



Data Privacy Notice

This Data Privacy Notice explains how and why M&G plc Group collect and use ('process') personal data in the course of conducting, managing and administering an event using the event app ("Event App").

We collect personal information from you, including full names and email addresses when you download and access the Event App.

A list of entities forming the M&G plc Group can be found by visiting: **www.mandg.com/plc-entities**

You can also request this information via the contact details below.

This notice contains important information and provides details about your rights in relation to your personal data, including your right to object to some of our processing in certain circumstances.

M&G plc is the controller of the personal data of persons with whom we come into contact, both current and prospective relationships.

"We", "us" and "our" means M&G plc.

M&G plc and how to contact us

You can contact us at any time at the following address: The Data Protection Officer, Customer Service Centre, Lancing BN15 8GB or by email: **privacy.team@mandg.com**

How we collect personal data about you

We collect personal data about you from several sources:

- From your registration to attend an event
- From your interactions with us whether over the telephone, in person, in writing, via the Event App or by email

How we use your personal data

We process your personal data for the following reasons:

- To enable the Event App to provide you with real time information specific to the event that you are attending, and deliver content such as agendas, speaker bios and venue information, and allow you to interact
- Photographs and Videos - you have the choice to post photos & videos on the event app to share with delegates. We may use any photos or videos for promotional purposes
- For analysis and reporting – We may use the event app for feedback purposes to find out what you thought of our event and to help us improve our service to you

To whom we disclose your personal data

For the reasons set out in the How we use your personal data section above, we share your personal data with:

- Third party service providers that support M&G plc with providing products and services including;
 - Event management and marketing providers
 - Technology services providers including the Event App developer
 - IT and hosting services
 - Business process outsourcing providers

The recipients set out above may be based in the European Economic Area (EEA) or in countries outside the EEA.

Transfers of your personal data outside the UK and EEA

Your personal data may be transferred outside of the UK and EEA from time to time to members or businesses within the M&G plc Group, trusted service providers and other third parties. These other countries have different, and sometimes lower, standards of data protection than those in the UK and EEA.

We require third parties to keep your personal data confidential and secure. We will ensure that suitable protection is maintained at all times by ensuring that appropriate safeguards are in place.

But where we are required by law to disclose, we may not always have control over the terms under which we are required to share your personal data. We will make sure that any disclosure is lawful.

Retaining your personal data

We keep personal data for as long as it is required by us to perform our obligations, such longer limitation period as is permitted by law, where longer, such longer period as is required by law or applicable regulatory obligation or by gaining your consent in the cases of promotional activity. Unless otherwise noted in this section, your personal data will be deleted within 7 days after the close of the event

Your rights in respect of personal data

You have certain rights to:

- Access your personal data and request a copy
- Require us to correct your personal data
- Restrict processing of your personal data
- Request deletion of your personal data (in limited circumstances)
- Request transfer of your personal data to you or another organisation where possible
- Object to our processing of your personal data, you can choose to opt out of:
 - Direct marketing
 - Using your images
 - Profiling (including to the extent relating to direct marketing)
 - Automated decision making, where applicable

Where we rely on consent to process personal data; you have the right to withdraw this consent at any time. If you withdraw your consent, this will not affect the lawfulness of any processing we have undertaken previously based on your consent.

You can exercise these rights at any time by contacting us – see the M&G and how to contact us section above.

Making a data protection complaint

If you have any concerns about the use of your personal data, or the way we handle your requests relating to your rights, please let us know – see the M&G and how to contact us section above.

You can also complain to the UK Information Commissioners Office: www.ico.org, or to the data protection authority in the EU member state where you live or work or where the alleged data protection breach occurred.