

PRIVACY POLICY & GDPR COMPLIANCE

Purpose: This policy explains how EDS Brands Ltd collects, uses, shares, stores and protects your data.

Last updated: 28 September 2026

Data controller: EDS Brands Ltd (Company No. 14953711)

Privacy contact: privacy@edsxevents.com

1. INTRODUCTION

EDS Brands Ltd ("EDS", "we", "us" or "our") is committed to protecting and respecting your privacy. This policy explains how we collect, use, share, store and protect your data in connection with our websites, event registrations, conferences, roundtables, webinars, podcasts, applications and other services.

This policy should be read alongside any event-specific notices, registration information and applicable terms and conditions provided to you. Where an event-specific notice gives more detail about a particular use of your data, that notice should be read together with this policy.

For the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, the data controller is EDS Brands Ltd, company number 14953711, registered office at 1 Allied Business Centre, Coldharbour Lane, Harpenden, England, AL5 4UT.

Where the EU General Data Protection Regulation (EU GDPR) applies to a particular processing activity, references in this policy to the UK GDPR should be read as including the corresponding provisions of the EU GDPR where appropriate.

Questions about this policy or our use of your data can be sent to privacy@edsxevents.com.

2. DEFINITIONS

"Event or Service" means any face-to-face or digital service provided or organised by EDS, including conferences, summits, roundtables, virtual roundtables, webinars, podcasts, networking activities and related event applications or platforms.

"Sponsoring Partner" or "Sponsor" means an organisation that sponsors, supports or participates commercially in a particular EDS Event or Service.

3. INFORMATION WE MAY COLLECT

We collect your data that is relevant to the services we provide and to our relationship with you. Depending on how you interact with EDS, this may include:

- Identity and contact information, such as your first name, last name, job title, organisation, seniority, business function and professional profile information.
- Contact information, such as your business email address, additional email address, mobile number, direct telephone number and business or postal address.
- Event registration information, including the answers you provide about business challenges, strategic projects, time frames, technology or service providers, areas of interest, speaker interest and other information submitted through an event registration form.
- Attendance and participation information, including event selections, meetings, networking activity, attendance status and interactions with EDS in connection with an Event or Service.
- Communications, including correspondence with us, enquiries, feedback, survey responses and records of requests made to EDS.
- Technical and website information, including IP address, browser type, device information, cookie identifiers, usage information and website interaction data.
- Marketing preferences and records of consent, opt-ins, opt-outs and withdrawals of consent.
- Photographs, video, audio or notes where an Event or Service is recorded or documented.

4. INFORMATION COLLECTED FROM OTHER SOURCES

We may obtain limited contact information or business information from public sources.

Where required by applicable data protection law, we will provide information about the source and categories of your data within the applicable time period.

5. HOW WE USE YOUR DATA AND OUR LAWFUL BASES

We only process your data where we have an appropriate lawful basis. The lawful basis depends on the purpose for which the information is being used. The main purposes and lawful bases relevant to our activities are set out below.

Purpose	Lawful basis
Registering for, assessing eligibility for and administering an Event or Service	Article 6(1)(b) - steps at your request before entering into a contract and/or performance of a contract; Article 6(1)(f) - legitimate interests in operating professional events and managing attendance.
Tailoring the event experience, agenda, content and networking opportunities	Article 6(1)(f) - legitimate interests in providing relevant professional events and services; consent where a particular activity requires it.
Sending operational, administrative and service communications	Article 6(1)(b) - contract; Article 6(1)(f) - legitimate interests in administering our services.
Sharing attendee registration information with Sponsoring Partners for agenda curation, networking, relevant communications and post-event follow-up	Article 6(1)(a) - consent. See section 6 for the specific sponsor-sharing terms.
Sending EDS marketing and invitations	Article 6(1)(f) - legitimate interests in business-to-business marketing, and/or Article 6(1)(a) - consent where required. Electronic marketing rules also apply.
Operating, securing and improving our websites, systems and services	Article 6(1)(f) - legitimate interests in security, administration, service improvement and fraud prevention; consent for non-essential cookies where required.
Complying with legal obligations, responding to regulators or legal claims	Article 6(1)(c) - legal obligation, and where applicable Article 6(1)(f) - legitimate interests in establishing, exercising or defending legal rights.

