

## PRIVACY POLICY (EXPERTSHARE)

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### 1. PURPOSE

The purpose of this policy is to inform all persons who are accessing the virtual event platform expertshare of the means by which SR Media collects and processes your personal data.

### 2. SCOPE

This policy covers all persons accessing the virtual event platform expertshare.

### 3. POLICY

Whenever you use the platform expertshare and its services SR Media may request some personal information about you.

- SR Media collects some of your personal data when you register directly on our Platform to participate in a professional event.
- SR Media collects some of your personal data, when an event organiser wishes to provide you with our services within the context of the event for which you are registered and sends us your contact details in order that we may contact you.

Responsibility for the collection and processing of your personal data lies with the company SR Media.

#### Definition of Personal Data

“Personal Data” designates all data that allows an individual to be identified directly or indirectly, in particular by your:

- Name
- Postal and email addresses
- Telephone number(s)
- Country of origin and time zone
- Data relating to your transactions on expertshare
- Bank card numbers
- Profiles on social networks
- Company, job title and areas of expertise
- Photos (profile photo etc.)

- User and search behavior (people you meet, themes you're interested in, navigation data...)
- IP address
- Data from recordings of calls with the support of SR Media
- Other information about yourself that you provide to us

#### 4. COLLECTION AND PROCESSING OF PERSONAL DATA

Your personal data is collected and processed for one or several of the following purposes:

- To manage your access to and use of the services available on the Platform.
- To carry out customer management operations relating to contracts, invoices, follow-ups with customers, etc.
- To compile a list of registered members, users, customers and prospective customers.
- To issue newsletters, invitations and promotional advertisements. Should you not wish to receive these, we offer you the option to refuse them at the moment your data is being collected.
- To send you suggestions for networking connections with other users of the Platform. Should you not wish to receive these, we offer you the option to refuse them at the moment your data is being collected.
- To compile commercial and web traffic statistics for our services.
- To manage reviews on products, services or content.
- To manage unpaid invoices and potential disputes regarding the use of our products and services.
- To adhere to our legal and regulatory obligations.

When requesting your personal data, we will inform you, if certain information must be provided or if it is optional. We shall also inform you of the consequences should you not wish to provide this information.

We also inform you that we are likely to collect your data indirectly, either from organisers of events which you are attending, and thus enabling you to use our services, or from other users of our services.

In this respect, you are hereby informed that we may reuse your personal data that is stored in the address book of another user of our services who has expressly authorized us to access their contacts to put you in contact with each other.

## 5. RECIPIENTS

SR Media and Subcontractors:

Our company's staff, monitoring or control services and our subcontractors (hosting service provider, newsletter publishing tool, telephone call monitoring and recording service provider, audience measurement tool) will have access to your personal data.

Event Organisers:

For the purposes of the networking service, we will also provide your personal data to the organisers of professional events for which you are registered and for which you have used the services of the Platform. The event organiser may use this data for the same purposes and under the same conditions as those referred to in this policy. The event organiser remains solely responsible for their respect of their own legal and declarative obligations with regard to their processing of your personal data, which they carry out themselves, with their own means and for their own requirements. We are only responsible for our use of your personal data, this excluding any other use by the event organiser.

Other Recipients:

- Government agencies or representatives of the law for the sole purposes of meeting our legal obligations.
- We may transfer your information to service providers, advisers, potential transaction partners or other third parties within the scope of any review, negotiation or completion of a business acquisition should our company be sold to or merge with another company, or should we sell, liquidate or transfer all or part of our assets.

## 6. ASSIGNMENT OF PERSONAL DATA

Your personal data will not be assigned to, rented to or exchanged with any third party, with the exception of the organisers of events for which you are registered and to whom we provide data concerning you, in relation with their events.

We may generate, and share with organisers of events for which you are registered, usage statistics collected by individuals during an event, in order to calculate the rate of use of our services and have a clear understanding of interactions within their community. This data includes both anonymous generic usage data and personal data related to events organized by the organiser and for which you are registered.

## 7. DATA RETENTION PERIOD

Regarding data relating to customer and prospect management:

- Your personal data shall not be retained any longer than is strictly necessary for the management of our business with you. However, data proving the existence of a right or a contract must be kept in order to adhere to legal obligations and shall be held for the term stipulated by the applicable law.
- Regarding potential prospecting operations for customers, their data may be held for a period of four (4) years after the termination of the business relationship in question.

