

Privacy notice for Niyo Group Events

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Niyo Group organises various webinars, seminars, conferences, panel discussions and training, both virtual and on-site ('Events') to share our expertise and knowledge. This Privacy Notice is intended for you as a participant of these events and provides important information about your data processing about your attendance in these events.

HOW DOES THIS PRIVACY NOTICE RELATE TO OTHER PRIVACY NOTICES?

This privacy notice explains how we use your data concerning your interest in, or attendance at, an Event run by Niyo Group. It supplements our Privacy Notice on our website, available [here](#).

If you have further questions about your personal data processing or execution of your rights as a data subject, please, feel free to contact us via hello@niyo.co.

1. WHO IS THE DATA CONTROLLER?

Your personal data is collected and processed by Niyo Group and her group of companies (Niyo Group, Niyo Labs, Niyo Fest, Niyo Hair & Beauty, Niyo Impact Limited and any other entity of the global group of Niyo Group companies) acting as Data Controllers. Our Group Data Protection Officer is Iniabasi Akpan: compliance@niyo.com.

2. WHAT PERSONAL DATA WILL BE PROCESSED?

If you register with our Event App (which is a proprietary app) and consent to share your information with us, Niyo Group will receive the following information:

- your first and last name, email, avatar image, and any company/school information you've chosen to include in your Event App profile.
- Event preferences/ interests; the sessions you've added to your personalised schedule.
- the points of interest (speakers, vendors, etc.) you've added to your to-do list.
- your general usage metrics (time in the guide, how many times you opened the guide, etc.)

If you choose not to share your information but sign-in to an Event App account when accessing the guide, Niyo Group will see your first and last name, email, avatar image, and any company information you've chosen to include in your Event App profile. Usage details will not be shared with Niyo Group.

If you register for an Event with Niyo Group directly, the information you provide us will include:

- your title, name, and full postal, email address and or telephone number;
- your job title and role;
- any dietary requirements; and
- access needs.

3. WHAT PERSONAL DATA DO WE COLLECT AND WHY?

All personal data collected for our events is processed for the following purposes:

- organising and managing a specific event;
- necessary communication with the participants who have registered for this event (e.g., send reminders about the upcoming event, changes regarding the event, updates or possible cancellation, share presentations and/or recordings after the event, collect feedback after the event, etc.);
- to reserve a place for you at the event(s) you requested to attend;
- for general administration and organisation of our events, for example, to contact you with information about an event or conference that you're exhibiting at, or attending as we need to use your details for planning and logistics, to invoice you, to provide you customer service in relation to the event, and general administration of your attendance at the event;
- to fulfil and monitor our legal responsibilities, for example, under public safety legislation;
- in accordance with your preferences, to communicate with you about other events, news, and services we provide (for example online webinars and huddle events);
- to ask you for your feedback or review after an Event you have attended;
- to pass on your contact details to our logistics partners or/ and sponsors to enhance your experience at an Event you have signed up to attend, exhibit or sponsor at;
- to assess the activity of our attendees at our Events.
- to create a delegate list (which will include your name and company (not email or telephone number), which will be shared with an Exhibitor or Sponsor at the Event.
- to film and photograph the Event which will be used to market our services and to promote future events on our website, social media channels and in marketing materials. You will be notified if we intend to photograph/film an Event, for example, in the invitation and on signs at the entrance to the Event.
- to improve our services, marketing, customer relationships and experiences; and
- to plan better future events and attendee experience.

For these purposes, we collect your first name and last name, organisation, job title, country, email address, and other information indicated on the registration form. If you attend a virtual event, your email address will also be used to provide you with a personalised and secure login to this event.

In addition to supporting your registration, **your email address is used for marketing purposes by Niyo Group.** This processing is carried out based on our legitimate business interests. Being able to promote our events, products and services to the attendees of our events allows us to develop and grow our business. We do understand that not everyone wishes to receive our updates. You can unsubscribe at any time by following links in any marketing emails we send to you or by emailing compliance@niyo.com.

If we serve food at any of our events, we may ask you about **possible food allergies or special dietary requirements.** This data is used solely for the purposes of catering during the events and the provision of this data is optional. If the data collected on food allergies or special dietary requirements is considered as medical data, the consent you give (Art. 6(1)(a) of the GDPR) in connection with the Art. 9(2)(a) of the GDPR constitute the necessary legal basis for processing of this data. In all other cases, we process this data on the basis of your consent (Art. 6(1)(a) of the GDPR) as the purpose of processing is to make your participation in our events as comfortable as possible.

