

Privacy and cookies policy

1. Introduction

- 1.1. This Policy is provided by Navus Consulting GmbH, Klingentalstrasse 47, 4057 Basel, Switzerland ("**Navus**", "**we**" or "**us**"), and is addressed to individuals outside our organisation with whom we interact and/or conduct business with, including (but not limited to) our visitors and users on our website, individuals who have subscribed to or wish to subscribe to our mobile apps and digital services provided at our conferences and events, and our providers of services and goods. In this policy, we explain how we will handle and safeguard your personal data.
- 1.2. We have issued this policy in the light of the upcoming revision of the Swiss Data Protection Act and the enactment of the European Union's General Data Protection Regulation (GDPR) and its adaption in the member states of the European Economic Area (EEA). Despite the fact that it is the Swiss data protection legislation which is of primary importance to us as a Swiss company and the way we conduct our business, the GDPR as a regulation of the European Union (EU) may be relevant to us for various reasons, among which are the following: As a matter of fact, Swiss data protection legislation is historically closely tied to the according EU regulations and secondly the GDPR imposes high standards of protection of Personal Data with even an extra-territorial reach which means that companies based outside the EU and the EEA may in certain circumstances be direct subject to its provisions.
- 1.3. Please note that per Art. 45 of the GDPR, the EU-Commission has made an adequacy decision with regard to Switzerland, i.e. the Swiss data protection standards are deemed equivalent to those in the EU. Data transfers to Switzerland hence shall be deemed as if these were made within the EU and are possible without additional safeguards or permissions from authorities.
- 1.4. We use cookies on our website and apps. Insofar as those cookies are not strictly necessary for the provision of our website and services, we will ask you to consent to our use of cookies when you first visit our website.

2. Controller and Representative

- 2.1. The "Controller" of processing of personal data as described in this policy (i.e. the responsible person) is, unless specified otherwise herein or the applicable service terms, Navus Consulting GmbH, Klingentalstrasse 47, 4057 Basel, Switzerland.
- 2.2. The person in charge of processing personal data on behalf of Navus is Martin Gruber. Any query or request relating to our processing of personal data, including relating to exercising the rights specified in this policy, can be sent to Navus at the registered office specified above, or by writing to the email address support@e-materials.com.

3. How we use your personal data

- 3.1. In this Section 3 we have set out: the general categories of personal data that we may process
 - 3.1.1. in the case of personal data that we did not obtain directly from you, the source and specific categories of that data;

- 3.1.2. the purposes for which we may process personal data; and
 - 3.1.3. the legal bases of the processing.
- 3.2. We may process data about your use of our website and services ("**usage data**"). The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. The source of the usage data is our analytics tracking system. This usage data may be processed for the purposes of analysing the use of the website and services. The legal basis for this processing is your consent and by accepting the terms and conditions when you sign up for the website.
- 3.3. We may process your account data ("**account data**"). The account data may include your name and email address. The source of the account data is you and your data that you provided to THE ORGANISER / CLIENT as part of your registration as a Member or Congress Delegate. The account data may be processed for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you. The legal basis for this processing is consent by accepting the terms and conditions when you created an account on our website.
- 3.4. We may process information and materials that you post for publication on our website or through our services ("**publication data**"). The publication data may be processed for the purposes of enabling such publication and administering our website and services. The legal basis for this processing is consent by accepting the terms and conditions when you sign up for the website.
- 3.5. We may process information contained in any enquiry you submit to us regarding our services ("**enquiry data**"). The enquiry data may be processed for the purposes of offering, marketing and selling relevant content and services to you. The legal basis for this processing is consent.
- 3.6. We may process information based on your location when you attend conferences and events ("**location data**") that use our digital services. The location data may be processed for the purposes of statistical analysis and for offering, marketing and selling relevant content and services to you while you are visiting conferences and events that use our digital services. The legal basis for this processing is consent to have your location captured by activating the location services on your mobile phone while using the mobile congress app.
- 3.7. We may process information relating to our customer relationships, including contact information ("**customer relationship data**"). The customer relationship data may include your name, your employer, your job title or role, your contact details, and information contained in communications between us and you or your employer. The source of the customer relationship data is you or potentially your employer. The customer relationship data may be processed for the purposes of managing our relationships with users, communicating with users, keeping records of those communications and promoting our online services to users. The legal basis for this processing is consent.
- 3.8. We may process information relating to transactions, including purchases of content and services, that you enter into with us and/or through our website ("**transaction data**"). The transaction data may include your

contact details, your card details and the transaction details. The transaction data may be processed for the purpose of supplying the purchased content and services and keeping proper records of those transactions. The legal basis for this processing is the performance of an online order submitted by you at your request.