- Personal data relating to a prospective customer, who is not already a customer, may be held for a period of three (3) years from the moment it is collected or from the last contact with the prospective customer.
- At the end of this period of four (4) years, we may contact you again in order to find out if you wish to continue to receive commercial solicitation.

Regarding user data:

- Your personal data is kept for a period of 3 (three) years from the date of your last use of the application.

Regarding the management of opt-out lists compiled during prospecting activities:

- Information enabling recognition of your right to opt-out is retained for a minimum of three (3) years following the exercising of your right to opt out.

Regarding web audience tracking statistics:

- Information stored in users' terminals, or any other means used to identify users and enabling them to be tracked or to measure the frequency of their visits, shall be retained for no longer than thirteen (13) months.

Regarding invoices:

- Invoices are kept for a period of 10 (ten) years to comply with our accounting obligations.

Regarding the management of your requests to exercise your rights under the GDPR:

- Information enabling the management of your requests to exercise your rights under the GDPR will be kept for 3 (three) years from the date of your request.

## **8. SECURITY**

We take all necessary precautions and appropriate organizational and technical measures to maintain the security, integrity and confidentiality of your personal data, and especially to prevent it from being altered or damaged and to prevent any third party from accessing it.

In this regard, we respect the security measures put in place by our data hosting provider, Amazon Web Services.

## **9. HOSTING**

Your data is stored solely on the servers of Amazon Web Services, located in Frankfurt (Germany), within the European Union. Your data will not be transferred outside the European Union.

## **10. LEGAL BASIS FOR PROCESSING YOUR DATA**

We process your data on the basis of the following legal grounds:

- The contract you have entered with us to use our services on expertshare

- The legitimate interest in developing and promoting our business
- The legitimate interest in training our employees
- To comply with the legal and regulatory obligations to which we may be subject

## **11. ACCESS TO, RECTIFICATION, RESTRICTION OR ERASURE OF YOUR PERSONAL DATA**

You have the right to obtain and, where appropriate, rectify or delete any data concerning you. Please get in touch with the point of contact indicated in Article 15.

You can request the restriction of processing of personal data concerning you in certain cases as defined in Article 18 of the GDPR.

Finally, we would like to remind those whose data is collected on the basis of our legitimate interests, that they may at any time oppose the processing of data concerning them. We may, however, be required to continue processing their data if there are legitimate reasons for this processing which may prevail over your rights and freedoms or if the processing is necessary to establish, exercise or defend our legal rights.

You can unsubscribe from our promotional emails using the link provided in our emails. Even if you choose to no longer receive promotional messages from us, you will continue to receive our administrative messages regarding our platform.

## **12. PORTABILITY OF YOUR PERSONAL DATA**

You have data portability rights regarding the personal data that you provide us, understood as data that you have actively and consciously declared in order to access and use our services, as well as data generated from your activity using the services. We remind you that these rights do not relate to data collected and processed on any other legal basis than the consent or implementation of the contract binding us.

These rights can be exercised free of charge, at any time, and in particular when closing your account on the Platform, in order to recover and keep your personal data.

In this context, we will send you your personal data, through any pertinent channels, in a commonly-used and machine-readable standard open format, in accordance with industry standards.

## **13. DATA OF MINORS**

We do not knowingly collect, retain or process personal information from children under the age of 13.

## **14. AMENDMENTS**

We reserve the right to amend this Privacy Policy at any moment, at our sole discretion, either in its entirety or in part. Such amendments shall come into effect once the new policy is published.

Your use of the Platform following the entry into effect of these amendments, shall constitute acknowledgement and acceptance of the new policy. Failing that, and if you are not in agreement with the new policy, you should refrain from accessing expertshare.

#### 15. POINT OF CONTACT

If you have any questions regarding our data processing activities, or if you wish to exercise any of your rights, you can contact us at the following points of contact:

- Email, telephone: <https://srmedia.ch/kontakt>
- Postal address: SR Media, Gartenstrasse 17, 5400 Baden

History:

Version	Date	Comment
1.1	10.02.2021	Initial Draft (Privacy Policy for expertshare)
1.2	16.02.2021	Revision

Last Modified: 17.02.2021, 17:51 CET