

### 1. Privacy

This privacy policy sets out how The ARC Group srl/bv (ARC) uses and protects any information that you give the company when you use this website and/or register to an event.

ARC is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website and/or registering to an event, then you can be assured that it will only be used in accordance with this privacy statement.

#### **What do we collect?**

We may collect the following information:

- Name, first name and gender
- Professional contact information including position/function, company, department, company address, email address, telephone number, mobile number
- Invoicing coordinates including invoicing address, VAT number, invoicing contact name(s), purchase order number
- Demographic information such as postcode, preferences and interests
- Other information relevant to event registration, event organisation, event logistics, customer surveys, and/or offers

#### **What we do with the information we gather**

We require this information to process your registration to events and conferences, understand your needs and provide you with a better service, in particular for the following reasons:

- Internal record keeping
- Management of your account with ARC or an associated business
- We may use the information to improve our products and services.
- We may share your professional data (company name, name, first name, professional email, position, zip code, city) with partners and sponsors of our events so that they can keep you informed about their own events, new solutions, or marketing activities. Upon the GDPR regulation, you may agree or disagree for your data to be shared via the optin/optout options available on the registration form.
- We may periodically send information about the event for which you registered, new events, new services, special offers or other information which we think you may find interesting using the email address which you have provided
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail and by clearly identifying ourselves. We may use the information to customize the website according to your interests.

## **2. Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have implemented suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **3. How we use Cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being visited and used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **4. Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website.

Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites as they are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **5. Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [arc.group@skynet.be](mailto:arc.group@skynet.be)

We will never sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you allow us to do it.

You may request details of personal information which we hold about you whatever you want and by simple request to [arc.group@skynet.be](mailto:arc.group@skynet.be)

If you believe that information we are holding on you is incorrect or incomplete, please email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.