

## Privacy Policy

### Introduction

The International Broadcasting Convention (IBC) takes the privacy and protection of your personal information very seriously. We will only use your personal information in a way that is fair to you. We will only collect information where it is necessary for us to do so and we will only collect information if it is relevant to our dealings with you. We have implemented appropriate technology and policies to safeguard it from unauthorised access and improper use.

This website's Privacy Policy ("Policy") explains how and for what purposes we use the information collected about you through the IBC's websites. Please read this Policy carefully.

We may update this Policy from time to time to take account of changing requirements, and we request that you refer to this Policy frequently to review any revision.

IBC, 3rd Floor, 10 Fetter Lane, London EC4A 1BR is the data controller under the General Data Protection Regulation ('GDPR') and specific UK legislation incorporating the requirements of GDPR in relation to the processing of your personal data. If you have any queries relating to our use of your personal data or any other related data protection questions, please contact our Privacy Officer via [privacy@ibc.org](mailto:privacy@ibc.org)

### Collection and Use of Information

We collect and maintain information that you voluntarily submit to us during your use of our website or services. For example:

- When you register on our website or for a product or service, you may provide us with certain information including your name, email address, demographic information, bank details or credit card details
- If you sign up to our services we may use the profile information you enable us to access regarding your interests
- If you enter a competition or participate in social networking activities, you may provide us with contact information (e.g. email, telephone and/or or physical address)
- You may provide us with information in the course of email, customer support interactions and surveys.

We also collect data (e.g. your IP address) via Cookies – see section below.

We may also combine online and/or offline information received from third parties. The third party information is used for a variety of purposes including to verify other information about you (e.g. verify your mailing address to send you requested products or services) or to enhance the content and relevance of the advertising we provide to you.

We use your data in the following ways:

- For billing purposes. Any financial details supplied to us such as bank details and/or credit card details are used solely for the purpose of processing payments
- To provide you with information about an IBC service you have registered for
- To provide you with other information relating to our events e.g. the IBC mobile app
- To provide you with other information about other IBC such as meetings, conferences, information sources, seminars, offers, products or services which we believe could be of interest to you or your organisation
- To provide you with personalised advertising and/or retargeting with relevant advertising in other websites and analytics
- To invite you to participate in surveys and seek your views in relation to IBC's products and services, or those that third parties provide
- To invite individuals to be speakers at our events
- To invite you to participate in other meetings or events held by us or by third parties

We may contact you by e-mail, telephone, mobile and post. You may opt-out from IBC marketing communications at any time by contacting us or by clicking on an 'Unsubscribe' link at the bottom of our marketing emails.

### **Sharing of information**

Your data may be passed to partner companies who provide hotel accommodation, flights, mailing services, facilitated meeting services and event management on behalf of IBC. In addition, we may pass your information to carefully selected business partners, or other carefully selected third parties who may contact you to provide information in relation to upcoming industry events, meetings, conferences, seminars, offers, products, or services which could be of interest to you or your business, and/or to carry out surveys and to get your views in relation to the products or services which third parties provide.

If you do not wish us to provide your information to third parties for these purposes, please indicate that to us at the time of providing your information or by contacting us or by clicking on the 'Unsubscribe' link at the bottom of these promotional emails.

A list of our partners and verified suppliers can be found at [abc.org/abc-technical-supporters](https://www.abc.org/abc-technical-supporters)

Other than as set out above, we will not disclose any of your personal information without your permission unless we are required by law to do so (for example, if required to do so by a court order or for the prevention of fraud or other crime) and for essential event security purposes when we may be required to provide your mobile number.

### **Data retention**

We will only keep your information for as long as we are either required to by law or as is relevant for the purposes for which it was collected. We maintain a data retention policy to meet our GDPR obligations in this respect.

### **Transferring your Information Outside of the European Economic Area (“EEA”)**

In some instances personal data may be transferred to countries outside the EEA. For example, this may happen if one of our service providers is located in a country outside the EEA. We also share information between our industry partners, business partners, or other carefully selected third parties which are located in other countries worldwide. Countries outside the EEA may not have similar data protection laws to those within the EEA. If we transfer your information outside of the EEA in this way, we will take steps to ensure that your privacy rights continue to be protected.

### **Your rights**

We operate under the General Data Protection Regulation ('GDPR'), effective from 25 May 2018 (which replaces the Data Protection Act 1998 from that date). In the UK, the requirements of GDPR have been incorporated into the Data Protection Act 2018.

