

PRIVACY NOTICE FOR BUYERS

August 2024

This Is Beyond is committed to protecting the individual privacy rights of our buyers.

Our Privacy Notice contains important information about the types of personal information we collect and process; what we do with it; who we may share it with and why; and your rights when it comes to the personal information you provide us with.

1. Who we are

This is Beyond Ltd.

Unit 2/2 Shepherds Building West, Rockley Road, Shepherds Bush, London, W14 0DA

Phone: +44 20 31 764 989

Email: dpo@thisisbeyond.com

Our Data Protection Officer is: Cj Holden

2. Types of data that we process

We use different methods to collect data from and about you including through:

| | |
|--|---|
| Direct interactions | You may give us your personal data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you: <ul style="list-style-type: none">• Registering your interest in attending a show;• subscribe to our information emails;• request marketing to be sent to you; or• give us some feedback. |
| Automated technologies or interactions | As you interact with our website, we will collect data about your device, your browsing actions and patterns when you consent to our use of cookies. |

| | |
|---|---|
| Third parties or publicly available sources | <p>We may receive personal data about you from those you select as referees, or we may find out more about you with an internet search or reviewing your LinkedIn or Instagram profile.</p> <p>We do not do searches of private social media such as Meta/Facebook.</p> |
|---|---|

If you are an individual or an employee of a company attending, we will collect the following data:

- full name
- job title
- name of the company that you work for
- work email address
- work address
- work phone number
- why you want to attend the show

- information that you provide to us, such as your background information
- information you provide to us for the purposes of attending meetings and events, including dietary requirements which may reveal information about your health or religious beliefs
- areas or topics that interest you
- health data in case you have an accident or are ill at a show
- information provided by referees. This information may relate to the company that you work for or about you personally. This information is used to make a decision on your application.
- information from your social media accounts, such as LinkedIn or Instagram
- if you require a letter in order to obtain a visa, we may need the details from your passport. This depends upon the country that you are from and the country that you are going to.
- If we arrange your flights, then we will need your passport details for the booking.
- For We Are Africa – North America: we will request a short bio and a photo of you.

3. How do we use your personal data and what is our legal basis

| Data | Legal Basis |
|-----------|---|
| Full name | <p>We have a legitimate interest in contacting you.</p> <p>We also have a contractual obligation to provide you with operational emails about the show you are attending.</p> |

| | |
|--|--|
| <p>Job title</p> <p>Name of the company that you work for</p> <p>Work email address</p> <p>Work address</p> <p>Work phone number</p> | <p>We share this information with other attendees with whom you have a scheduled meeting.</p> |
| <p>Information that you provide to us, such as your background information</p> <p>Areas or topics that interest you</p> | <p>You provide this data to us with your consent and then we have a legitimate interest in processing the data to enhance your experience as a buyer.</p> |
| <p>Dietary requirements</p> | <p>You provide this information to us with your consent.</p> |
| <p>Health data in case of accident or illness at a show</p> | <p>We will provide medical personnel with health data about you when you are not able to do this yourself.</p> |
| <p>Information from referees</p> | <p>We need information from referees in order to progress your application to exhibit. This is a legitimate interest for us.</p> |
| <p>Passport information</p> | <p>We need this information to book your flights or send you a visa letter. We use your passport information with your consent as you need to send it to us.</p> |
| <p>For We Are Africa – North America: we will request a short bio and a photo of you.</p> | <p>We need this information in order to introduce you to other attendees.</p> |
| <p>Automated technologies or interactions</p> | <p>You can consent to our analytical cookies.</p> |
| <p>Third parties or publicly available sources</p> | <p>We have a legitimate interests in knowing more about you and your company by looking at your social media, such as LinkedIn and Instagram.</p> |

4. Whom we may share your personal data with

We will share your personal information with third parties where required by law, where it is necessary to administer the working relationship with you or where we have another legitimate interest in doing so.

