



The UK's leading software,
security, and cloud specialists

BYTES EVENT MARKETING & SOCIAL MEDIA DATA PRIVACY NOTICE

BYTES ZERO TRUST SECURITY SUMMIT VIRTUAL EVENT

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PUBLIC

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**UNCONTROLLED
VERSION IN HARD
COPY**

1.1. WHAT IS THE PURPOSE OF THIS PRIVACY NOTICE?

Your 'personal data' or 'personal information' is any piece of information that would allow us to identify you as an individual. The processing of personal data is governed by the EU General Data Protection Regulation (the "GDPR") and national laws that implement the GDPR in each European Economic Area ("EEA") country.

We take your privacy very seriously, and this document sets out what personal information we collect from you in relation to this service, how we intend to use it and what your rights in respect of that information are. By participating in our marketing activities and/or events and using our social media sites, you are accepting and consenting to the practices described in this Privacy Notice.

It is important that you read this Privacy Notice (together with any other privacy notice or fair processing notice we may provide you with on specific occasions when we are collecting or processing personal data about you) and we encourage you to keep copies of all such notices for your records.

Our products and/or services are not intended for children, and we do not knowingly collect data relating to children.

1.2. WHO CONTROLS YOUR PERSONAL INFORMATION, AND HOW DO YOU GET IN TOUCH?

The controller of your personal information is Bytes Software Services Ltd a company incorporated and registered in England and Wales under company number 01616977 ("**we**", "**us**", "**our**"). Bytes Software Services Ltd is a member of the Bytes Technology Group comprising of many different legal entities. This privacy notice is issued on behalf of Bytes Software Services in the Bytes Technology Group.

Should you have any query in respect of this Privacy Notice (including details of the group companies) or your personal information, you can contact us at the following:

Data Controller	Bytes Software Services Ltd
Website	https://www.bytes.co.uk
Address	Bytes House, Randalls Way, Leatherhead, Surrey, KT22 7TW
Telephone	+44 1372 418 500
Email	Gdpr@bytes.co.uk

1.3. WHAT INFORMATION DO WE COLLECT ABOUT YOU, AND FOR WHAT PURPOSE?

We may collect, use, store and/or transfer information about your identity, contact details, marketing & communications preferences if you sign up for our events, our newsletter, or enter one of our competitions, including:

- Name
- Company
- Job title
- Business Email address
- Business Telephone number
- Address (if you opt in and consent to receive prizes)

We may also collect, use, store and/or transfer information about your identity, contact details and profile if you use our social media sites, or interact with us on social media:

- Name
- Business Email address
- Details you share with your social media platform and allow us to have access to

If you come to an event and interact with us on stand (or virtual stand), we may collect, use, store and/or transfer information about your identity, contact details, financial and/or transaction data and marketing & communications preferences, such as your:

- Name
- Business Email address
- Business Telephone Number
- Address (shipping)
- Analytical data of how you interact with the digital platform

If you are one of our speakers at an event, we will use information that you as the data subject may have manifestly made public as follows:

- Name
- Company
- Job title
- Business Email address
- Business Telephone number
- Photographic image
- Any other information that you provide in your speaker bio

If you are one of our speakers at an event, we will also collect the following from you to be able to interact with you to be able to run the event successfully:

- Business Email address
- Business Telephone number

We may also collect, use, and share aggregated data such as statistical or demographic data for any purpose if you cannot be identified in any way. Aggregated data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. However, if we combine or connect aggregated data with your personal information so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any special categories of personal data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

1.4. HOW DO WE COLLECT AND USE YOUR PERSONAL INFORMATION?

We collect your personal information through different methods, including:

- **Information you give us.** You may give us information about your identity, contact details, financial and/or transaction data and your marketing & communications preferences when you sign up to an event or newsletter, enter a competition, or purchase something from us at an event.
- **Information we automatically collect about you.** We may automatically collect information about your profile if you share certain details with your social media platform and based on how you interact with our digital platforms.
- **Information we receive from other sources.** We may receive personal data about you from various third parties and public sources. For example, we may receive:
 - technical data from analytics providers
 - contact, financial and transaction data from providers of technical, payment and delivery services; and
 - identity and contact data from selected business partners, data brokers or aggregators.