- 3.9. We may process information that you provide to us for the purpose of subscribing to email notifications and/or newsletters ("**notification data**"). The notification data may be processed for the purposes of sending you the relevant notifications and/or newsletters. The legal basis for this processing is consent when you sign up for the service or when you expressly agree and opt in to receive notifications and newsletters.
- 3.10. We may process information contained in or relating to any communication that you send to us ("**correspondence data**"). The correspondence data may include the communication content and metadata associated with the communication. The correspondence data may be processed for the purposes of communicating with you and record-keeping. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business and communications with users.
- 3.11. We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.
- 3.12. We may process any of your personal data identified in this policy where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice. The legal basis for this processing is our legitimate interests, namely the proper protection of our business against risks.
- 3.13. In addition to the specific purposes for which we may process your personal data set out in this Section 3, we may also process any of your personal data where (i) we have obtained your prior express consent to the processing; (ii) the processing is necessary in connection with any contractual or similar relationship that you may want to enter or have entered with us; (iii) the processing is required by applicable law; (iv) the processing is necessary to protect the vital interests of any individual; or (v) we or a third party have a legitimate interest in carrying out the Processing, which is not overridden by your interests, fundamental rights, or freedoms.

4. Automated decision-making

- 4.1. We will use your personal data for the purposes of automated decision-making in relation to providing personalised recommendations for content, events, recommendation to connect to other users of the website and recommendations for relevant services on our website.
- 4.2. This automated decision-making will involve our own algorithms that use Machine Learning modules.
- 4.3. The significance of this automated decision-making are to provide personal services that are highly relevant for the user hence increase the perceived value of the user experience. The consequences of this automated service

encompassed that users of our website receive relevant or less relevant recommendations during the use of our services.

5. Providing your personal data to others

We will not provide or transfer your personal data to any third party except for the cases listed in section 5.1 to 5.7.

- 5.1. We may disclose your personal data to any member of our group of companies, this means our subsidiaries, our ultimate holding company and all its subsidiaries insofar as reasonably necessary for the purposes, and on the legal bases, set out in this policy.
- 5.2. We may disclose your personal data to one or more of our sponsors for the purpose of enabling them to emailing you with more information about their products and services that you expressively that requested on a dedicated pop up window on our website and app. Each such sponsor will act as a data controller in relation to the follow up data that we supply to it; and upon contacting you, each such sponsor will supply to you a copy of its own privacy policy, which will govern that sponsor's use of your personal data.
- 5.3. We may disclose your personal data to one or more of our exhibitors for the purpose of enabling them to contacting you with information about their products and services based on your agreement to be scanned when you visited the booth of such an exhibitor. Each such exhibitor will act as a data controller in relation to the follow up data that we supply to it; and upon contacting you, each such sponsor will supply to you a copy of its own privacy policy, which will govern that exhibitor's use of your personal data.
- 5.4. We may disclose your personal data to our insurers and/or professional advisers insofar as reasonably necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, obtaining professional advice, or the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.
- 5.5. Financial transactions relating to our website and services may be handled by our payment services providers. We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers' privacy policies and practices at the relevant sections in our website.
- 5.6. We may disclose your search and enquiry data to one or more of those selected third party suppliers of services identified on our website for the purpose of enabling them to provide you content and service that you requested on our website and apps. Each such third party will act as a data controller in relation to the enquiry data that we supply to it; and upon contacting you, each such third party will supply to you a copy of or a link to its own privacy policy, which will govern that third party's use of your personal data.
- 5.7. In addition to the specific disclosures of personal data set out in this Section 5, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

6. International transfers of your personal data

- 6.1. Because of the international nature of our business, we may need to transfer your personal data to our affiliates abroad and to third parties as noted in Section 5 above, in connection with the purposes set out in this policy. For this reason, we may transfer your personal data to other countries including countries outside of Europe that may have different laws and data protection compliance requirements to those that apply in the country in which you are located.
- 6.2. Wherever we transfer personal data to a country without adequate legal data protection, we will ensure an appropriate level of protection as legally required by way of using appropriate contracts (in particular on the basis of the standard contract clauses of the European Commission) or binding corporate rules or we rely on the statutory exceptions of consent (such as consent, performance of contracts, the establishment, exercise or enforcement of legal claims, overriding public interests, published Personal Data or because it is necessary to protect the integrity of the persons concerned). You can obtain a copy of the mentioned contractual guarantees at any time from the contact person named under Section 2. However, we need to reserve the right to redact copies for data protection reasons or reasons of secrecy or to submit to you excerpts of such documentation only.
- 6.3. Please note that the hosting facilities for our website are situated in Switzerland.

7. Retaining and deleting personal data

- 7.1. This Section 7 sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.
- 7.2. Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
- 7.3. We will retain your personal data as follows:
 - 7.3.1. Personal data will be retained for a maximum period of 5 years following the creation of an account on our website and after the last log in with your username and password on our website.
 - 7.3.2. In some cases, it is not possible for us to specify in advance the periods for which your personal data will be retained. In such cases, we will determine the period of retention based on the following criteria:
 - 7.3.2.1. the period of retention of personal data will be determined based on the user history and if such history should be retained for a better user experience in the future.
 - 7.3.3. Notwithstanding the other provisions of this Section 7, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

8. Amendments

- 8.1. We may update this policy from time to time by publishing a new version on our website.