| Entity | Legal basis for sharing |
|--|-------------------------|
| Referees | Legitimate interest |
| Medical personnel | Vital interests |
| Hotels or restaurants for meals | Consent |
| Hotels for accommodation | Legitimate interest |
| Airlines for flights | Legitimate interest |
| Transport company for your hotel transfer | Legitimate interest |
| Attendees with meetings | Legitimate interest |
| For PURE only – if you require a visa letter, then we must share your information and passport details with our agent in Morocco. | Consent |
| Our professional advisers such as lawyers and accountants | Legitimate interest |
| Professional indemnity or other relevant insurers | Legitimate interest |
| Third parties to whom we outsource certain services such as, without limitation, confidential waste disposal, IT systems or software providers, IT support service providers, document and information storage providers | Legitimate interest |

Whenever we share your personal information, we will do so in line with our obligations to keep your information safe and secure.

Please note this list is non-exhaustive and there may be other examples where we need to share with other parties in order to provide our services as effectively as we can.

We conduct an appropriate level of due diligence and put in place contractual documentation in relation to any sub-contractor to ensure that they process personal data appropriately and according to our legal and regulatory obligations.

5. **Where your information is processed**

Your information is processed in the UK.

6. How we protect your information

We take information and system security very seriously and we strive to comply with our obligations at all times. Any personal data which is collected, recorded, or processed in any way, whether on paper, online or any other media, will have appropriate safeguards applied in line with our data protection responsibilities.

Your data is protected by controls designed to minimise loss or damage through accident, negligence, or deliberate actions. Our employees and consultants are trained to protect sensitive or confidential information when storing or transmitting data in any medium including electronically and must undertake annual refresher exercises on this.

7. How long we keep your information for

We keep your data for as long as you work for the organisation or you are in the travel sector.

8. How to access your information and your other rights

You have the following rights in relation to the personal data we hold about you:

- **Your right of access**
If you ask us, we'll confirm whether we're processing your personal data and, if necessary, provide you with a copy of that personal data (along with certain other details). If you require additional copies, we may need to charge a reasonable fee.
- **Your right to rectification**
If the personal data we hold about you is inaccurate or incomplete, you are entitled to request to have it rectified. If you are entitled to rectification and if we've shared your personal data with others, we'll let them know about the rectification where possible. If you ask us, where possible and lawful to do so, we'll also tell you who we've shared your personal data with so that you can contact them directly.
- **Your right to erasure**
You can ask us to delete or remove your personal data in some circumstances such as where we no longer need it or if you withdraw your consent (where applicable). If you are entitled to erasure and if we've shared your personal data with others, we'll let them know about the erasure where possible. If you ask us, where it is possible and lawful for us to do so, we'll also tell you who we've shared your personal data with so that you can contact them directly.
- **Your right to restrict processing**
You can ask us to 'block' or suppress the processing of your personal data in certain circumstances, such as where you contest the accuracy of that personal data or you object to us. If you are entitled to restriction and if we've shared your personal data with others, we'll let them know about the restriction where it is possible for us to do so. If you ask us, where it is possible

and lawful for us to do so, we'll also tell you who we've shared your personal data with so that you can contact them directly.

- **Your right to data portability**

You have the right, in certain circumstances, to obtain personal data you've provided us with (in a structured, commonly used and machine readable format) and to reuse it elsewhere or to ask us to transfer this to a third party of your choice.

- **Your right to object**

You can ask us to stop processing your personal data, and we will do so, if we are:

- relying on our own or someone else's legitimate interests to process your personal data, except if we can demonstrate compelling legal grounds for the processing; or
- processing your personal data for direct marketing purposes.

- **Your right to withdraw consent**

If we rely on your consent (or explicit consent) as our legal basis for processing your personal data, you have the right to withdraw that consent at any time.

- **Your right to lodge a complaint with the Information Commissioner's Office**

If you have a concern about any aspect of our privacy practices, including the way we've handled your personal data, you can report it to the ICO. We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Please note that some of these rights may be limited where we have an overriding interest or legal obligation to continue to process the data or where data may be exempt from disclosure due.

The ICO can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113

Fax: 01625 524510