

This Privacy Policy explains how we use the personal information that Binary District collects or generates both in relation to this website and our products and services.

The list below sets out what is covered in this Privacy Policy and you can click on the headings below to go to a specific section.

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1. BACKGROUND

- 1.1 Binary District Holding B.V. with its registered office at Strawinskylaan 1431, Amsterdam, 1077 and other companies in the Binary District group collect and use certain Personal Data. Binary District is responsible for ensuring that it uses that Personal Data in compliance with data protection laws.
- 1.2 At Binary District we respect the privacy of our clients and we are committed to keeping all your Personal Data secure. This Privacy Policy governs the handling of Personal Data by Binary District in the course of carrying on commercial activities.
- 1.3 We use the following definitions in this Privacy Policy:

“Binary District”, “we or “us” means Binary District Holding B.V. and other companies in the Binary District group.

“Personal Data” means any data which relates to a living individual who can be identified from that data or from that data and other information which is in the possession of, or is likely to come into the possession of, Binary District (or its representatives or service providers). In addition to factual information, it includes any expression of opinion about an individual and any indication of the intentions of Binary District or any other person in respect of an individual.

2. THE PRODUCTS AND SERVICES WE PROVIDE

- 2.1 This Privacy Policy concerns the following categories of information that we collect about you when providing the Website and Binary District events:
 - (A) Information we receive through our websites ("**Binary District Websites**");
 - (B) Information we receive through our support or events management services ("**Binary District Services**").

3. THE TYPES OF PERSONAL DATA WE COLLECT

- 3.1 Many of the services offered by Binary District require us to obtain Personal Data about you in order to perform the services we have been engaged to provide. In relation to each of the services described at paragraph 2.1 above, we will collect and process the following Personal Data about you:
 - **Information that you provide to Binary District.** This includes information about you that you provide to us. The nature of the services you are requesting will determine the kind of Personal Data we might ask for, though such information may include (by way of a non-exhaustive list):
 - basic Personal Data (such as first name; family name; position in the company; company name; company email address; business phone number; business address; city; postcode; country; personal phone number; personal email address; social networks profiles) that you provide to us when you register or book tickets to events;

- **Information that we collect or generate about you.** This includes (by way of non-exhaustive list):
 - a file with your contact history to be used for enquiry purposes so that we may ensure that you are satisfied with the services which we have provided to you;
 - a file with your payment history containing amounts of money transferred, currency, dates, and means of transactions; and
 - through our security services, traffic and security reports that include information on the internet usage of the organisation's computer users (e.g. what websites were visited by each user, any documents downloaded, security incidents, prevention measures taken by the gateway, etc.).
- **Information we obtain from other sources.**
 - Information provided to us by third party ticket sales and events management companies.
 - Location information and device information that we obtain using Google Analytics, Facebook, Twitter and LinkedIn.
- **Cookies.**
 - When you visit Binary District Websites, cookies are used to collect technical information about the services that you use, and how you use them.
 - For more information on the cookies used by Binary District please see our [Cookie Notice](#).
- **Anonymized data**
 - In addition to the categories of Personal Data described above, Binary District will also process further anonymized information and data that is not processed by reference to a specific individual.

4. HOW WE USE YOUR INFORMATION

4.1 Your Personal Data may be stored and processed by us in the following ways and for the following purposes:

- for ongoing review and improvement of the information provided on Binary District Websites to ensure they are user friendly and to prevent any potential disruptions or cyber attacks;
- to allow us to provide you with access and tickets to our events;
- to set up customers to use the Binary District Website;
- to conduct analysis required to detect malicious data and understand how this may affect our IT system;
- for statistical monitoring and analysis of current attacks on devices and systems and for the on-going adaptation of the solutions provided to secure devices and systems against current attacks;
- to understand feedback on Binary District events and to help provide more information on those events quickly and easily;
- to communicate with you in order to provide you with information about Binary District events;
- for in-depth threat analysis;
- to understand your needs and interests;

- for the management and administration of our business;
- in order to comply with and in order to assess compliance with applicable laws, rules and regulations, and internal policies and procedures; or
- for the administration and maintenance of databases storing Personal Data.

4.2 However we use Personal Data we make sure that the usage complies with law and the law allows us and requires us to use Personal Data for a variety of reasons. These include:

- we need to do so in order to perform its contractual obligations with its customers;
- we have obtained your consent;
- we have legal and regulatory obligations that we have to discharge;
- we may need to do so in order to establish, exercise or defend our legal rights or for the purpose of legal proceedings;
- the use of your Personal Data as described is necessary for our legitimate business interests, such as:
 - allowing us to effectively and efficiently manage and administer the operation of our business;
 - maintaining compliance with internal policies and procedures;
 - monitoring the use of our copyrighted materials;
 - enabling quick and easy access to information on Binary District events;
 - offering optimal, up-to-date security solutions for mobile devices and IT systems.

4.3 We will take steps to ensure that the Personal Data is accessed only by employees of Binary District that have a need to do so for the purposes described in this Privacy Policy.

