

Events Privacy Policy

BMJ will collect and use some information about you in order for you to be able to engage in the event and to create opportunities for valuable networking. You can find our contact details [here](#) if you would like to discuss this with us.

What do BMJ collect and why?

Type of information	What it is used for	Lawful basis
Name, organisation, payment details (if applicable), and professional associations (if applicable)	in order to confirm that you're a delegate and to apply any relevant discounts.	Necessary for contract
Recordings of sessions, photographs, livestreams, and electronic chats	We make these available to delegates and organisation(s) sponsoring particular sessions so that delegates can rewatch the events. We may make session recordings publicly available for publicity and to raise public awareness of the matters being covered. These materials may also be requested by sponsors, venues, and other event partners for feedback and publicity. Photographs will usually be retained by photographers.	Legitimate Interests
Your photo, LinkedIn profile, or subjects you're interested in	You have the option to provide these in order to network with people who have similar interests. You have control over the data you provide, you can choose to withdraw or edit that data, and you can withdraw your consent at any time.	Consent
Attendance badges	For physical events, attendees scan into sessions. We use this data to understand which events and sessions are best attended.	Legitimate interests
Analysis of how you interact with the event	We use personal data to understand what works and what doesn't with our events, and to find out what interests people most. We also share that information with event exhibitors, partners, and sponsors. We and the exhibitors, partners, and sponsors use that data to improve how events run and to make sure delegates get the most out of them.	Legitimate Interests
Email address	If you register with an email address provided by an	Legitimate

	organisation such as a hospital or business ('corporate subscribers'), we share that contact data with event sponsors, partners, and exhibitors for networking opportunities and direct marketing purposes. If you register with an email address that you created, we won't share your data, but you can contact organisations of interest directly. If you would like to object, please contact us .	Interests
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Where our '[legal basis](#)' under data protection law is legitimate interests, our interests are summarised in the table above. However, you can [contact us](#) at any time if you object.

Where our basis is that the processing is necessary for the purpose of our contract with you, if you don't provide the information, we won't be able to engage you to review materials.

Do you share my data?

Where events are jointly owned or operated by BMJ and another organisation, we will share your data with that organisation to run the event. We will also share information such as photographs and videos of the events, and quotations, with any partner organisation running an event with us, including venues and Convention Bureaus, who may use them to promote future events. Before the event, we share data about the number and type of attendees who have registered to attend with sponsors and exhibitors. We share personal data (contact details, records of interaction, and feedback) with sponsors and exhibitors. Sponsors and exhibitors for events typically include public and private health providers, health education providers, medical technology companies, pharmaceutical companies, public health bodies, and trade associations.

If your attendance has been paid for by an organisation, such as your employer, they may ask us to confirm your attendance at events and exhibits.

We use various companies, including [CrowdComms](#), [Vimeo](#), [Livestream](#), and [Swapcard](#) to provide the technical means for us to host the event. They only handle your data under our specific direction. Where any of your data is handled overseas on our behalf, we have strict contractual terms with our providers to make sure that your data is only used to provide event facilities and functions to you and that it is handled safely.

How long will you keep information about me?

We'll keep information about you for these periods:

Registration details and communications	Anonymised after 60 months
Participation in events	Anonymised after 60 months
Analytics	60 months

Payment information	60 months
Event feedback	60 months
Professional body membership	60 months

What are my rights?

You have rights over your data. You can [contact us](#) if you would like to:

- Have a copy of your personal data
- Correct inaccurate information about you
- Erase information about you
- Restrict how your data is used
- Object to our use of your data
- Have your data ported to another organisation

You can find [advice about your rights](#) on the website for the Information Commissioner's Office (the regulator for data protection law in the UK).

Questions or complaints

If you have any concerns or complaints, we'd like it if you [contacted us](#) in the first instance. If you are interested in how BMJ handles personal data more broadly, there is also an overarching privacy notice that you can find [here](#). You also have the right to complain to the [Information Commissioner's Office](#) if you'd like to.

EU representative

Wherever you are in the world, you can get in touch with BMJ in the first instance through our email address: dataprotectionlead@bmj.com. However, in accordance with the requirements of the GDPR (Article 27), BMJ has a data protection representative in the EU:

activeMind.legal Rechtsanwaltsgesellschaft m.b.H.
Geschäftsführer: RA Klaus Foitzick
Kurfürstendamm 56
10707 Berlin
HRB 185355 Amtsgericht München

Email: euprivacy@bmj.com
Tel: +49 (0) 30 / 770191070
Web: www.activemind.legal