We may purchase lists of data from organisations, from time to time, that can provide data privacy records showing your consent for the use of this data by us. We may also use your information if you have made this public and may have interacted with us.

1.5. WHAT IS OUR LEGAL BASIS FOR COLLECTING AND USING YOUR PERSONAL INFORMATION?

We will use your personal information in the following ways and for the following purposes:

Your Information	Purpose	Legal Basis
<p>The identity data, contact details and marketing & communications preferences you give us if:</p> <ul style="list-style-type: none"> • You sign up to attend an event • You sign up for a newsletter • Enter one of our competitions • Sign up at an event to receive information from us • Sign up for information via social media. 	<p>To allow you to be able to attend the event.</p> <p>To be able to supply you with information about our products or services, allow you to enter competitions, provide promotional codes, or to provide event attendance information.</p> <p>To allow our partners at the event to be able to interact with you. Note your data under consent will be transferred to our event partners set out in section 1.8.2 of this notice.</p> <p>To update our CRM records about your attendance, interaction, preferences, and contact information.</p>	<p>You have consented to the use of the information for the purposes that we have set out.</p> <p>We need this information to be able to fulfil the contract that you have engaged us to perform.</p> <p>Necessary for our legitimate interests (to run our business, inform our marketing strategy, manage our relationship with you and keep our records updated).</p>
<p>Social media sites allow interaction with your personal data in many ways – generally based on the level of information that you have decided to share (e.g. data about your identity,</p>	<p>To be able to interact with you on social media. This may include to supply you with information about our products/services, allow you to enter competitions, provide you with promotional codes, or to</p>	<p>You have consented to us using your data through the interaction that you have with us on these social media sites.</p>

Your Information	Purpose	Legal Basis
contact details and profile). Therefore, the amount of data you share with us, upon interaction, will be controlled by you and the privacy settings you select in each social media platform that you interact with us through.	provide event attendance information. You may also private message us to answer queries you may have.	We also have a legitimate interest (growing our business and informing our marketing strategy) as you have made your data public and expressed an interest in our products/services.
The identity data, contact details and marketing & communications preferences you give us if: <ul style="list-style-type: none"> You are a speaker at the event You are an event partner at the event 	For you to be able to be publicised at the event. For you to be able to interact with customers at your virtual booth.	You have consented to us using your data for these purposes. We need this information to be able to fulfil the contract that you have engaged us to perform. We have a legitimate interest (growing our business and informing our marketing strategy) as you have made your data public and agreed to speak at an event or work on a virtual booth.

Any information that has already been manifestly made public by the data subject will be processed under a legitimate interest in relation to this event.

1.6. WHAT IF YOU DO NOT WANT TO PROVIDE YOUR PERSONAL INFORMATION?

You do not have to provide your personal information to us. However, should you choose not to provide it, you will be unable to attend our events, receive our newsletters or other information from us, or interact with us over social media. Where we need to collect personal data by law or under the terms of a contract we have with you (e.g. if you try to purchase anything from us at trade shows) and you fail to provide it when requested, we may not be able to perform the contract we have or are trying to enter into with you and may have to cancel the product and/or service you have with us (but we will notify you at the time if this is the case).

1.7. HOW IS YOUR PERSONAL INFORMATION PROTECTED?

We maintain strong physical, electronic, and procedural safeguards to protect the confidentiality, integrity, and availability of your personal information. We have taken appropriate security measures against illegal and/or unauthorised access to your personal information, and against the accidental loss of, or damage to, it. We maintain security and quality certifications to ensure controls and procedures are maintained and independently audited as follows:



1.8. DO WE SHARE YOUR PERSONAL INFORMATION WITH ANYONE?

Data is shared as part of the usage of the event website and the event itself with several parties outside of Bytes. This allows us to process your data, or for our partners at the event to be able to interact with you. These parties, and the purposes for sharing the data, are set out below:

