more customized services. If you feel uncomfortable about providing this additional information then do not, as you are not required to do so in order to use EventTouch’s core services. You acknowledge that this information is personal to you, and by creating a User ID on EventTouch, you allow others, including EventTouch, to identify you and to allow EventTouch to use your information to display and send notifications to you.

We will collect contact information about other people when you create an email invitation, add a new user, or add a sub-account. We use this information to create invitations on your behalf and allow you to add users to sub-accounts to your current account. We do not use this information for any other reason. If these users wish to request removal of their information, they may do so by contacting us at it@eventtouch.com.

Profile Information/Social Media Features

Once you become a User, you may provide additional information to your EventTouch contact information such as gender and location. Providing additional information about yourself beyond what is minimally required at registration is entirely up to you. Any information you provide at registration or in the contacts section may be used by EventTouch as described in this Privacy Policy, including for the purpose of allowing EventTouch users to find you on EventTouch, and send you notifications such as confirmations, e-tickets or any other communications deemed relevant.

Your contact information will be displayed to authorized and legitimate EventTouch users in order for them to select you as a recipient of a notification. This notification will then be sent through the EventTouch system to your email address.

Our solutions includes Social Media Features, such as the Facebook Like buttons. These features may collect your IP address, which page you are visiting, and may set a cookie to enable the

feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our site. Your interactions with these Features are governed by the privacy policy of the company providing it.

Customer Service

We collect information when you interact with EventTouch's customer support or account management teams in order to accurately recognize you and respond to customer inquiries . In some cases this includes requesting your User ID, your name, and your email address, or other related information. If you do not wish to give this information for identification purposes, you may elect to send an email to our support teams to assist.

Using the EventTouch Solutions and Services

We receive information when you interact with and use our solutions and services. This information is used for the purpose of identifying you and ensuring the correct services are provided to you when you login. If you have any concerns with this you may contact us at it@eventtouch.com.

Using Third Party Services and Visiting Third Party Sites

In some cases we receive information when you login that provided by your company, for instance during single sign-on processes. In those instances your company has elected to set up an automatic sign-in to EventTouch, and your User ID may be automatically sent to EventTouch to login simultaneously to a EventTouch web site or application. If you are unsure when this occurs or if you have any concerns on this process please contact your company administrator or the EventTouch support or account management teams. EventTouch will only use this information to give access to an authorized EventTouch event site and in some cases to personalize the EventTouch-provided functionality.

Information We Collect Automatically.

As true of most web sites, we gather certain information automatically and store it in log files. This information may include browser types, internet service provider (ISP), referring/exit pages, operating system, and/or date/time stamp. Internet protocol (IP) addresses are anonymised. We do not link this automatically collected data with other information we collect about you.

Data Retention

EventTouch will retain your information for so long as your account is active or as needed to provide you with the services you have licensed. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce this Agreement.

2. Uses of personal information

Consent to EventTouch Processing Information about You

The information you provide to EventTouch such as name, business telephone number, and email address may reveal, or allow others to identify, your nationality, gender, or location. By providing information to us for the purposes of creating your User ID or adding any additional details to your EventTouch profile, you are expressly and voluntarily accepting the terms and conditions of this Privacy Policy. Supplying information to EventTouch, including any information deemed "sensitive" by applicable law, is entirely voluntary on your part. You have the right to withdraw your consent to EventTouch's collection and processing of your information at any time, in accordance with the terms of this Privacy Policy by contacting us at it@eventtouch.com but please note that your withdrawal of consent will not be retroactive from the point that this request is received and processed.

We use this information:

- To provide our Services to you, to communicate with you about your use of the Services and for other customer service purposes;

- To provide information that you have requested to receive from us in response to your opt-in requests, such as through email, notices posted on the EventTouch websites, including in some cases, mobile text messages;
- To provide our Services at the request of our Clients in which case the Clients is fully responsible for observing privacy policies relevant to their projects and environment.
- To administer Events;
- To improve our Solutions and Services by providing personalized experiences, location customization, personalized help, and instructions;
- To send you email, follow-up questions about your Event or your participation in an Event, news and newsletters, promotions, and/or invitations to register;
- To better understand how users access and use our Solutions and Services, both on an aggregated and individualized basis, and for other research purposes.

