

PRIVACY POLICY & GDPR COMPLIANCE

Purpose This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

Last Updated: **September 1st 2026**

INTRODUCTION

EDS Brands Limited are committed to protecting and respecting your privacy. This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the EU General Data Protection Regulation ("GDPR"), the data controller is EDS Brands Ltd (company number 14953711) of Suite 4, The Maltings, Hoe Lane, Ware, Hertfordshire SG12 9LR.

Our nominated representative for the purpose of the Data and IT Protection is Bertan Halil (The Director).

DEFINITION OF TERMS

"Event or Service" means any face to face or digital service including but not limited to conference, roundtables, virtual roundtables, webinars, and podcasts.

INFORMATION WE MAY COLLECT FROM YOU

In Short: We process your information for purposes based on legitimate business interests, the fulfilment of our contract with you, compliance with our legal obligations, and/or your consent.

We use personal information collected via our Services, with the required opt-in and/or consent for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below.

- Publicly Available Personal Information. We collect first names, last names, business email; business phone number; social media; and other similar data.
- Information that you provide by filling in forms on our sites, and which may be amended from time to time ("our sites "). This includes information provided at the time of registering to use our site, subscribing to our service, posting material or requesting further services. We may also ask you for information when you report a problem with our site.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data that you access.

Information collected from other sources

In Short: We may collect limited data from public databases, marketing partners, and other outside sources.

We may obtain information about you from other sources, such as public databases, joint marketing partners, as well as from other third parties. Examples of the information we receive from other sources include: social media profile information; marketing leads and search results and links, including paid listings (such as sponsored links). We will inform you about the source of information and the type of information we have collected about you within a reasonable period after obtaining the personal data, but at the latest within one month.

IP ADDRESSES

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyse Our Service. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, you may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Flash Cookies.** Certain features of our Service may use local stored objects (or Flash Cookies) to collect and store information about Your preferences or Your activity on our Service. Flash Cookies are not managed by the same browser settings as those used for Browser Cookies. For more information on how You can delete Flash Cookies, please read visit: <https://allaboutcookies.org/how-to-clear-flash-cookies>
- **Web Beacons.** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser. Learn more about cookies: <https://allaboutcookies.org/>

We use both Session and Persistent Cookies for the purposes set out below:

Necessary / Essential Cookies

Type: Session Cookies Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have

asked for cannot be provided, and We only use these Cookies to provide You with those services.

Cookies Policy / Notice Acceptance Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

Functionality Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to reenter your preferences every time You use the Website.

For more information about the cookies, we use and your choices regarding cookies, please visit the Cookies section of our Privacy Policy.

WHERE WE STORE YOUR PERSONAL DATA

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA") (Hosted Cloud Services). It may also be processed by staff operating outside the EEA working for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your service requests, the processing of your attendance details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely, in accordance with your rights and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To administer our site or subscription services and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes

- To provide you with information, products, or services that you request from us or which we believe may interest you based on the data obtained or your preferences, or where you have consented to be contacted for such purposes, such as new content or an invitation to an event or service.
- To carry out our obligations arising from any contracts entered between you and us.
- To allow you to participate in interactive features of our service when you choose to do so.
- To notify you about changes to our service, your subscription, or our contract with you.
- To send administrative information to you. We may use your personal information to send you product, service, and new feature information and/or information about changes to our terms, conditions, and policies.
- Deliver targeted advertising to you. We may use your information to develop and display content and advertising (and work with third parties who do so) tailored to your interests and/or location and to measure its effectiveness.
- To send you marketing and promotional communications. We and/or our third-party marketing partners may use the personal information you send to us for marketing purposes if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time.
- EDS Brands Ltd shares personal information collected through the event registration process with its affiliates and event partners for the purposes of marketing relevant products and/or services. If you are a participant at one of EDS Brands' events or services, your personal information is also shared with your fellow event-attendees and selected event partners. If you would prefer to opt-out of such sharing, please email privacy@edsxevents.com.
- Any event or service provided by EDS Brands Ltd may be recorded either by video, audio or notes to provide our portfolio of events or services effectively and accurately. Please direct any question about the recorded of events or services to privacy@edsxevents.com

We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by email or telephone.

If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale to you.

If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you using methods appropriate to the data you have submitted to us or the data we hold.

If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box on the registration form or, alternatively, do not provide your consent to pass on those details when prompted. Please note, if you request information prepared by or an invitation to an event or service hosted by a third party, we will pass your details to that third party to fulfil your request. You may also contact The Director using the details set out in the details below.

EDS Brands Ltd, when applicable, relies on consent for processing personal Information. For example, EDS Brands Ltd may share part of or full data that delegates have submitted through its web registration with selected sponsors to explain all of its service's features and advantages and keep delegates updated of any news and events that sponsors consider may be of interest to delegates. EDS Brands Ltd does not disclose to or share delegates Personal

Information (e.g. email address, office/ mobile telephone number and job title & organization) with third parties, unless delegates have provided consent to do so, when applicable, compliant with EU General Data Protection Regulation 2016/679 and to the extent, the GDPR is no longer applicable in the United Kingdom, any implementing legislation or legislation having equivalent effect in the United Kingdom.

