

## Privacy Policy

VOXPO is presented by The CANNAVIST and VAPOUROUND magazines. Both publications are owned by ORANGE FOX MEDIA LTD, a private limited company located in the United Kingdom.

The following policy outlines how VOXPO, organised by our company, ORANGE FOX MEDIA LTD,

In the following principles, we will outline the best practices utilised by us in compliance with the General Data Protection Regulation, which ultimately governs data protection laws in the UK and European Union.

Should you wish to contact our Data Compliance Officer at any time, you are free to do so at either of the following email addresses:

[dataprotection@cannavistmag.com](mailto:dataprotection@cannavistmag.com) or [dataprotection@vapouround.co.uk](mailto:dataprotection@vapouround.co.uk)

### Commitment to Privacy

We are committed to protecting your personal data and right to privacy. We strive to keep your personal data safe and comply with applicable data protection legislation. We commit to upholding a high standard of safeguarding the personal data of subscribers, clients and followers around the world in addition to the EU/UK-specific terms and clauses laid out here.

### Know Your Rights

By law, if you are located in a European Union member country, or the UK, you have a number of rights when it comes to your personal data by law. Further information and advice about your rights can be obtained from the data protection regulator in your country. Please go to [ico.org.uk](http://ico.org.uk) for more information on your rights.

1. **The right to be informed** – You have the right to be provided with clear, transparent and easily understandable information about how we use your personal data and your rights. This is why we're providing you with the information in this policy.
2. **The right of access** – You have the right to obtain access to your personal data (if we're processing it), and certain other information (similar to that provided in this policy). This is so you're aware and can check that we're using your personal data in accordance with data protection law.
3. **The right to rectification** – You are entitled to have your personal data corrected if it's inaccurate or incomplete.
4. **The right to erasure** – This is also known as 'the right to be forgotten' and, in simple terms, enables you to request the deletion or removal of

your personal data where there's no compelling reason for us to keep using it. This is not a general right to erasure; there are exceptions.

5. **The right to restrict processing** – You have rights to 'block' or suppress further use of your personal data. When processing is restricted, we can still store your personal data, but may not use it further. We keep lists of people who have asked for further use of their personal data to be 'blocked' to make sure the restriction is respected in future.
6. **The right to data portability** – You have rights to obtain and reuse your personal data for your own purposes across different services. For example, if you decide to switch to a new provider, this enables you to move, copy or transfer your information easily between our IT systems and theirs safely and securely, without affecting its usability.
7. **The right to object to processing** – You have the right to object to processing for direct marketing (which we do only with your Consent) and also to processing which is carried out for the purposes of our Legitimate Interests.
8. **The right to lodge a complaint** – You have the right to lodge a complaint about the way we handle or process your personal data with your national data protection regulator.
9. **The right to withdraw Consent** – If you have given your Consent to anything we do with your personal data, you have the right to withdraw your Consent at any time (although if you do so, it does not mean that anything we have done with your personal data with your Consent up to that point is unlawful). This includes your right to withdraw Consent to us using your personal data for marketing purposes.

## **What Personal Data Do We Collect About You?**

We collect the personal data supplied by you as part of your registration to VOXPO.

By registering to attend VOXPO, you understand that you may receive administrative emails from our service team with updates about the site and any service interruptions.

If you are in the professional sector, and are representing your business or workplace at VOXPO, chances are we have already crossed paths. If you register as a business representative, we will email you on the basis of your commercial interests.

If you are attending as a consumer, we need your consent to email you direct marketing emails under the Privacy and Electronic Communications Regulations (PECR).

So, if we did not have a pre-existing relationship with you prior to VOXPO, and you give us consent to do so at the point of registration, we may send you direct marketing emails from time to time.

## **Photography**

In addition to information provided by you at the registration point, we may also collect your photograph, which is also your personal data because it can identify you. This could occur if you upload a profile image to your user account within one of our events, or it could occur through an event feature, such as a virtual photobooth. In such a case, we will ensure that any third-party solution provider is fully compliant in their practices.

If at any point you do not wish to receive direct marketing emails about VOXPO, you may exercise your rights by scrolling to the footer of your registration confirmation email and clicking the 'Unsubscribe' link.

We will only contact you via the email address which you have provided to us on the registration page, unless we know you as an exhibitor, for which reason we may have other means of contacting you.

Our databases are strictly monitored in-house.

## **Exhibitors & Event Sponsors:**

If you are an exhibitor, or a sponsor, a contract exists between us and in order to uphold and perform our contract to the best of our ability, we will need to send you communications about VOXPO from time-to-time. We recommend exhibitors subscribe to additional mailing lists where these are advertised, to get the most from your VOXPO experience.

We may seek one or some of the following from registered visitors to VOXPO:

Your name, company address, place of residence, gender, date of birth (for age verification), email address and a contact phone number.

We may ask you to provide us with information about your favourite products and brands and about your marketing preferences so that we can make sure that we are contacting you using your preferred method of communication.