You can change your e-mail, text messaging, and contact preferences at any time by logging into your account and changing your contact information. Our Clients are responsible for updating their master database to include your changes.

You may opt-out from receiving email communications or text messages from us at any time by emailing us at it@eventtouch.com or by replying with the word "UNSUBSCRIBE".

Sharing Information with Third Parties

EventTouch takes the privacy of our Users very seriously, and we do not sell, rent, or otherwise provide your personally identifiable information to third parties, except as described in this policy.

We may provide your personal information to companies that provide services to help us with our business activities such as offering customer service or processing payments. These companies are authorized to use your personal information only as necessary to provide these services to us.

Customer Surveys

Customer Polls and Surveys may be conducted with help from EventTouch solutions and services. As a User, you may be invited to participate in polls and surveys by one of our customer using the system. Your selection may be random, or it may be based on your non-personally identifiable information, such as job title, company, company size, user type and/or location. Whether or not you decide to participate in a poll or survey is completely up to you. EventTouch may follow up with you via email regarding your participation or your responses.

Compliance with Legal Process

It is possible that we may need to disclose personal information, profile information and/or information about your activities as a EventTouch User when required by law such as to comply with subpoena or other legal process, or if EventTouch has a good faith belief that disclosure is necessary to (a) protect our rights, protect your safety or the safety of others, investigate fraud, prevent or take action regarding suspected or actual illegal activities or to assist government enforcement agencies; (b) to enforce a user agreement or license, to investigate and defend ourselves against any third party claims or allegations, or to protect the security or integrity of our site; and/or (c) to exercise or protect the rights, property or personal safety of EventTouch, our Users, employees, or others.

3. Your Information Choices

Accessing and Changing Your User ID Information

You can review, delete inaccuracies or update the personal information you provided to us during the creation of your User ID and contact information and make any desired changes to the information, at any time by logging in the EventTouch website or by contacting us at it@eventtouch.com. Please be aware that even after your request for a change is processed,

EventTouch may, for a time, retain residual information about you in its backup and/or archival copies of its database. We will respond to your access request within 30 days.

Removing Your User ID Information

If you wish to request removal of your personal information, please contact us at it@eventtouch.com. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

4. Your Obligations

As a User, you have certain obligations to other Users. Some of these obligations are imposed by applicable law and regulations, and others have become commonplace in on-line platforms such as EventTouch:

- You must, at all times, abide by the terms and conditions of the then-current Privacy Policy. This includes respecting all intellectual property rights that may belong to third parties (such as trademarks or photographs)
- You must not download or otherwise disseminate any information that may be deemed to be injurious, violent, offensive, racist or xenophobic, or which may otherwise violate the purpose and spirit of EventTouch
- You must not provide to EventTouch and/or other Users information that you believe might be injurious or detrimental to your person or to your professional or social status
- You must keep your username and password confidential and not share it with others

Any violation of these guidelines may lead to the restriction, suspension or termination of your services at the sole discretion of EventTouch

5. Changes to this Privacy Policy

We may update this Privacy Policy at any time, with or without advance notice. In the event there are material changes made in the way we treat your personally identifiable information, or in the Privacy Policy document itself, we will display a notice on the EventTouch website or send you an email, so that you may review the changed terms prior to the change becoming effective and continuing to use the EventTouch services. Unless stated otherwise, our current Privacy Policy applies to all information that EventTouch has about you and your services. Using the EventTouch Services after a notice of changes has been sent to you or published on our site shall constitute consent to the changed terms or practices

6. Security

Hosting Environment

Amazon EC2 hosts EventTouch's production systems.

- PCI-DSS Level 1 Service Provider
- ISO 27001 certified
- Independently verified and audited
- SAS-70 Type II and SSAE16
- Amazon AWS PCI Compliance site

Web and Mobile Application Development

EventTouch is committed to designing, building and maintaining a secure system.