1.8.1. BYTES PLATFORM AND THIRD-PARTY PROVIDERS

vFairs LLC	vFairs LLC provide the events platform that you will interact with and their privacy policy can be found here: https://www.vfairs.com/privacy-policy/ and https://www.vfairs.com/vfairs-gdpr-compliance-update/
AWS	vFairs LLC provide the events platform on the AWS platform, and this is where your data will be collected from, and their privacy policy can be found here: https://aws.amazon.com/privacy/
Bytes services	General Bytes services outside of this event privacy notice can be found here: https://www.bytes.co.uk/application/files/1315/9895/8407/Privacy_Policy_and_Cookie_Notice.pdf
Microsoft	Microsoft provide our email service and when you email us this will be controlled under: https://products.office.com/en-us/business/office-365-trust-center-privacy
Mailchimp	We use Mailchimp to send our marketing emails from our brand sites. Their privacy policy can be found here: https://mailchimp.com/legal/privacy/
LinkedIn	If you interact with us through LinkedIn, then you will be subject to their privacy policy that can be found here: https://www.linkedin.com/legal/privacy-policy
Facebook	If you interact with us through Facebook, then you will be subject to their privacy policy that can be found here: https://www.facebook.com/legal/FB_Work_Privacy
Twitter	If you interact with us through Twitter, then you will be subject to their privacy policy that can be found here: https://twitter.com/en/privacy#update and you can change your preferences here: https://twitter.com/personalization
Instagram	If you interact with us through Instagram, then you will be subject to their privacy policy that can be found here: https://help.instagram.com/519522125107875?helpref=page_content
YouTube	If you interact with us through our YouTube channels, then you will be subject to their privacy policy that can be found here: https://policies.google.com/privacy?hl=en-GB&gl=uk
Royal Mail or another courier company	To be able to send you prizes or event information to your address if you provide this. We will need to pass your name and address to the partner to be able to deliver to you. Depending on where you live will depend on the company that we use. Please ask us, and we will provide you with their privacy policy.

1.8.2. BYTES EVENT PARTNERS

Bytes partners contribute to our events and provide education, product/service information, speakers, prizes, and booths for you to be able to interact with them. As part of this event Bytes will provide your contact information to them (but not your address), and they will become a controller of this data in line with their own privacy policies which are shown below:

Adobe	https://www.adobe.com/uk/privacy/policy.html
Check Point	https://www.checkpoint.com/privacy/
Citrix	https://www.citrix.com/en-gb/about/legal/privacy/
Rubrik	https://www.rubrik.com/legal/privacy-policy
VMware	https://www.vmware.com/uk/help/privacy.html
SecurityHQ	https://www.securityhq.com/privacy-policy/
QUANTIQ	https://www.quantiq.com/privacy-policy/
Simpson Associates	https://www.simpson-associates.co.uk/privacy-policy/
Insentra	https://www.insentragroup.com/au/privacy-policy/
Teleware	https://www.teleware.com/privacy-statement/
Core	https://www.core.co.uk/privacy-policy

1.8.3. OTHERS

We may also need to share your personal information with the following in limited circumstances:

- IT security providers
- Insurers
- External advisors (for example solicitors or auditors); and
- Public authorities or law enforcement.

Any time we provide access to your personal information to someone else, we will ensure that it is adequately secured to protect your privacy and that they comply with the requirements of the applicable data protection legislation.

1.9. WILL YOUR PERSONAL INFORMATION BE TRANSFERRED OUTSIDE OF THE EEA?

If you are a resident of a country in the EEA, we may need to transfer your personal information outside of the EEA, for example where our data storage facilities or processing locations are in another country. Whenever we transfer your personal data outside of the EEA, we ensure a similar degree of protection is afforded to it by putting adequate, legally approved safeguards in place, including at least one of the following:

- You have explicitly consented to the transfer of information, where you can make an informed decision about the receiver, the countries of data transfer, the need, the type of data, the risks involved and with the ability to withdraw this consent at any time; or
- where we use certain service providers, such as Vfacts llc, based in the U.S., we use specific contracts approved by the European Commission which give personal data the same protection it has in Europe; or
- where we use other providers based in the US, we may transfer data to them only if they are part of the Privacy Shield, or the abovementioned EC Contracts are in place, which requires them to provide similar protection to personal data shared in Europe, or
- we will only transfer your personal information to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission

If you would like more information about our safeguards, please contact us using the details inserted in Section 1.2 above.

