

Data Privacy Policy

Service Management Association Ltd (itSMF UK) holds personal data about our employees, clients, suppliers and other individuals for a variety of business purposes.

This policy sets out how the Board of itSMF UK seek to protect personal data and ensure that staff understand the rules governing their use of personal data to which they have access in the course of their work. In particular, this policy requires staff to ensure that the [Data Protection Officer \(DPO\)](#) be consulted before any significant new data processing activity is initiated to ensure that relevant compliance steps are addressed. This policy also applies to itSMF UK's PSMF Global platform and to its subsidiary company EssentialSM Ltd.

Our privacy policy (including any other documents referred to in it) sets out the basis on which we process any personal data that we collect from you or about you that you provide to us or that we receive from other sources. By processing, we mean when we collect, use, store, delete and otherwise manipulate or access personal data.

If we ask you to provide information from which you can be identified, including as a result of using our website, it will be used in accordance with this privacy policy, as it is varied from time to time.

Please read this policy carefully to understand our practices regarding your Personal Data and how we will treat it. We recommend that, from time to time, you visit our website to review this policy to stay up to date with any changes to it.

itSMF UK is required to process your personal data in accordance with the law.

The Data Protection Act 2018 (the "DPA") implements the General Data Protection Regulation 2016 (EU Regulation 2016/679).

This privacy policy complies with the DPA and the General Data Protection Regulation 2016 (the "GDPR").

"Personal Data" is any information that enables us to identify you, directly or indirectly, by reference to an identifier such as your name, identification number, location data, online identifier or one or more factors specific to your physical, physiological, genetic, mental, economic, cultural or social identity.

Your Personal Data may be accessed by us or transferred to the United States or to our affiliates, partners, merchants, or service providers who are located worldwide. By using our services, you consent to any transfer of this information outside of your country of residence.

In cases where your data is transferred outside of your country of residence, we take steps to ensure that appropriate safeguards are in place to protect such data.

itSMF UK may collect and process the following Personal Data:

Contact information, which you provide when corresponding with us by phone, email or otherwise. The information you give us may include your name, address, email address and phone number.

Due payment information, including financial information such as credit/debit card and account numbers used to process your event payment.

Purchase information, relating to purchases of delegate passes either in-person or via our Site. Purchase information will include financial information as well as information concerning the content and time of the purchase.

We will only process your Personal Data, including sharing it with third parties, where (i) you have provided your consent which can be withdrawn at any time, (ii) the processing is necessary for the performance of any agreement to which you are a party, (iii) we are required by law, (iv) processing is required to protect your vital interests or those of another person, or (v) processing is necessary for the purposes of our legitimate commercial interests, except where such interests are overridden by your rights and interests.

In addition to Personal Data we also collect the following non-personal data that is sent to us automatically by your web browser and we may use this information to generate aggregate statistics about visitors to events and to our web site, including, without limitation: (i) IP addresses; (ii) browser type and plug-in details; (iii) device type (e.g., desktop, laptop, tablet, phone, etc.); (iv) operating system and local time zone. We may use non-personal data for various business purposes such as providing customer service, market research, and improving our online experience. Please check your web browser if you want to learn what information your browser sends or how to change your settings.

Please note that any information or materials you post or disclose on this site via message boards, chats, profile pages, blogs, and other services (including social media services) are publicly available and will be seen by other visitors to this site. You should consider this when deciding to disclose any personal data or any other information on this site.

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This Privacy Statement does not address, and we are not responsible for, the privacy practices of any third parties, including those that operate websites to which this site links or from other sites that link to this site. The inclusion of a link on this site does not imply that we or our affiliates endorse the practices of the linked website.

We will never sell or rent your Personal Data to third parties without your opt-in consent.

Although we use security measures to help protect your Personal Data against loss, misuse or unauthorised disclosure, we cannot guarantee the security of information transmitted to us over the internet.

We will store your Personal Data, in a form which permits us to identify you, for no longer than is necessary for the purpose for which the Personal Data is processed and use your Personal Data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements and rights. Consistent with these requirements, we will try to delete your Personal Data quickly upon request. We maintain one or more databases to store your Personal Data and may keep such information indefinitely.

You may have the right to request access to any Personal Data we hold about You as well as related information, including the purposes for processing the Personal Data, the recipients or categories of

recipients with whom the Personal Data has been shared, where possible, the period for which the Personal Data will be stored, the source of the Personal Data, and the existence of any automated decision making.

Your rights:

You may have the right to obtain without undue delay the rectification of any inaccurate Personal Data we hold about you.

You may have the right to request that Personal Data held about you is deleted.

You may have the right to prevent or restrict processing of your Personal Data.

You may have the right to request transfer of Personal Data directly to a third party where this is technically feasible.