Data Privacy Policy

General information

It is PublicisLive’s mission to provide you with a registration service. In order to carry out our mission, you are required to share information about yourself, known as «personal data» (e.g. name, address, email address, phone number, etc.).

The purpose of this notice is to inform you of the way we use and ensure the safety of the personal data we collect through this website. If you disagree with the following, you will no longer be able to benefit from our services.

Please note however that we decline any responsibility for the privacy policies of third parties’ websites this website may include as links. Their privacy policy is regulated by their own privacy notice, which we therefore invite you to read when visiting each website. The use of such websites is at your own risk.

The present notice is subject to change. Any changes to this Privacy Notice will be promptly communicated on this page and you should check back to see whether there are any changes. Continued use of the Website after a change in the Privacy Notice indicates your acknowledgement and acceptance of the use of Personal Data in accordance with the amended Privacy Notice.

The service provided on this website is not intended for individuals below the age of 18. If you are under 18, please do not attempt to provide your personal data on this website.

1. What data do we collect?

When you visit our website, the following information are automatically registered into our web server: Personal & professional information:

<table>
<thead>
<tr>
<th>First name</th>
<th>Last name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>Phone number</td>
</tr>
<tr>
<td>Position</td>
<td>Company</td>
</tr>
<tr>
<td>City of residence</td>
<td>Country of residence</td>
</tr>
<tr>
<td>Gender</td>
<td>age</td>
</tr>
</tbody>
</table>

2. Who collects/processes your data?

EU General Data Protection Regulation (“GDPR”) makes a distinction between entities that process personal data for their own purposes (known as “Data Controllers”) and entities that process personal data on behalf of other entities (known as “Data Processors”). PublicisLive may act as either a data controller or a data processor in respect of your personal data, depending on the circumstances.

This Privacy Policy applies where PublicisLive is acting as a data processor with respect to your personal data that you enter into our website. Sustainable Finance Geneva with registered offices Avenue de la Praille 50, 1227 Carouge, Suisse remains the data controller and will determine the purposes and means of the processing of your personal data.
3. **Why do we collect your data?**

Any data we collect thought this website will be used only for Registration to the event and analysis on the demographic of participants coming. In no way will it be used for other purposes without your prior consent. Additionally, individuals who voluntarily register on this platform may receive regular news and updates about their participation at Building Bridges Summit & Week 2021.

4. **With who do we share your data?**

PublicisLive will share your Personal Data with Sustainable Finance Geneva only. Your information may be shared with third parties exclusively in one of the following circumstances:

i. **With your consent**

Your personal data may be shared with third parties when required for certain processing activities when we have your consent to do so. However, we do not nor collect nor process sensitive personal data (e.g. sexual orientation, religion, political opinions, etc.).

ii. **For legitimate interests**

Your personal data may be shared with third parties for legitimate interests, for instance when booking an accommodation through our website in order to attend Building Bridges 2021. In the event that your interests or fundamental rights prevail, your explicit consent will be required.

iii. **For processing of the Sustainable Finance Geneva**

Your personal data may be shared with the Sustainable Finance Geneva in connection with us processing your personal data on its behalf as a Data Controller, in compliance with our Privacy Policy.

iv. **For external processing (service provider)**

We engage service providers, agents, contractors or hotels to provide services on our behalf, including to administer this website and provision of services available to you. These third parties will access or otherwise process your personal data in the course of providing these services.

PublicisLive requires third parties, who may be based outside the country from which you have accessed this website or the service, to comply with all relevant data protection laws and security requirements in relation to your personal data, usually by way of a written agreement.

v. **Compliance with laws**

Your personal data may be shared with local authorities to the extent deemed necessary, in particular for security reasons or as required by mandatory laws and regulations.
5. **What about cookies?**

A cookie is a small file which is placed on your computer’s hard drive. We use one type of cookie on this website: session cookies which may be installed on the browser without prior consent. Session cookies are strictly necessary for the operation of your registration and only last as long as the session (usually the current visit to a website or a browser session).

We use cookies for anonymous user tracking. The service provider web server assigns each user a unique numerical ID. All requests for pages are tagged with that ID, and by analyzing the log files, the service provider can determine how many unique users use this website.

The Service Provider does not know the identity of a person based on the ID. The cookies used by the Service Provider do not contain any personal data about you nor are they used to look up your personal data. Even if you have entered personal data about yourself in one of the registration forms, the Service Provider does not relate that information to the cookie data.

5. **How do we secure your data?**

PublicisLive values the protection of your personal data. Any information we receive from you is handled with up-to-date security means and technologies in order to avoid incidents, such as loss, unauthorized access, improper use, destruction, disclosure or alteration. All of Publicis’ employees are made aware of their obligation to work in strict confidentiality when dealing/processing with your personal data.

If you think that the Website or any Personal Data is not secure or that there has been unauthorized access to the Website or your Personal Data, please contact dpo@publicislive.com immediately.

6. **What about data transfers?**

Your personal data is transferred to Switzerland which is considered to have the same level of data protection as in the EU.

Should you wish to know more about how data is protected or wish to request a copy of the contractual protections please contact registration2021@buildingbridges.org.

7. **How long to we keep your data?**

The conservation of your data will not exceed the period of time that is necessary to complete the purpose of its collection (see above 3) and/or to provide the service you requested, unless a longer period of conservation is required in order to comply with our legal obligations, to resolve disputes or to enforce our agreements.

8. **What about your data protection rights?**

As a data subject, the EU General Data Protection Regulation (“GDPR”) offers you a certain number of rights:

- You may **access** any personal data stored about you in our records and obtain a copy.
- If you consider that any of your personal data collected through this website is incorrect, incomplete or confusing, you may request for the information to be **completed or rectified**.

- You may also ask us to **erase** your Personal Data under certain legal conditions (for instance if the data is no longer relevant with regards to the initial purpose of collection).

- You may **object** to the processing of your personal data, ask us to **stop** processing your personal data or request **portability** of your personal data under certain legal conditions.

- If your consent was required at some point for the processing of your data, you may **withdraw your consent** at any time. Such withdrawal will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal data conducted in reliance on lawful processing grounds other than consent.

- You have the right to **complain to a data protection authority** about the collection and use of your personal data by PublicisLive. For more information, please contact your local data protection authority.

Should you want to exercise any of the rights stated above, please contact us on: registration2021@buildingbridges.org.

9. **How can you contact us?**

We take the protection of your data very seriously. In case of questions/concerns or complaints on this matter, please contact the dedicated team using the following email address: registration2021@buildingbridges.org. Our headquarter office address is: Pierre-Fatio 15, 1204 Geneva – Switzerland.