## **Age Verification**

It is company policy that you must be at least 18 years old in order to register for VOXPO. We may ask for your date of birth (DOB) on our registration page to confirm you are not a minor.

## **Who has access to my data?**

### **Service Provider:**

ORANGE FOX MEDIA LTD has recruited an independent virtual exhibition and conference partner known as *Vfairs*.

*Vfairs* provides a service for all VOXPO events (this may change in 2021, at which point this policy will be updated). A Data Processing Agreement and Service Licence Agreement exist between both companies to ensure the safeguarding of your information.

As the organiser and promoter, ORANGE FOX MEDIA LTD operates as the Data Controller. As a service provider, *Vfairs* will only share personal data pertaining to users securely with ORANGE FOX MEDIA LTD and upon the request of ORANGE FOX MEDIA LTD.

### **Exhibitor Access:**

When there has been a significant interaction between a registered attendee and an exhibitor (for example, this could be during a visit to a virtual booth), the user's name and email address may be provided to that exhibitor by the organisers, based on there being a legitimate interest shown.

We have undertaken a legitimate interest assessment using a template provided by the ICO to come to the conclusion that this is a valid basis to process user data.

The following actions are included, but are not limited to, what we refer to as a significant interaction in this respect:

- Enquiries with a company representative; booth content downloads (such as documents or brochures); adding an item to the swag bag; a dialogue has been established.

Please be aware: If you do not wish for your data to be processed in this way, please contact us as soon as possible to restrict your data being processed as such, in according to your right to restrict processing as outlined in the 'Your Rights' section.

## **What happens to my data once I register for VOXPO?**

Once you register to attend VOXPO, you will receive an email from our partner / service provider, *Vfairs*. This email will confirm that you have successfully registered for VOXPO.

Following that, and in the run up to a live event, you may receive e-communications from our marketing team, depending on your preferences; if we

have a pre-existing business relationship; or if you have consented for us to get in touch with you this way. This email may contain information as to how the site will work, or promotional material such as special offers or competitions that we feel may be in your interests.

We may securely share your personal data with third parties who:

- Process transaction information, where you have made an online purchase
- If you have given your Consent for us to do so, communicate with you on our behalf via email; In addition, we may disclose your personal data:
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to protect the rights, property or safety of our business, our customers or others. This includes, in specific cases, exchanging information with other companies and organisations for the purposes of fraud protection; and
  - To successors in title or replacement operators of all or part of our respective businesses.
  - In the case of a competition or giveaway, where the prize is supplied by another brand and not by us: Upon entering into the competition, applicants will be given the option to withhold their data from being shared with the third-party supplier. However, in order for the prize to be shipped, a minimal amount of personal data may still be required, such as: A name, address and email address (which may be used for tracking purposes).

## **How We Use Your Personal Data**

We process personal data to be able to provide users with the best VOXPO experience. This can include direct marketing (upon consent, or where we have a pre-existing relationship), such as receiving the latest news, offers, giveaways, competitions and industry updates from VOXPO to your inbox.

After registration, data sets are organised and exported into information specific categories based on the answers you provided on the registration form. This will be processed by one of our in-house marketing executives and will only be accessed for analysing the data or to broadcast important information/promotional materials as previously mentioned. To recap:

- 1.** When we make you aware of special offers / upgrades / updates / events, we can tailor these to you to make sure you are sent the kinds of offers you will be most interested in.

2. When we think you may want to hear about something in particular, judged by your preferences.

In addition, we use your personal data:

- To manage and improve the VOXPO website and the marketing content we communicate to you via email;
- To better understand your behaviour in order to develop and improve your user experience;
- To analyse the effectiveness of our marketing and to help us provide more relevant offers, advice and information to you and others;
- To build up a clearer picture of our databases, both as a group and as individuals and thereby provide you with a seamless, relevant and consistent service;
- To provide you with information about events, special offers, promotions and other relevant matters concerning VOXPO and the goods which we sell and services we provide;
- To advertise our virtual event on social media to other people who may also be interested in what we have to offer;
- To advertise offers or promotions made available by our third-party partners or exhibitors (as set out under the 'Who We Share Your Personal Data With' section) if you have given us your Consent to do so;
- To provide any services which you may request or which we may offer as part of your membership / registration or subscription;
- To ensure that the information we hold is kept accurate and up to date; (if we have your Consent, where this is required by law) for research and analysis and in order that we may contact you on occasion for such a purpose or for the purpose of conducting surveys or focus groups;
- To notify you about changes to our services.

### **How Long Will We Store Your Data For?**

We have set a data retention period for two years.

This means that we plan to keep your personal data for the duration of VOXPO, which will be for a minimum of 365 days (VOXPO is live from July 31, 2020), plus an additional year as we anticipate further events in the pipeline.

If this period needs to be shortened or extended, we will get in touch with you to make you aware of this, and recommend you update your preferences or remind you how to unsubscribe if that is your wish.