Where more than one lawful basis is listed, the basis that applies will depend on the particular processing activity and context.

6. SHARING ATTENDEE INFORMATION WITH SPONSORING PARTNERS

This section explains specifically how EDS shares attendee information with Sponsoring Partners and is intended to reflect the consent presented during the event registration process.

Where you give consent during registration, EDS may share your data submitted through the registration process with the Sponsoring Partners associated with the relevant event. The information shared may include your name, job title, organisation, business email address, contact number and other registration information that is relevant to the purposes described below.

The purposes of this sharing are directly connected with the event and may include agenda curation, facilitating relevant networking and business connections, relevant event communications and post-event follow-up by Sponsoring Partners.

Our lawful basis for sharing your data with Sponsoring Partners for these purposes is your consent under Article 6(1)(a) of the UK GDPR.

The Sponsoring Partners that may receive attendee information are the partners identified for the relevant event on the event page, within the registration journey and/or in associated event materials.

Your consent remains effective unless and until you withdraw it. Cancelling your attendance or not attending the event does not, by itself, withdraw consent that you previously provided. You may withdraw your consent at any time by contacting privacy@edsxevents.com. Withdrawal will not affect the lawfulness of processing that took place before the withdrawal.

Where appropriate and reasonably practicable, EDS will notify the relevant Sponsoring Partner that consent has been withdrawn. A Sponsoring Partner that has already received your data may act as an independent data controller for its own subsequent processing and is responsible for complying with its own data protection obligations and privacy notice.

We do not rely on this sponsor-sharing consent for unrelated processing activities. If EDS needs to use or disclose your data for another purpose, we will identify an appropriate lawful basis for that purpose.

7. OTHER DISCLOSURES OF YOUR DATA

In addition to the sponsor-sharing described above, we may disclose your data where reasonably necessary to operate our business and provide our services. Recipients may include:

- Service providers, suppliers and sub-contractors that support our websites, registration systems, CRM, communications, event operations, hosting, IT, analytics and other business functions.
- Professional advisers, auditors, insurers, payment providers and other organisations that support our legal, financial or operational requirements.
- Business partners where disclosure is necessary to provide an Event or Service that you have requested.
- Other attendees where an event includes networking features, attendee directories or event applications and the relevant feature or notice explains that information will be visible to other participants.
- A prospective purchaser, seller or successor if EDS undergoes a merger, acquisition, reorganisation, sale of assets or similar corporate transaction.
- Regulators, courts, law enforcement bodies or other authorities where disclosure is required by law or is necessary to establish, exercise or defend legal rights, protect safety, prevent fraud or comply with a legal obligation.

8. MARKETING COMMUNICATIONS

EDS may use professional contact information to send information about EDS events, content and services where this is permitted by applicable data protection and electronic marketing laws. Depending on the circumstances, our lawful basis may be consent or our legitimate interests in promoting relevant business-to-business events and services, subject to any additional consent requirements that apply to electronic marketing.

You can opt out of EDS marketing communications at any time by using the unsubscribe link in a marketing email or by contacting privacy@edsxevents.com.

Where attendee information is shared with a Sponsoring Partner on the basis of your consent as described in section 6, the Sponsoring Partner is responsible for ensuring that any subsequent marketing or other communications it sends are lawful and consistent with its own privacy obligations.

9. EVENT RECORDINGS AND PHOTOGRAPHY

EDS Events or Services may be photographed, filmed, audio recorded or documented through notes. We may use this material to operate, document, report on and promote our Events or Services. Our lawful basis will generally be our legitimate interests in operating and promoting our events, and we will obtain consent where consent is required by applicable law or by the circumstances of the recording.

If you have a concern about photography or recording at an event, please contact privacy@edsxevents.com or speak to an EDS representative at the event.

10. TRACKING TECHNOLOGIES AND COOKIES

We use cookies and similar technologies on our websites and digital services. Some cookies are strictly necessary for the operation and security of the service. Other cookies may be used for preferences, statistics, analytics or marketing.

Where required, we obtain consent before placing or using non-essential cookies or similar technologies. You can manage your choices using the cookie consent controls made available on our website. Refusing non-essential cookies may affect certain optional features but should not prevent access to essential website functions.

