

## Privacy Statement

To use certain services, such as applying for tickets, participation in seminars and the use of certain online features, you are asked to enter personal details. Through this Privacy Statement, Robo Business Media B.V. (hereafter: Robo Business Media) aims to clarify what we do with this information.

We respect the privacy of visitors to our websites and events, and ensure that the personal information you provide us with is treated confidentially. In so doing, Robo Business Media will comply with all applicable legislation and regulations. For questions, please contact: [info@robobusinessmedia.com](mailto:info@robobusinessmedia.com).

### **What will your data be used for?**

The data (including name, email address, location, interests) that you provide us with is used by Robo Business Media to deliver the products and services you have chosen. For example, so we can send information about trade fair programs, conference programs, relevant commercial communications from clients or newsletters for which you have given your consent. We may also use your information to keep you informed of our other activities, products and services.

### **How long will the data be saved?**

The data you send us will be retained for as long as is necessary to achieve the purposes for which the data has been collected. So, for example, we will keep your email address and personal details for as long as we need them to send newsletters, including personalized offers. In addition, we use these details to forward information about events you have attended.

### **How do we collect your data?**

In addition to the data provided by you, we also collect data (including name, email address, location, interests) during your visit to our events or websites (both our general website [www.robobusinessmedia.com](http://www.robobusinessmedia.com) and conference-specific websites). We do this to ensure our events match as closely as possible our visitors' preferences, and to provide you with relevant information. For example, we collect data when you scan your badge, enroll for a talk or activity during an event, or when you request or download certain information from our websites. The same applies when you enter your details to access certain information or features on our websites.

### **Right to appeal, access and rectification**

If details of yours have been processed by Robot Business Media, you may submit a written request to view your personal details. If the information provided by us contains inaccuracies, you may submit a written request to have the data changed or deleted.

### **Who do we share your data with?**

We will not sell your personal information to other parties. To send newsletters, we use the services of an external party.