Please note that some of the social media companies that we interact with may share your data outside of the EEA. We have no control over this, as it is bound by their data privacy notices to you. Please see Section 1.8.1 above and review their data privacy notices carefully.

1.10. HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

We will only retain your personal data for as long as necessary to fulfil the purposes we hold it for, including for the purposes of satisfying any legal, accounting or reporting requirements. In general, we will need to keep the information that we collect from you for the following periods of time:

Your Information	Location	Retention Period
The identity information that you provide when signing up for the event.	vFairs LLC and AWS platform	From event date plus seven (7) days
The identity information that you provide when signing up for the event (your address)	Bytes	From event date plus seven (7) days
The identity information that you provide when signing up for the event (excluding your address).	Bytes	This will be held on Bytes systems and subject to the standard Bytes privacy policy which can be found here .
The identity information that you provide when signing up for the event (excluding your address)	Event partners (as shown in section 1.8.2)	Please see their individual privacy policies listed in section 1.8.2 of this privacy notice as the retention period of this data will be handled as part of their data privacy notice as a controller of your data.

We may sometimes need to keep a copy of your personal information for a longer period, for example in the event of an incident, to investigate a data breach, or to comply with legal requirements. We will never keep your personal information for longer than we consider necessary.

In all cases, your personal information will be securely destroyed once the retention periods described above expire.

1.11. WHAT ARE YOUR RIGHTS IN RESPECT OF YOUR PERSONAL INFORMATION?

You have rights in respect of the personal information we hold on you, including the right to ask us to:

- **inform** you on how we collect and use it (this Privacy Notice is designed to do that)
- **rectify** it if you believe that it is incorrect
- **delete** it (only to the extent you consented to us using it)
- provide you with a **copy** of any information we hold on you in a **portable data format** that we agree
- request the **transfer** of it to you or a third party
- tell you about **automated decision-making** solutions that we use; and
- **restrict** the processing of it e.g. stop processing or using it temporarily.

You can also **object to our use of your personal information for our legitimate purposes** at any time.

Should you want to exercise any of those rights, please contact us using the details set out in Section 1.2 above. We try to respond to all legitimate requests within one (1) month. Occasionally it may take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated.

1.12. WILL WE DO ANYTHING ELSE WITH YOUR INFORMATION IN THE FUTURE?

Where we need to use your personal data for another reason, other than for the purpose for which we collected it, we will only use your personal data where that reason is compatible with the original purpose.

Should it be necessary to use your personal data for a new, unrelated purpose, we will endeavour to notify you and communicate the legal basis which allows us to do so before starting any new processing.

The exception to this is where use of the personal information is required or permitted by law e.g. for a recall of any of our products, or for another legal reason that may require us to contact you. In this case, we may process your personal information without your knowledge or consent.

1.13. YOU HAVE THE RIGHT TO COMPLAIN TO US OR OUR SUPERVISORY AUTHORITY

We would ask that if you have a complaint then please contact us in the first instance so that we can get this resolved for you. But you also have the right to lodge a complaint with our supervisory authority, the **UK Information Commissioner's Office**, which can be contacted at the following:

Supervisory Authority	UK Information Commissioner's Office
Website	https://ico.org.uk/concerns/
Address	Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, United Kingdom
Telephone	+44 303 123 1113
Email	https://ico.org.uk/global/contact-us/email/

1.14. CHANGES TO THIS PRIVACY NOTICE AND YOUR DUTY TO INFORM US OF CHANGES

We may need to make changes to this Privacy Notice in the future (for example, to comply with new legal requirements).

Where that is the case, we will provide you with a revised Privacy Notice on our website, which you will be able to access. If required by law, we will seek your prior approval before revising this Privacy Notice.

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your relationship with us.