AEO PRIVACY POLICY

AEO Ltd.
119 High Street
Berkhamsted
Hertfordshire
HP4 2DJ

This privacy policy explains how AEO (Association of Event Organisers) Ltd. uses any personal information we collect about you. We follow the guidelines provided by the Information Commissioner's Office (ICO) in order to comply with General Data Protection Regulation (GDPR). We are listed on the public register for data controllers maintained by the ICO.

The table below outlines how data will be used at AEO events in 2027

How will AEO use your data at events in 2027?

The information AEO will require when you book your places for events in 2027 includes:

- The booker's name and contact details (email and postal address) so that the invoice can be processed and confirmation of your booking can be sent out to you ahead of the event
- Guests' names and contact details (email) so that AEO can send out:
  - joining instructions ahead of the event
  - a post event email with access to the photo gallery
- Dietary requirements for you/your colleagues which, under legitimate interest, will be shared with the event manager and catering team at the venue.
- Any additional guest requirements regarding access and health and safety requirements which, under legitimate interest, will be shared with the venue team

Event App

AEO events are business networking events so, as a legitimate interest, names of delegates will also be included on the event app. If you need to gain consent for your colleagues' details to be used in this way, please do so before registering them. Delegates will have the opportunity to remove their name from the delegate list should they wish to by emailing the AEO team at dataprivacy@aeo.org.uk the day before the event takes place.

Photography at AEO events

There will also be photography taking place throughout our events. Please make your colleagues aware so that they can avoid being captured on camera should they not wish to be. There will be notices up at the entrance to the event.

Below is how AEO processes data in general

Topics:

- How do we collect information about you?
- How will we use the information?
- Data Sharing
- Profiling
- What type of information do we hold?

- Access to your information
- Data storage and security
- Retention of Data
- Cookies
- Third party websites
- Changes to our privacy policy
- Your views are important to us

How do we collect information about you?
We collect information about you if the company you work for becomes a member of the AEO and/or when you register to use our products and services such as our events and webinars. We may also collect information when you voluntarily complete surveys, provide feedback and participate in competitions.

Website usage information is collected using cookies.

How will we use the information?

If you register for our products and services we will use your information for the purposes of providing tickets, joining instructions, communicating about the product or service and/or any changes we may need to make to ensure that your experience of the product or service is a good one. This may include requesting contact details, dietary information and information about your business so that speakers can tailor their content.

If, within the last two years, you have registered for our products and services or attended AEO events, under legitimate interest, we will contact you about similar events and services. You may opt out of receiving this information at any time by unsubscribing from our email communications, this will, however, mean that you won't hear from us about any future initiatives, services or offers we provide.

If the organisation you work for has become a member of AEO, we will contact you about information we consider to be a legitimate interest to you and/or the AEO such as events industry initiatives, health and safety information, industry networking opportunities, research, resources and training and development opportunities that will support your role in the events industry.

On occasion we may also send you information from our partners, sponsors and sister associations (AEV and ESSA) that we think may be of interest to you.

You may opt out of receiving this information at any time by unsubscribing from our different email communications, this will, however, mean that you won't hear from us about any similar future initiatives, services or offers that your organisation is subscribing to as part of its AEO membership fee.

Data Sharing
We have consulted the ICO (Information Commissioner's Office) directly about data sharing. For occasions where we deem data sharing to be a legitimate interest to the data subject such as sharing dietary requirements with venue catering teams and delegate lists for networking at our member events, we will conduct a legitimate interest (LI) balancing test and inform delegates of what data will be shared, who it will be shared with and where it may be published.

Other than where we have deemed it relevant to conduct an LI test, we will not share your information with third parties unless you have provided consent for us to do so, either as part of a contractual agreement, via a registration process for the events, products and services we provide or by other means.

Profiling

For marketing AEO products and services, member data may be subject to profiling by job role, function and position to ensure that the most relevant information is provided. If you would like further information, please email dataprivacy@aeo.org.uk

What type of information do we hold?