8.2. You should check this page occasionally to ensure you are happy with any changes to this policy.

8.3. We may notify you of significant changes to this policy by email, by pop up text messages when you log on or through the private messaging system on our website.

9. Your rights

9.1 In this Section 9, we provide a summary of the rights that you may have under applicable data protection laws. Some of the rights are complex, and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights. Depending on the law applicable, you may have the following rights:

- (a) the right to access;
- (b) the right to rectification;
- (c) the right to erasure;
- (d) the right to restrict processing;
- (e) the right to object to processing;
- (f) the right to data portability;
- (g) the right to complain to a supervisory authority; and
- (h) the right to withdraw consent.

9.2 You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee.

9.3 You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.

9.4 In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; you object to the processing under certain rules of applicable data protection law; the processing is for direct marketing purposes; and the personal data have been unlawfully processed. However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.

9.5 In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer

need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

- 9.6 You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.
- 9.7 You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.
- 9.8 You have the right to object to our processing of your personal data for scientific or historical research purposes or statistical purposes on grounds relating to your particular situation, unless the processing is necessary for the performance of a task carried out for reasons of public interest.
- 9.9 To the extent that the legal basis for our processing of your personal data is:
- (a) consent; or
 - (b) that the processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract,
- and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.
- 9.10 If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. Please note that the competent Data Protection Authority in Switzerland is the Federal Data Protection and Information Commissioner (<http://www.edoeb.admin.ch>).
- 9.11 To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.
- 9.12 You may exercise any of your rights in relation to your personal data by written notice to our contact person specified in section 2.

10. Third party websites

- 10.1 Our website includes hyperlinks to, and details of, third party websites.
- 10.2 We have no control over, and are not responsible for, the privacy policies and practices of third parties
- 10.3 Social Network Widgets

In order to offer readers the possibility of sharing the contents of the WEBSITE URL, the sharethis.com and other services are available allowing dialogue with social networks through a social button. The social network widgets are those special "buttons" or "blocks" on the site which depict the social network icons (e.g., Facebook and Twitter) and which allow browsers to interact directly with the social platforms through a "click". The links allowing the user to look at the privacy policy concerning personal data of the social networks which the widgets and buttons refer to are listed below. No information is shared by the website where the widget is embedded. For more information, including on how to disable these cookies, please consult the following links:

[Twitter](#)
[Facebook](#)
[LinkedIn](#)
[Google Plus](#)
[Sharethis](#)

Please note that certain third parties such as Twitter may not support Do Not Track functionalities, in which case users may have the possibility to adjust their settings and opt out directly on such third party's website. For more information on opting out of data collection please also visit the relevant third party's websites, applicable privacy and cookie policies and cookie settings pages.

11. Personal data of children

- 11.1 Our website and services are targeted at persons over the age of 18 years.
- 11.2 If we have reason to believe that we hold personal data of a person under that age in our databases, we will delete that personal data.

12. Updating information

- 12.1 Please let us know if the personal information that we hold about you needs to be corrected or updated.

13. About cookies

- 13.1 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.
- 13.2 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

13.3 Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

14. Cookies that we use

14.1 We may use cookies for the following purposes:

- (a) authentication - we use cookies to identify you when you visit our website and as you navigate our website
- (b) status - we use cookies to help us to determine if you are logged into our website
- (c) shopping cart - we use cookies to maintain the state of your shopping cart as you navigate our website
- (d) personalisation - we use cookies to store information about your preferences and to personalise our website for you
- (e) security - we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally
- (f) advertising - we use cookies to help us to display sponsor messages and advertisements that will be relevant to you
- (g) analysis - we use cookies to help us to analyse the use and performance of our website and services
- (h) cookie consent - we may use cookies to store your preferences in relation to the use of cookies more generally

15. Cookies used by our service providers our rights

15.1 Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

15.2 We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at:
<https://www.google.com/policies/privacy/>.

15.3 We may publish Google AdSense interest-based advertisements on our website. These are tailored by Google to reflect your interests. To determine your interests, Google will track your behaviour on our website and on other websites across the web using cookies. This behaviour tracking allows Google to tailor the advertisements that you see on other websites to reflect your interests. You can view, delete or add interest categories associated with your browser by visiting: <https://adssettings.google.com>. You can also opt out of the AdSense partner network cookie using those settings or using the Network Advertising Initiative's multi-cookie opt-out mechanism at: <http://optout.networkadvertising.org>. However, these opt-out mechanisms themselves use cookies, and if you clear the cookies from your browser your opt-out will not be maintained. To ensure that an opt-out is maintained in respect of a particular browser, you may wish to consider using the Google browser plug-ins available at: <https://support.google.com/ads/answer/7395996>.

16. Managing cookies

16.1 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- (a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
- (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
- (c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera);
- (d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
- (e) <https://support.apple.com/kb/PH21411> (Safari); and
- (f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

16.2 Blocking all cookies will have a negative impact upon the usability of many websites.

16.3 If you block cookies, you will not be able to use all the features on our website.