HOW WE PROTECT YOUR DATA

We have put in place security procedures and technical and organisational measures to safeguard your personal information. Access to all internal data servers is limited to the specialist data protection personnel and is controlled via active directory authentication using defined policies to control password expiry and renewal.

DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information to any member of our Group. We may also disclose your personal information to third parties under the following circumstances:

- business partners, suppliers, and sub-contractors for the performance of any contract we enter into with you including in relation to the supply of information or invitations to an event or service.
- business partners and suppliers where you have agreed to attend an event or service.
- if we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- if EDS Brands Ltd or substantially all its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- if we are under a duty to disclose or share your personal data to comply with any legal obligation, or in order to enforce or apply our rights, to view our terms and conditions of use and other agreements; or to protect the rights, property, or safety of EDS Brands Ltd, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

HOW LONG WE WILL KEEP YOUR DATA

We will keep your data all the time you have a current subscription or contract with us.

We may keep data you provide us for 24 months. We may keep other data about you for 36 months.

YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. We will inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by ticking certain boxes on the forms we use at the time we collect your data or at any other time.

You also have the right to:

- request access to, deletion of or correction of your personal data

- restrict or object to processing your personal data.
- withdraw your consent where the processing was based on that consent, but note that this does not affect any processing not based on your consent
- request we transfer your personal data to another person.
- complain to our nominated representative in which case we will follow our internal complaints procedure In each case described above, please contact The Director using the details set out below. You can also complain to the Information Commissioner's Office or other relevant supervisory authority.

EXTERNAL LINKS

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers, and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

ACCESS TO INFORMATION

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all your personal information, please contact The Director either by email to privacy@edsxevents.com or by post at Suite 4, The Maltings, Hoe Lane, Ware, Hertfordshire SG12 9LR.

We want to ensure that your personal information is accurate and up to date. If any of the information that you have provided to us changes, for example, if you change your email address or name, please let us know the correct details by writing to The Director as above. You may ask us, or we may ask you, to correct information you or we think is inaccurate, and you may also ask us to remove information which is inaccurate.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email.

CALIFORNIA PRIVACY RIGHTS & NOTICE OF COLLECTION

California law requires us to provide California residents with additional information regarding how we collect, use, and share your personal information.

Categories of personal information we collect. Throughout this Policy, we discuss in detail the specific pieces of information we collect from and about users. Below are the categories of personal information we collect:

- Identifiers (such as name and title, contact details, and company name);
- Internet or other network or device activity (such as browsing history or app usage);
- Inference data about you; and
- Other information that identifies or can be reasonably associated with you.

Use of categories of personal information. We may disclose the categories of personal information identified above for our operational purposes where the use is reasonably necessary and proportionate to achieve the operational purpose for which it was collected or processed, or for another compatible operational purpose.

Sale of Personal Information. Based on the definition of "sell" under California law and under current regulatory guidance, we do not believe we engage in such activity and have not engaged in such activity in the past twelve months (including that we do not "sell" the personal information of minors under 16 years of age). We do share certain information as set forth in Sections 1 and 2 of this Policy and allow third parties to collect certain information about your activity, for example through cookies, as explained in our cookie policy.

Individual Rights. California law may provide you with certain rights and permit you to request the following:

- Provide you the categories of personal information we have collected or disclosed about you in the last twelve months; the categories of sources of such information; the business or commercial purpose for collecting or selling your personal information; and the categories of third parties with whom we shared personal information.
- Provide access to and/or a copy of certain information we hold about you.
- Delete certain information we have about you.

You may have the right to receive information about the financial incentives that we offer to you (if any). You also have the right to not be discriminated against (as provided for in applicable law) for exercising certain of your rights. Certain information may be exempt from such requests under applicable law. For example, we need certain types of information so that we can provide the Services to you and for compliance with applicable law. If you ask us to delete certain information, you may no longer be able to access or use the Services.

If you would like to exercise any of these rights, please email us at privacy@edsxevents.com or send your written request to The Director, Suite 4, The Maltings, Hoe Lane, Ware, Hertfordshire SG12 9LR. You will be required to verify your identity before we fulfil your request. You can also designate an authorized agent to make a request on your behalf. To do so, you must provide us with written authorisation or a power of attorney, signed by you, for the agent to act on your behalf. You will still need to verify your identity directly with us. Subject to certain limits under California Civil Code § 1798.83, California residents may request certain information regarding our disclosure of information to third parties for their direct marketing purposes. To make such a request, please contact us as specified within this Privacy Policy.

California Online Privacy Protection Act Notice Concerning Do Not Track Signals

Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. We do not recognize or respond to browser related DNT signals, as the industry is currently working toward a common approach to responding to DNT.

HOW TO CONTACT US

Questions, comments, and requests regarding this privacy policy are welcomed and should be addressed to The Director either by email to privacy@edsxevents.com or by post to him at Suite 4, The Maltings, Hoe Lane, Ware, Hertfordshire SG12 9LR.