11. INTERNATIONAL DATA TRANSFERS

Some of the systems, suppliers, Sponsoring Partners or service providers we use may process your data outside the United Kingdom and, where relevant, outside the European Economic Area.

Where your data is transferred to a country that is not covered by an applicable adequacy decision or regulation, we will use an appropriate transfer mechanism where required, such as approved contractual safeguards, the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses or another lawful safeguard available under applicable data protection law.

You can contact privacy@edsxevents.com if you would like further information about the safeguards relevant to a particular transfer.

12. HOW WE PROTECT YOUR DATA

We use appropriate technical and organisational measures designed to protect your data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access. These measures include access controls, account security, system administration controls, security monitoring and organisational procedures appropriate to the nature of the information and the risks involved.

No method of transmission or storage is completely secure. We therefore cannot guarantee absolute security, but we take reasonable steps to protect your data and review our safeguards as our systems and risks change.

13. HOW LONG WE KEEP YOUR DATA

We keep your data only for as long as reasonably necessary for the purposes for which it was collected, including to provide services, maintain appropriate business and consent records, comply with legal and regulatory obligations, resolve disputes and establish or defend legal claims.

As a general operational guideline, information you provide directly to EDS may be retained for up to 24 months, and other professional or business information may be retained for up to 36 months, unless a longer or shorter period is appropriate because of the purpose, your relationship with EDS, a legal requirement, an objection or withdrawal of consent, or another relevant circumstance.

Records demonstrating consent, opt-outs and compliance may be retained for longer where necessary to demonstrate that we have complied with our legal obligations.

14. YOUR DATA PROTECTION RIGHTS

Depending on the circumstances and applicable law, you may have the right to:

- Request access to your data that we hold about you.
- Request correction where your data is inaccurate or incomplete.
- Request deletion of your data in circumstances where the law gives you that right.
- Request restriction of processing in certain circumstances.
- Object to processing based on legitimate interests and object to direct marketing at any time.
- Withdraw consent at any time where processing is based on consent. Withdrawal does not affect processing that was lawful before consent was withdrawn.
- Request portability of your data where the legal requirements for portability are met.
- Complain to the Information Commissioner's Office (ICO) or, where relevant, another competent data protection supervisory authority.

15. HOW TO EXERCISE YOUR RIGHTS

To exercise a data protection right or ask a privacy question, contact us at privacy@edsxevents.com or write to EDS Brands Ltd at 1 Allied Business Centre, Coldharbour Lane, Harpenden, England, AL5 4UT.

We may need to verify your identity before completing certain requests. We will respond within the time limits required by applicable law and will explain if an exemption or extension applies.

16. EXTERNAL LINKS

Our websites and services may contain links to websites, applications or services operated by third parties. Those third parties have their own privacy practices and policies. EDS is not responsible for the privacy practices of third-party

services that we do not control. You should review the relevant privacy information before providing your data to a third party.

17. CHILDREN

EDS Events and Services are intended primarily for business professionals and are not directed at children. We do not knowingly seek to collect your data from children through our professional event registration process.

18. CALIFORNIA PRIVACY RIGHTS

If you are a California resident and California privacy law applies to EDS and to the relevant processing of your personal information, you may have additional rights, including rights to request information about categories of personal information collected, used or disclosed, to request access or deletion, to correct inaccurate information, and to exercise other rights provided by applicable California law.

The availability and scope of these rights depend on the circumstances and on whether the relevant law applies to EDS and the information concerned. To make a California privacy request, contact privacy@edsxevents.com. We may need to verify your identity or the authority of an authorised agent before completing a request.

19. CHANGES TO THIS PRIVACY POLICY

We may update this policy from time to time to reflect changes in our services, business practices, technology or legal requirements. The current version will be published on our website with the date of the latest update. Where a change materially affects how we use your data, we will provide additional notice where appropriate.

20. HOW TO CONTACT US

Questions, comments and requests concerning this privacy policy or our use of your data should be sent to privacy@edsxevents.com.

Postal address: EDS Brands Ltd, 1 Allied Business Centre, Coldharbour Lane, Harpenden, England, AL5 4UT.

You also have the right to complain to the Information Commissioner's Office (ICO). Information about making a complaint is available from the ICO at ico.org.uk.