5. **DISCLOSURE OF YOUR INFORMATION TO THIRD PARTIES**

5.1 We may share your Personal Data within the Binary District group of companies for the purposes described above.

5.2 We may also share your Personal Data outside of the Binary District group for the following purposes:

- with our business partners. For example, this could include our partners who assist us with the organisation of Binary District event(s). Personal Data will only be transferred to a business partner who is contractually obliged to comply with appropriate data protection obligations and the relevant privacy and confidentiality legislation;
- with third party agents and contractors for the purposes of providing services to us (for example, Binary District's accountants, professional advisors, IT and communications providers and debt collectors). These third parties will be subject to appropriate data protection obligations and they will only use your Personal Data as described in this Privacy Policy;
- to the extent required by law, for example if we are under a duty to disclose your Personal Data in order to comply with any legal obligation (including, without

limitation, in order to comply with tax reporting requirements and disclosures to regulators), or to establish, exercise or defend its legal rights;

- if we sell our business or assets, in which case we may need to disclose your Personal Data to the prospective buyer for due diligence purposes; and
- if we are acquired by a third party, in which case the Personal Data held by us about you will be disclosed to the third party buyer.

6. INTERNATIONAL TRANSFERS OF PERSONAL DATA

6.1 Binary District is a global business. Our customers and our operations are spread around the world. As a result we collect and transfer Personal Data on a global basis. That means that we may transfer your Personal Data to locations outside of your country.

6.2 Where we transfer your Personal Data to another country outside the EEA, we will ensure that it is protected and transferred in a manner consistent with legal requirements. In relation to data being transferred outside of Europe, for example, this may be done in one of the following ways:

- the country that we send the data to might be approved by the European Commission as offering an adequate level of protection for Personal Data (Israel is an approved country);
- the recipient might have signed up to a contract based on “model contractual clauses” approved by the European Commission, obliging them to protect your Personal Data;
- where the recipient is located in the US, it might be a certified member of the EU-US Privacy Shield scheme; or
- in other circumstances the law may permit us to otherwise transfer your Personal Data outside Europe.

6.3 You can obtain more details of the protection given to your Personal Data when it is transferred outside Europe (including a copy of the standard data protection clauses which we have entered into with recipients of your Personal Data) by contacting us as described in paragraph 11 below.

7. HOW WE SAFEGUARD YOUR INFORMATION

7.1 We have extensive controls in place to maintain the security of our information and information systems. Client files are protected with safeguards according to the sensitivity of the relevant information. Appropriate controls (such as restricted access) are placed on our computer systems. Physical access to areas where Personal Data is gathered, processed or stored is limited to authorised employees.

7.2 As a condition of employment, Binary District employees are required to follow all applicable laws and regulations, including in relation to data protection law. Access to sensitive Personal Data is limited to those employees who need to it to perform their

roles. Unauthorised use or disclosure of confidential client information by a Binary District employee is prohibited and may result in disciplinary measures.

7.3 When you contact a Binary District employee about your file, you may be asked for some Personal Data. This type of safeguard is designed to ensure that only you, or someone authorised by you, has access to your file.

8. HOW LONG WE KEEP YOUR PERSONAL DATA

8.1 How long we will hold your Personal Data for will vary and will be determined by the following criteria:

- the purpose for which we are using it – Binary District will need to keep the data for as long as is necessary for that purpose; and
- legal obligations – laws or regulation may set a minimum period for which we have to keep your Personal Data.

9. YOUR RIGHTS

9.1 In all the above cases in which we collect, use or store your Personal Data, you may have the following rights and, in most cases, you can exercise them free of charge. These rights include:

- the right to obtain information regarding the processing of your Personal Data and access to the Personal Data which we hold about you;
- the right to withdraw your consent to the processing of your Personal Data at any time. Please note, however, that we may still be entitled to process your Personal Data if we have another legitimate reason for doing so. For example, we may need to retain Personal Data to comply with a legal obligation;
- in some circumstances, the right to receive some Personal Data in a structured, commonly used and machine-readable format and/or request that we transmit those data to a third party where this is technically feasible. Please note that this right only applies to Personal Data which you have provided directly to Binary District;
- the right to request that we rectify your Personal Data if it is inaccurate or incomplete;
- the right to request that we erase your Personal Data in certain circumstances. Please note that there may be circumstances where you ask us to erase your Personal Data but we are legally entitled to retain it;
- the right to object to, or request that we restrict, our processing of your Personal Data in certain circumstances. Again, there may be circumstances where you object to, or ask us to restrict, our processing of your Personal Data but we are legally entitled to refuse that request; and
- the right to lodge a complaint with the relevant data protection regulator if you think that any of your rights have been infringed by us.

9.2 You can exercise your rights by contacting us using the details listed in paragraph 11 below.

10. DESIGNATED REPRESENTATIVE

10.1 **Binary District's** registered office may be contacted using the following contact information:

Address: Strawinskylaan 1431, 1077XX Amsterdam

Email Address: support@binarydistrict.com

11. QUESTIONS AND CONCERNS

11.1 If you have any questions or concerns about Binary District's handling of your Personal Data, or about this Policy, please contact our Privacy Officer using the following contact information:

Address: Strawinskylaan 1431, 1077XX Amsterdam

Email Address: support@binarydistrict.com

We are usually able to resolve privacy questions or concerns promptly and effectively. If you are not satisfied with the response you receive from our Privacy Officer, you may escalate concerns to the applicable privacy regulator in your jurisdiction. Upon request, Binary District's Privacy Officer will provide you with the contact information for that regulator.