During that time, we will keep your information safe for as long as you continue to interact with us (for example, if you read or click on an email

we send you, make an online purchase, or attend an event we host or organise.)

Again, if you tell us, at any time that you no longer want to receive communications from us, we will delete your personal data from our records and unsubscribe you from all mailing lists which you were previously subscribed to.

### **The Legal Bases for us Using Your Personal Data**

1. Exhibitors & Sponsors: It may be necessary for us to process your personal data for the performance of the **Contract** between us in relation to VOXPO (where you are an exhibitor or a sponsor)
2. Once you have registered, we may contact you via the email address you have provided if we feel it is in both our **Legitimate Interests** to collect and use the personal data referred to in the section called, *What Personal Data Do We Collect About You?* so that we can:

- Provide you with a service that is as useful, enjoyable and beneficial to you as possible, including by personalising our contact with you, making sure we tell you about all the exhibitor offers that relate specifically to your preferences, and contacting you using your preferred method of communication; and;
- Better understand our customer base so that we can improve our services and marketing activities, which could also benefit you.

3. If we are new to one another, and in particular where you are not attending VOXPO in a professional capacity, we may require your **Consent** to email you about direct marketing.

[Please be aware: If you visit an exhibitor booth, and then choose to submit your personal data directly with that exhibitor, we advise you to read that exhibitor's privacy policy in advance of signing up as their operation is independent to ours.]

When we rely on the legal basis of **Legitimate Interests** to process your personal data, we must consider whether those interests are overridden by your interests or your fundamental rights and freedoms by carrying out a Legitimate Interests assessment.

We may continue only if we decide that your interests, rights and freedoms do not override our legitimate interests. We have undertaken a Legitimate Interests assessment to reaffirm this legal basis is suited to our contacting you.

We have considered these matters, and where we think there is a risk that one of your interests or fundamental rights and freedoms may be affected, we will not use your personal data unless there is another legal basis for us to do so (either

that it is necessary for us to perform our Contract with you, or on the basis of your Consent).

Remember, at any point, if you no longer wish to receive emails from us, you can *unsubscribe* in the footer of any email you receive from us and we will not contact you on behalf of VOXPO again.

### **What happens if you ask that we stop processing your personal data?**

If you ask that we stop using your personal data (see 'Your Rights' section) then we may not be able to provide you with all the benefits VOXPO has to offer, as by law, we would no longer have any right to contact you. In such a case, you will be wiped from our memory.

### **How we may contact you**

Our segregated mailing lists and networks work best when we are free to communicate with you to share details of VOXPO promotions, upgrades, rewards, giveaways, events and offers you might be interested in. This may include information about our magazines, namely, VAPOUROUND & The CANNAVIST

(the organisers of VOXPO). In order to provide you with the benefits of VOXPO we operate mailing lists via Mailchimp.

In the run up to a live event, we may send you a push notification, or an SMS text message to the effect of '48 hours to go' or 'Don't Miss Key Event Feature', but only if you have provided us with your mobile number for such a purpose.

If you no longer wish to receive such or certain communications, you can let us know by emailing us at [dataprotection@cannavistmag.com](mailto:dataprotection@cannavistmag.com) or [dataprotection@vapouround.co.uk](mailto:dataprotection@vapouround.co.uk) You may also choose to click *unsubscribe* on any email you receive from VOXPO at any time and this will notify us that you wish to be removed from our mailing list. You will be unsubscribed, and we will never use your details for contact again.

### **Requests to us**

We are required, by law, to act on requests and provide information to you free of charge, except where your requests are manifestly unfounded or excessive (in particular because of their repetitive nature) in which case we may charge a reasonable fee (taking into account the administrative costs of providing the information or communication, or taking the action requested), or refuse to act on the request.

Please consider your request responsibly before submitting it. Please submit your request in writing to [dataprotection@cannavistmag.com](mailto:dataprotection@cannavistmag.com) or

[dataprotection@vapouround.co.uk](mailto:dataprotection@vapouround.co.uk). We always endeavour to respond as soon as we can. Generally, this will be within one month from when we receive your request but, if the request is going to take longer to deal with, we'll come back to you and let you know. When contacting us, please bear in mind we are located in the United Kingdom so as to allow for any time difference depending on where in the world you are located at that time.

### **Contacting us**

If you need to contact us for any reason (including to exercise any of your rights in relation to data protection as set out above) please send us your request by emailing [dataprotection@cannavistmag.com](mailto:dataprotection@cannavistmag.com) or [dataprotection@vapouround.co.uk](mailto:dataprotection@vapouround.co.uk). Alternatively, you may call the ORANGE FOX MEDIA LTD office in Derby on **+44 (0) 1332 650 239**.

**Note:** This privacy policy was last updated on April 22, 2021 and may undergo further updates where management sees fit, in order to safeguard your personal data while providing a seamless VOXPO experience for all.