

## PRIVACY POLICY

Whenever you use the platform, that can be accessed from [www.evolve.swapcard.com](http://www.evolve.swapcard.com) and/or the Swapcard platform (hereinafter referred together as the "Platform") for your registration and participation to our Evolve 2.0 Event (hereinafter the "Event"), we may collect and process your personal data.

This privacy policy is intended to inform you, in accordance with the General Data Protection Regulation of April 27<sup>th</sup>, 2016 relating to the protection of natural persons with regard to the processing of personal data (hereinafter the "GDPR"), of our practices and on how we collect, hold, use and share personal data that you might providing us as part of the Event.

For the purposes of the privacy policy, the following terms will be defined as follows:

- **Attendee(s)**: person who will participate to the Event in order to benefit from all the features (networking, live and pre-recorded content, exhibitor list, marketplace and more).
- **Exhibitor(s)**: service providers from the event industry who will feature their products and services on the Event and may be exchange with Attendees.
- **Master of Ceremony**: person who will host one of the 3 tracks (i.e., Evolve, Learn, Evolve Explore and Evolve Inspire) and will present all the session of the track.
- **Partner(s)**: services providers from the event industry that will provide their expertise, knowledge and products and services during the Event.
- **Speaker(s)**: person that will share its experience on chosen topics during a live session during the Event.

### 1. Data Controller

SWAPCARD CORPORATION, Simplified Joint Stock Company

RCS PARIS n°790 356 760

Headquarters: 6 rue du Paradis, 75010 PARIS

(hereinafter: "us" or "we")

### 2. What are the purposes, legal basis and data retention periods regarding the personal data processed through our Platform?

PURPOSES	LEGAL BASIS	RETENTION PERIOD
Register to the Event through the Platform	The processing is necessary to take steps at your request prior to entering into a contract or is necessary for the performance of a contract to which you are a party	The personal data are retained for the duration of the Event plus 3 years from the end of the Event.

<p>Provide our services, enable you to access to the Platform and benefit from the services offered as part of the Event:</p> <ul style="list-style-type: none"> <li>- Participate to business meetings;</li> <li>- Assist to conferences;</li> <li>- Showcase your products and services;</li> <li>- Apply to Job Offers listed on Evolve Recruitment Board;</li> <li>- Participate to Giveaway.</li> </ul>	<p>The processing is necessary for the performance of a contract to which you are a party.</p>	<p>The personal data are retained for the duration of the Event plus 3 years from the end of the Evolve 2.0 Event.</p>
<p>Constitute a customer and prospects file</p>	<p>The processing is necessary for the purposes of the legitimate interests pursued by us</p>	<p>For the customer, the personal data are retained for the duration of the contract executed between the parties plus 3 years.</p> <p>For the prospects, the personal data are retained for 3 years from data collection or from the last contact with the prospect.</p>
<p>Carry out customer management operations relating to contracts, invoices, follow-ups with customers, etc.</p>	<p>The processing is necessary for the performance of a contract to which you are a party.</p>	<p>For the customer, the personal data are retained for the duration of the contract executed between the parties plus 3 years.</p> <p>Your personal data may be archived for a duration of 5 years for evidentiary purposes.</p> <p>For Exhibitors, your credit card data are retained by our payment service provider pending the completion of the transaction. However, your credit card data may be retained in intermediate archives during a 13-months period after the transaction for evidentiary</p>

		<p>purposes (15 months in case of a deferred debit card).</p> <p>For Master of Ceremony, we will retain your bank account data for the duration of our contract.</p>
Answer to your information requests	The processing is necessary for the purposes of the legitimate interests pursued by us	Your personal data are retained for the duration of the processing of your request and will be deleted once your information request has been processed.
Send newsletters and direct marketing	The processing is necessary for the purposes of the legitimate interests pursued by us (promoting and developing our business)	Your personal data are retained for 3 years from data collection or from the last contact
Build up statistics about the Event	The processing is necessary for the purposes of the legitimate interests pursued by us (promoting and developing our business)	[To be completed]
Answer your requests to exercise your rights and to follow up on them	The processing is necessary for the purposes of the legitimate interests pursued by us (answering and following up your requests)	<p>- If we ask for a proof of identity: we only retain it for the time necessary to verify your identity. Once the verification has been carried out, the document is deleted.</p> <p>- If you exercise your right to object to receive direct marketing: we retain this information during a 3-years period.</p>

**3. What personal data do we collect?**

The term "*personal data*" refers to any data that enables a person to be identified.

We may collect the following personal data:

- Identification data (e.g., first name, last name, email, phone number, postal address, attendee type, time zone, city, country, a photo of you, biography, your profiles on social networks, etc.)
- Browsing data (e.g., IP address, logs)

- Economic and financial data (e.g., bank details, IBAN) for Exhibitors and Master of Ceremony
- Working life data (e.g., job title, areas of expertise, data relating to your company);
- Data relating to your business.

We inform you, when requesting your personal data, if certain information must be provided or if it is optional. Some personal data are necessary to provide you with our services.

#### **4. With whom do we share your personal data?**

- Our team
- Our data processors: Hosting provider, CRM tool, secure payment provider, marketing agency, launching videos service provider, service provider which provide us with statistics regarding the Event, production agency, the service provider which install all the technical tools for the Master of Ceremony and Speaker, our bank.
- If applicable: public and private organizations in order to comply with our legal obligations.

Depending on the confidentiality criteria defined by you, all or part of your personal data may be shared with Attendees, Exhibitors, Partners, Speakers, Masters of Ceremony through your profile available on the Platform. Some of your personal data will be public by default and others will only be visible once a friend request has been accepted.

