



## PRIVACY POLICY

### Introduction

Aisling Events Ltd is committed to ensuring that your privacy is protected. This Privacy Policy explains how our organisation protects your personal information. Our policy lays down the principles by which we collect, store, use and disclose any person information you provide to us or we collect from other sources. Our policy also informs customers and stakeholders how they can access their privacy information, correct privacy information held by us and lodge complaints.

We encourage customers to read the policy carefully and contact us with any questions or concerns about our privacy practices.

### Who we are?

Aisling Events Ltd

[www.aisling-events.com](http://www.aisling-events.com)

Teach Basil, 2 Hannahstown Hill, Belfast, BT17 0LT

### What information do we collect?

The kinds of information we collect through our website and conference platform and hold are:

- Name
- Email address
- Address
- Contact telephone number
- Occupation
- Organisation

We will collect this information if you register on our conference platform and/or if you purchase a ticket to attend our event. We do not intend to collect sensitive information, such as your political opinions or ethnic origin. We will not collect your data from third parties. We will not store your financial information.

### How do we use personal information?

Aisling Events organise many technology events in Belfast and our main purpose is to expose these events to customers who may be interested in attending them. The primary purpose for which we collect and use your information is for the following:

- personalisation of content, business information or user experience
- account set up and administration
- delivering marketing and events communication
- carrying out polls and surveys
- internal research and development purposes
- providing goods and services
- legal obligations (eg prevention of fraud)
- meeting internal audit requirements
- Direct Marketing: to inform you of other events taking place that may interest you

### **Why do we process your data?**

We process your data in order to comply with legal obligations to which we are subject, to perform the services you have requested of us or to take steps at your request prior to undertaking to provide services for you, because you have consented to our processing of your data or for the purposes of our legitimate interests, such as to inform you of changes to our services or to provide you with information about other services we offer.

### **When do we share personal data?**

We will not share your personal data.

### **How do we secure personal data?**

We take our data security responsibilities seriously, employing the most appropriate physical and technical measures, including staff training and awareness. We review our data security measures and procedures regularly. Unfortunately, the transmission of information by means of the internet, including through e-mail, is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to or from us by means of e-mail and any such transmission is at your own risk. All privacy information is securely stored using appropriate electronic security technology settings and applications and by ensuring staff dealing with privacy information are trained in our policy procedures, such as our Privacy Policy.

### **How long do we keep your personal data for?**

It is our aim to only hold your data for as long as is necessary. Unless otherwise required under applicable law, we store your data for as long as we provide services to you and for a period of no less than six years beginning on the date we receive your data.

### **Marketing**

We may contact you by mail, email and telephone about our services and other events involving or relating to Aisling Events which may be of interest to you. You have the right to ask us to stop processing your personal data for direct marketing purposes. If you wish to exercise this right, please send us an email to [info@aisling-events.com](mailto:info@aisling-events.com) with a header that says "Unsubscribe".

### **Your rights in relation to personal data**

You are entitled at any time, upon request, to access your privacy information held by us. We will respond within a reasonable time after the request is made and give access to the information in the manner requested by you, unless it is impracticable to do so. We are entitled to charge you a reasonable administrative fee for giving you access to the information requested. Should you be

refused access to your information, we will explain the reasons for refusal – any exceptions under the Privacy Act or other legal basis relied upon as the basis for such refusal – and the complaint procedure if you wish to lodge a formal complaint about our refusal.

### **Correction requests**

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate or out of date.

### **Cookies**

This website and learning management system uses Google Analytics, a web analytics service provided by Google, Inc. Google Analytics sets a cookie in order to evaluate your use of this website and compile reports for us on activity on the website. Google stores the information collected by the cookie on servers in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this website and learning management system, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website and learning management system features may not function as a result.

### **How to contact us?**

Email: [info@aisling-events.com](mailto:info@aisling-events.com)

Call: +44 28 90 611916

Aisling Events

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2 Hannahstown Hill

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