We are also taking **photographs and video material** at our events and publish some of them on Niyo website and our social network profiles to enhance awareness of our events and to promote our services and our brand. This processing is carried out based on our legitimate business interests. If you are NOT comfortable being photographed/filmed or with any material published containing your image, you can object to such data processing by emailing compliance@niyo.com and we will do our best to respect your choice. You can also object by speaking to the photographer and/or notify event staff or photographer to avoid being included in media if you see that photographs/videos are taken. Where possible, we will provide photo- and film-free zones for those who do not want their picture taken can sit.

Niyo Group will keep these images and video material until you object to the processing or until they are no longer required for the above mentioned purposes.

Please note! The broadcast of our events may be recorded. This means that if you comment or ask questions verbally, your video / audio data will be recorded and visible in the recording. If you do not wish this to happen,

please participate in the event with your camera switched off and when asking questions / commenting verbally, please indicate only the name of the company you represent and not your first or last name. Please, also note that when connecting to the event, your registration data (your first and last name) will be visible to the participants of this event. **If you do not want the participants of this event to identify you, please, submit your initials or your first name only in the registration form.**

The recording of this event will be available to the public. It will be published on the websites of Niyo Group and on our social network accounts (LinkedIn, YouTube, Instagram, TikTok, Facebook and X). The recording will also be sent to all registered participants irrespective of their attendance of this event.

We record our events and make the recording public in accordance with our legitimate interest to share our expertise and knowledge with the public. This means that we do not ask for your consent to make or publish this recording, but while respecting your privacy, we allow you to participate in the broadcast of our events without identifying yourself to other participants (*see the instructions above*).

4. HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We retain your personal data only for as long as it is necessary. We delete personal data after a reasonable time according **to the following retention criteria:**

- we retain your personal data for as long as we have an ongoing relationship with you (in particular, if you have an account with us or use our services);
- we retain your personal data for as long as needed in order to comply with a legal requirements or contractual obligations to which we are subject to;
- we retain your personal data where this is advisable to safeguard or improve our legal position (for instance in relation to statutes of limitations, litigation, or legal investigations).

This means that we may retain your personal data for a reasonable period after your last interaction with us. When the personal data that we collect is no longer required in this way, we will destroy, delete or anonymise it in a secure manner.

5. WHAT IS THE LEGAL BASIS OF THE PROCESSING?

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- To perform the contract we are about to enter into or have entered into with you.

- For our legitimate interests (for example, in order to manage and develop our business, study how customers use our products/services, develop them, grow our business, and inform our marketing strategy).
- Where we need to comply with a legal obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data, although we will get your consent before sending third-party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

To the extent that you may provide us with personal data about yourself that is sensitive, for example relating to any disability, allergies, or other dietary requirements that you have, we will process this information with your explicit consent, or if it is necessary:

- For the establishment, exercise or defence of legal claims;
- Very occasionally, when it is needed to protect your or another person's vital interests and you are not capable of giving your consent (for example, in an emergency).

6. WHO WILL YOUR PERSONAL DATA BE SHARED WITH?

Within Niyo Group, your personal data is shared only with those departments and staff who need access for the processing purposes set out above.

Where necessary, we may transfer and/or otherwise disclose your personal data to public authorities and governmental bodies. To the extent necessary to ensure the proper provision of our services we also may share your personal data with our trusted third parties (providers of services): IT and cloud service providers, software, communication, marketing service providers, sponsors of our events and others.

Any trusted party to whom your personal data are disclosed, are expected and required to protect the confidentiality and security of your personal data and may only use your personal data in compliance with applicable data privacy laws and applicable contractual obligations. We may transfer your personal information to other countries around the world, including countries outside of the European Economic Area ("EEA"), which may not have the same data protection laws as those of the country where you access our services. Where we transfer your personal information to countries outside of the EEA, we will take appropriate steps to ensure your personal information is afforded the appropriate level of protection, including adequacy decisions or any adequate data transfer mechanisms

adopted by the European Commission or standard contractual clauses (in the absence of an adequacy decision).

7. YOUR RIGHTS UNDER THE GDPR

As a data subject, you may exercise the following rights:

- access your data and be informed about the processing (right of access);
- request rectification of your personal data. This right entitles you to have your personal data corrected if it is inaccurate or incomplete;
- in certain cases, request the erasure of your personal data (right “to be forgotten”);
- in certain cases, request restriction of the processing of your personal data. This right entitles you to request that we only process your personal data in limited circumstances;
- in certain cases, exercise the right to data portability;
- object to data processing. This right entitles you to request that we no longer process your personal data;
- lodge a complaint with the [Information Commissioner's Office \(ICO\)](#), the UK's data protection authority

If you have further questions about your personal data processing or your rights as a data subject, please feel free to contact us via: compliance@niyo.com.