The DPA and GDPR apply to 'personal data' we process and the data protection principles set out the main responsibilities we are responsible for.

We must ensure that personal data shall be:

- a) processed lawfully, fairly and in a transparent manner;
- b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes;
- c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- d) accurate and where necessary kept up to date;

- e) kept for no longer than is necessary for the purposes for which the personal data are processed. We operate a data retention policy that ensures we meet this obligation.

We only retain personal data for the purposes for which it was collected and for a reasonable period thereafter where there is a legitimate business need or legal obligation to do so. For detail of our current retention policy contact our privacy officer at [privacy@ibc.org](mailto:privacy@ibc.org)

- f) processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

We ensure lawful processing of personal data by obtaining consent; or where there is a contractual obligation to do so in providing appropriate products and services; or where processing the data is necessary for the purposes of our legitimate interests in providing appropriate products and services.

To meet our data protection obligations, we have established comprehensive and proportionate governance measures.

We ensure data protection compliance across the organisation through:

- a) implementing appropriate technical and organisational measures including internal data protection policies, staff training, internal audits of processing activities, and reviews of internal HR policies.
- b) maintaining relevant documentation on processing activities.
- c) implementing measures that meet the principles of data protection by design and data protection by default including data minimisation, pseudonymisation, transparency, deploying the most up-to-date data security protocols and using data protection impact assessments across our organisation and in any third party arrangements.

Under GDPR you have the following specific rights in respect of the personal data we process:

1. The right to be informed about how we use personal data.

This Privacy Policy explains who we are; the purposes for which we process personal data and our legitimate interests in so doing; the categories of data we process; third party disclosures; and details of any transfers of personal data outside the UK.

2. The right of access to the personal data we hold. In most cases this will be free of charge and must be provided within one month of receipt.

To obtain a copy of the personal information we hold on you, please write to us and provide us with your details or email [privacy@ibc.org](mailto:privacy@ibc.org)

3. The right to rectification where data are inaccurate or incomplete. In such cases we shall make any amendments or additions within one month of your request.
4. The right to erasure of personal data, but only in very specific circumstances, typically where the personal data are no longer necessary in relation to the purpose for which it was originally collected or processed; or, in certain cases where we have relied on consent to process the data, when that consent is withdrawn and there is no other legitimate reason for continuing to process that data; or when the individual objects to the processing and there is no overriding legitimate interest for continuing the processing.
5. The right to restrict processing, for example while we are reviewing the accuracy or completeness of data, or deciding on whether any request for erasure is valid. In such cases we shall continue to store the data, but not further process it until such time as we have resolved the issue.
6. The right to data portability which, subject to a number of qualifying conditions, allows individuals to obtain and reuse their personal data for their own purposes across different services.
7. The right to object in cases where processing is based on legitimate interests, where our requirement to process the data is overridden by the rights of the individual concerned; or for the purposes of direct marketing (including profiling); or for processing for purposes of scientific / historical research and statistics, unless this is for necessary for the performance of a public interest task.
8. Rights in relation to automated decision making and profiling.

Please contact our privacy officer at The Privacy Officer, IBC, Third Floor, 10 Fetter Lane, London EC4A 1BR, UK or email [privacy@ibc.org](mailto:privacy@ibc.org) for more information about the GDPR and

your rights under data protection law or if you have a complaint about data protection at IBC.

Alternatively contact our supervisory authority for data protection compliance ([www.ico.org.uk](http://www.ico.org.uk)):

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

Tel: 0303 123 1113 (local rate) or 01625 545 745 (national rate)

### **Your agreement**

By submitting data to us and using the Website, you agree to our use of your data and of anyone you represent in the manner set out in this Privacy Policy (as amended from time to time, as described above) and you are responsible for ensuring that you have authority to do this on behalf of anyone about whom you submit data to us.

### **Changes to your details**

We aim to keep our information about you as accurate as possible. If you would like to review or change the details that we hold about you, please contact us.

### **Cookies**

When you visit the Site, we may store some information (commonly known as a “cookie”) on your computer. Cookies are pieces of information that a website transfers to your hard drive to store – and sometimes track – information about you. You may view our Cookie Policy here [ibc.org/cookie-policy](http://ibc.org/cookie-policy)

### **Linking to Third-Party Websites**

We are not responsible for the privacy policies and practices of other sites, even if you access them using links from this Site. We strongly recommend that you check the policy of each site you visit, and contact its owner or operator if you have any concerns or questions.

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