

EIA Privacy Policy

Events Industry Alliance Ltd (EIA)
119 High Street
Berkhamsted
Hertfordshire
HP4 2DJ

This privacy policy explains how EIA (Events Industry Alliance) 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.

Topics:

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- Retention of Data
- Cookies
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- 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 EIA and/or when you register to use our products and services such as our events and Working Groups. 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 requirements 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 EIA events, under legitimate interest, we will contact you about any 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 EIA, we will contact you about the information we consider to be a legitimate interest to you and/or the EIA 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 (AEO 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 EIA membership fee.

We will not share your information with third parties unless you have provided consent for us to do so as part of a contractual agreement, registration process for the events, products and services we provide or by any other means.

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 EIA 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@EIA.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 needs

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 of all of your personal information, please email dataprivacy@EIA.org.uk or write to us at the following address:

EIA 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@EIA.org.uk.

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

Data storage and security

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

Data Retention

All data obtained via registration for EIA events such as the EIA and Cross Association Working Groups, EIA Icebreaker and 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 <https://www.allaboutcookies.org/>

You can set your browser to not 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.

Events Industry Alliance Limited
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Tel: 01442 873331

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Registered in England 5645859

Below is a list of the cookies that EIA's website 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.
JSesionID	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 user ID used to identify unique visitors
_pk_ref	Y	Indefinitely or when user manually clears them	To identify from where they 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 sessionID of a visit

Cookies set by Incapsula

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

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 EIA websites.

Please see information on Twitter cookies here <https://help.twitter.com/en/rulesand-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. The 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 28 Feb 2020.

Your views are important to us

We want you to get the best of your experience with Events Industry Alliance (EIA) Ltd. Please contact us at dataprivacy@EIA.org.uk if you have any questions about our privacy policy or information we hold about you.

Last updated: 05/03/2020