The type of delegate or member information we hold is:

- Name
- Contact details – email, telephone number
- Job title and function
- Images – from events, of speakers, spokespeople, working group members
- Social media details
- Financial details for invoicing purposes
- Dietary requirements
- Pronoun, if requested on registration badge
- Venue / event accessibility requirements

Access to your information

You have a right to request a copy of the information we hold about you. If you would like a copy of some or all of your personal information, please email dataprivacy@aeo.org.uk or write to us at the following address:

AEO Ltd.
119 High Street
Berkhamsted
Hertfordshire
HP4 2DJ

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

If, at any time, you would like us to stop holding information about you or using it for any particular purpose please just email us at dataprivacy@aeo.org.uk.

You have the right to complain to a data supervisory authority if you feel that AEO has not handled your data in a satisfactory manner. www.ico.org.uk/concerns/handling/

Data storage and security

AEO may store the information collected from you on our company database and email system. All data is held and processed in accordance with AEO data procedures and access to AEO computer servers is controlled by firewalls.

Data retention
All data obtained via registration for AEO events such as the AEO Forums, AEO Excellence Awards, FaceTime Exhibitor Masterclasses and AEO Conference will be retained for a period of three years.

'Cookies'
Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

If you wish to learn more about cookies please visit www.allaboutcookies.org

You can set your browser not to accept cookies and the website above will tell you how to remove cookies from your browser. However in a few cases some of our website features may not function as a result.

Below is a list of the cookies that AEO's web provider ASP Ltd. creates on its Showoff sites and supporting systems.

Cookies set by Showoff

Cookie Name	Encrypted?	Expires	Description
CFID	N	Never	Maintaining client identity: A sequential client identifier
CFToken	N	Never	Maintaining client identity: A random number client security token
DefaultLocale	N	On Exit	Stores the default locale of the website.
JSessionID	N	On Exit	ColdFusion session-specific management cookie/identifier
SessionExpiryTime	N	2 Hours	Timestamp used to track a user's session.

Cookies set by Insights

Cookie Name	Encrypted?	Expires	Description
_pk_id	Y	Indefinitely or when user manually clears them	Contains a visitor id used to identify unique visitors
_pk_ref	Y	Indefinitely or when user manually clears them	To identify where visitors to the site came from
_pk_ses	Y	30 mins	Used to identify a unique visit to the site

Cookies set by Engage

Cookie Name	Encrypted?	Expires	Description
*_engage_barCollapsed	N	On Exit	Holds the state of the Engage bar, whether this is open or collapsed
*_engage_modules	N	On Exit	Contains a list of enabled modules for Engage
*_engage_accessTokenSite	N	On Exit	A unique access token for the user to access the engage API

*_engage_PersonUUID	N	On Exit	Identifies The user for the logged in session
asp_engage	Y	On Exit	Stores the session ID of a visit

Cookies set by Incapsula

Incapsula is ASP's Web Application Firewall (WAF). These are 3rd party cookies and used for the security of the websites.

Cookie Name	Encrypted?	Expires	Description
incap_ses_	Y	On Exit	Preserves a user's state across the session
visid_incap	Y	1 Year	Session cookie for Incapsula

In addition, cookies from third parties such as Twitter (for online Twitter feed) and Google (for analytics) are included on AEO websites.

Please see information on Twitter cookies here **https://help.twitter.com/en/rules-and-policies/twitter-cookies#**

Please see information on Google Analytics cookies here **https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage**

Third party websites

Our website contains links to other websites. This privacy policy only applies to this website. We recommend that you check the policy of each site you visit and contact its owner or operator if you have any concerns or questions.

Changes to our privacy policy
We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on **1st February 2026**.

Your views are important to us
We want you to get the best of your experience with Association of Event Organisers (AEO) Ltd. Please contact us at dataprivacy@aeo.org.uk if you have any questions about our privacy policy or information we hold about you.