- All applications are regularly scanned for common security vulnerabilities including the [OWASP Top Ten](#).
- Our application is regularly audited by an independent 3rd party.
- No credit card information is permitted to be stored on any of our servers.
- Use of encryption for both storage and transmission of sensitive information is regularly audited.

- All web and mobile applications are primarily developed, tested, deployed, and maintained by a full-time engineering team.

Encryption

EventTouch uses strong encryption methods and key management procedures to ensure your sensitive information is protected.

- In order to help secure your personal information, access to your data on EventTouch is password-protected.
- Passwords are hashed using a 256-bits hash
- It is your responsibility to protect the security of your login information.
- All credit card information is encrypted with strong industry-standard cryptographic protocols such as AES and TLS while in transit through our systems.
- Credit card information is never stored on any of our servers.
- Access to encryption keys to access our backend is held by the smallest number of EventTouch employees possible.

Incident Response

While we don't anticipate there ever being a breach of our systems, we know that no computer system is 100% secure.

- In the event of a breach of an EventTouch information system, we have a Incident Response plan in place.
- Periodic testing of the response plan.
- EventTouch has 24x7 monitoring of its security systems and alerts.

7. Tracking Technologies

Each time you log into the Service, a session cookie containing an encrypted, unique identifier that is tied to your account is placed in your browser. These session cookies allow us to uniquely identify you when you are logged into the Service and to process your online transactions and requests. The site can only read cookies created by the site. Session cookies are required to use the service.

Technologies such as cookies and scripts are used by EventTouch and our analytics provider. This technology is used in analyzing trends administering the site, tracking users' movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of this technology on an individual as well as aggregated basis.

8. IP Addresses

When you visit EventTouch's Websites, we collect your Internet Protocol ("IP") addresses to track and aggregate non-personally identifiable information. The IP address is anonymised and only the first 3/4 part is stored. Sufficient for location and area tracking but not enough to identify specific users. For example, EventTouch uses IP addresses to monitor the regions from which Customers and Visitors navigate the Company's Web sites, and what browsers they might be using. Additional information such as browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data may also be collected. We do not think this automatically collected data to other information we collect about you.

Because the Company uses the Service to maintain data about EventTouch Customers, this information is secured in the same manner as described above for Customer Data.

9. Other Disclosures

We may provide non-personally-identifiable information to our contractors for the purpose of providing and maintaining our services. We require that these parties agree to use such

information solely for this purpose, and we use reasonable efforts to limit their use of such information and to use other appropriate confidentiality and security measures.

10. Information Related to Data Collected for our Clients

EventTouch collects information under the direction of our Clients, and has no direct relationship with the individuals whose personal data we process. If you are a customer of one of our Clients and would no longer like to be contacted by one of our Clients that use our service, please contact the Client that you interact with directly. We may transfer personal information to companies that help us provide our service. Transfers to subsequent third parties are covered by the service agreements with our Clients.

Access and Retention of Data Controlled by our Clients

An individual who seeks access, or who seeks to correct, amend, or delete inaccurate data should direct their query to EventTouch's Client (the data controller). If the Client requests us to remove the data, we will respond to their request within 30 days.

We will retain personal data we process on behalf of our Clients for as long as needed to provide services to our Client. EventTouch will retain and use this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

11. Links to Other Sites

We are not responsible for the privacy policies of any sites that are linked to from the Site or any site that you use to access the Site. You should consult the respective privacy policies associated with these sites for more information on their practices and for instructions on how to opt-out of certain practices. Our privacy policy does not apply to, and we cannot control the activities of, such other web sites.

12. How to contact us

If you have questions or comments about this Privacy Policy, please contact us at it@eventtouch.com or contact us via your account manager.

Alternatively, if you have questions or comments please send them to us at:

EventTouch
Gravin Beatrixstraat 34
2805 PJ Gouda
The Netherlands