

## Data Privacy Policy for Pole Live – GL events Group

This Privacy Policy applies to all GL events Group's companies of the pole Live.

The GL events Group is very concerned about the protection of your personal data and undertakes to collect and process your personal data in accordance with amended law no. 78-17 of the 6th of January 1978 and (EU) regulation 2016/679 of the European Parliament and Council of the 27th of April 2016 (GDPR).

Definitions:

“We” and “Our” mean or are associated with the data controller (for further details, refer to the section entitled Who is the data controller?).

### WHO IS THE DATA CONTROLLER?

Live ! By GL events is data controller of your personal data.

### WHAT CATEGORIES OF PERSONAL DATA ARE WE LIABLE TO COLLECT?

We collect personal data either directly through you, or automatically on our websites or mobile applications, or indirectly.

#### PERSONAL DATA WHICH YOU COMMUNICATE TO US DIRECTLY

You may have to communicate your personal data to us directly when:

- We have a contractual or precontractual relationship (for example: you request a quotation);
- You have created an account on one of our website or mobile application;
- You make a contact request;
- You subscribe to our newsletter;
- You take part to a survey;

In this context, the categories of personal data liable to be collected are as follows:

Personal data concerning your identification (surname, first name, user name, date of birth, geographical location, etc.)

Personal contact data (postal address, email address, telephone number, etc.)

Data concerning your professional life (company, position occupied, etc.)

Economic and financial data (means of payment, etc.)

#### PERSONAL DATA WHICH WE COLLECT AUTOMATICALLY

We automatically collect some of your personal data when you browse on our websites or mobile applications.

We thus collect certain data concerning your connection and browsing (IP address, date and time of connection, pages visited, operating system, type of browser you are using, the link through which you arrived on our websites, etc.).

These data are collected via cookies placed on our websites. For further details, please refer to our cookie policy.

#### PERSONAL DATA WHICH WE COLLECT INDIRECTLY

Lastly, we may collect your personal data via social media (Facebook, Twitter, LinkedIn, etc.). This applies in particular when you use these social media via the Site by clicking on the social media icons for example.

If you do not want your personal data to be collected via social media when you click on dedicated icons, you must refer to the confidentiality/personal data/cookie policies of the social media concerned.

We may collect your personal data via partners or other trusted third-parties.

We make sure that these partners or other trusted third-parties communicate to us only the personal data that you have consented to share with us for commercial prospection purposes.

In this context, the categories of personal data liable to be collected are as follows:

Personal data concerning your identification (surname, first name, user name, date of birth, geographical location, etc.)

Personal contact data (postal address, email address, telephone number, etc.)

Data concerning your professional life (company, position occupied, etc.)

Economic and financial data (means of payment, etc.)

#### FOR WHAT PURPOSES ARE YOUR DATA PROCESSED?

Your personal data are processed or are liable to be processed for the following purposes:

The contractual or precontractual relationship management and follow-up

Negotiations

Processing of quotation request

Billing

Delinquency management and dispute

Use, development and management of our customer/prospect databases

Sending newsletters

Commercial prospecting

Processing requests to exercise your rights

Managing contact requests

Improving our services and personalising our services for you

Compiling statistics

Conducting satisfaction surveys

Managing subscriptions to newsletters / e-newsletters

Complying with legal obligations

## WHAT ARE THE LEGAL GROUNDS FOR THE PROCESSING WHICH WE CARRY OUT ON YOUR PERSONAL DATA?

We process your personal data only when the processing envisaged can be justified on one of the following four (4) legal grounds:

Processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract

This is the case when we process your personal data for the following purposes: management of your orders.

Processing is necessary to meet a legal obligation

Processing constitutes a legitimate interest for us

In cases in which we have a legitimate interest in processing your personal data, we take care not to act against your interests or in breach of your fundamental rights and freedoms.

In addition, we take care to guarantee you the possibility, at the time of the collection of your data and subsequently, of opposing the processing your personal data, justified by a legitimate interest, if the purposes of this processing concern commercial prospecting.

We have a legitimate interest in processing your personal data when:

You are one of our customers or prospects and we wish to send you newsletter, carry out commercial prospecting for any product or service and/or we wish to carry out internal analyses.

Legitimate interest: use of our commercial database.

You make a contact request.

Legitimate interest: management of our customers/prospects' requests.

You have consented to the processing carried out on your personal data.

This is the case when we wish to transfer your personal data to partners or trusted third parties.

#### IS IT COMPULSORY TO COMMUNICATE YOUR PERSONAL DATA?

The personal data which you must imperatively communicate to us are identified by asterisks in our data collection forms or identified as such.

If you choose not to communicate the abovementioned personal data to us, we will be unable to provide you the service you asked for (contact request, processing of a purchase order...)

#### WHO ARE THE RECIPIENTS OF YOUR PERSONAL DATA?

The recipients of your personal data are the departments concerned of the data controller (refer to the section entitled Who is the data controller? for further details).

Our partners are also liable to receive your personal data if you have agreed to this.

We are also liable to use trusted third parties such as IT service providers, who may then be recipients of your personal data.

Lastly, we may also have to share your data with subsidiaries of the GL events Group, either because you have agreed to this or because this is necessary to meet your request.

Some of these trusted third parties and subsidiaries of the GL events Group may be located outside the European Union. When necessary, appropriate guarantees have been provided, particularly through the introduction of standard data protection clauses adopted by the European Commission.

#### HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We keep your personal data:

- for the time necessary for the operations for which they were collected, in accordance with the current legislation and regulation;

- when we carry out commercial prospecting, for a maximum period of three years starting from the last effective contact with the prospect/customer, apart from exceptions justified by a particular context (for example: a biennial tradeshow);

- for the time required to meet legal obligations. For examples:

  - Contracts and agreements concluded in the framework of a commercial relationship are kept during the commercial relationship and 5 years after the end of the commercial relationship

  - Contracts concluded by electronic means are kept 10 years from delivery or performance of the services

  - Etc...

#### WHAT ARE YOUR RIGHTS AND HOW CAN YOU EXERCISE THEM?

You have a right to access, correct and delete data concerning you, a right to limit the processing carried out on your data, a right to the portability of your data and the right to define general and specific guidelines defining the way in which you wish your rights to be exercised after your death.

You are expressly informed that you also have a right to oppose the processing of your personal data for legitimate reasons, and a right to oppose the use of these data for commercial prospecting purposes.

To exercise your rights, please send an email to the following email address: [data@gl-events.com](mailto:data@gl-events.com). Please precise the identity of the data controller.

You may also have the right to lodge a complaint with a supervisory authority (CNIL).

#### SECURITY OF YOUR PERSONAL DATA

We ensure the security of your personal data by setting up reinforced data protection through the use of physical and logistic security means in accordance with the applicable regulations.