Attendees may choose not to share their personal data publicly by hiding their profile from the other platform users – this option is easily accessible from the attendees list of an event..

Exhibitors, Partners, Attendees, Speakers and Master of Ceremony remain solely responsible for their compliance with legal obligations with regard to their processing of your personal data, which they carry out themselves, with their own means and for their own purposes. We are only responsible for our use of your personal data as part of the Platform and Event.

#### **5. Are your personal data likely to be transferred outside the European Union?**

Your personal data are hosted on two servers of AWS, one in the European Union and one in the United States.

They may be transferred outside the European Union while managing our tools and our relationships with our processors (see article 4 "With whom do we share your personal data?").

This transfer is secured by the following safeguards:

- Either these data are transferred to a country that has been deemed to offer an adequate level of protection by a decision of the European Commission; or
- We have entered into a specific contract with our subcontractors related to the transfer of your personal data outside the European Union, based on standard contractual clauses between a data controller and a data processor approved by the European Commission.

#### **6. What rights do you have over your personal data?**

You have the following rights with regard to your personal data:

- **Right to be informed:** This is precisely why we have drafted this privacy policy.

- **Right to access:** You have the right to access all your personal data at any time.
- **Right to rectification:** You have the right to rectify your inaccurate, incomplete or obsolete personal data at any time.
- **Right to restriction of processing:** You have the right to restrict the processing of your personal data in certain cases stated in art.18 of the GDPR.
- **Right to erasure ('right to be forgotten')**: You have the right to request that your personal data be deleted and to prohibit any future processing.
- **Right to file a complaint to a competent supervisory authority (in France, the CNIL)**, if you consider that the processing of your personal data constitutes a breach of applicable regulations.
- **Right to define instructions related to the retention, deletion and communication of your personal data after your death.**
- **Right to data portability:** You have the right to receive the personal data you have provided us in a standard machine-readable format and to require their transfer to the recipient of your choice.
- **Right to object:** You have the right to object to the processing of your personal data. Please note however that we may continue to process your personal data despite this opposition for legitimate reasons or for the defense of legal claims.

You can exercise these rights by writing us using the contact details below. We may ask you on this occasion to provide us with additional information or documents to prove your identity.

#### **7. Contact information for data privacy matters**

Contact email: support@swapcard.com

Contact address: SWAPCARD CORPORATION, 6 rue du Paradis - 75010 PARIS

#### **8. Updates**

Our privacy policy can be updated at any time. Updates will be effective at the date of entry into force of the updated version. Please refer back regularly to the latest version of our privacy policy.

Entry into force: 25/01/2021

## **Appendix – Cookies policy**

### **1. What is a Cookie?**

When accessing our Platform, Cookies, pixels, tags and other trackers (hereafter referred to as the “**Cookies**”) are installed on your computer and/or terminal.

A cookie is a small file, often encrypted, that is stored in your browser or device and is identified by a name. It is installed when you visit a site or application. Each time you return to the said site or application, the Cookie is retrieved from your browser or device. This ensures that each time you visit the site or application, the browser is recognized.

The installation of these Cookies is likely to enable us to access your browsing data and/or personal data concerning you.

**2. Cookies Identification**

➤ **Technical and functional Cookies**

Technical and functional Cookies are necessary for the proper functioning of the Platform and to provide you with our Services. They are used throughout your navigation, in order to facilitate it and to carry out certain functions.

For example, a technical Cookie may be used to store your responses to a form or your preferences regarding the language or layout of Platform, where such options are available.

➤ **Advertising Cookies**

Advertising Cookies may be created not only by our Platform but also by other websites and applications that serve ads, announcements, widgets or other elements displayed on the page.

These Cookies can be used, among other things, to personalize and measure the effectiveness of advertising or to carry out advertising targeting.

➤ **Content personalization Cookies**

Content Personalization Cookies allow us to provide you with content that is more likely to match your interests based on your browsing profile. Your browsing profile is established according to the content you have already consulted.

➤ **Social network Cookies**

Social network Cookies allow you to share content from our Platform on social networks and to express, on these networks, your opinion or make public your consultation of our services by clicking, for example, on the "like" and "share" links.

These Cookies may also enable to trace users' browsing on the Platform. We invite you to consult the Privacy Policies of the social networks, owners of these Cookies, to be aware of the purposes of use of the browsing information they may collect through these Cookies and how to exercise your rights with these social networks.

➤ **Analytical Cookies**

These Cookies allow us to measure the number of visits, page views and user activity. If necessary, they may collect your IP address to know the city from which you are connecting. Analytical Cookies allow us to generate statistics on the use and navigation of our Platform in order to improve our performances. The Cookies used also allow us to identify navigation problems and eventually to solve them.

We use the following Analytical Cookies:

Cookie's name	Cookie's Function	Retention period

### 3. Your Cookies preferences

#### ➤ **Cookies that can be installed without consent**

Some cookies do not require your consent, such as:

- Technical or functional Cookies that are necessary for the operation of the Platform;
- Certain Cookies for audience measurement or Cookies that enable to test different versions of the Platform for the purpose of optimising editorial choices.

#### ➤ **Acceptance or refusal of Cookies subject to your express consent**

All other Cookies require your consent. These include, Content Personalization Cookies and some Audience Analysis Cookies. You may freely choose to accept or decline the use of these Cookies.

You can accept or refuse these Cookies the first time you access to the Platform

Your choices to accept or refuse these Cookies will be retained for a period of six (6) months.

#### ➤ **Your browser settings**

It is also possible to set your browser to accept or reject certain Cookies.

Each browser offers different settings.