

## Digital International Forum Events Privacy Policy

BMJ will collect and use some information about you in order for you to be able to engage in the event and to create opportunities for valuable networking. You can find our contact details [here](#) if you would like to discuss this with us.

### What do BMJ collect and why?

We need your name, organisation, and payment details (if applicable) in order to confirm that you're a delegate and to apply any relevant discounts. If you don't provide these, we won't be able to complete our contract with you for a place at the event. Our '[legal basis](#)' under data protection law is that we have to use that information in order to carry out our contractual obligation to you.

We record sessions, livestreams, and electronic chats. We use these and make them available to delegates and organisation(s) sponsoring particular sessions. We may also make session recordings publicly available. This is similar to recording sessions at a live event and publicising those sessions afterwards. Our [legal basis](#) is that we have a legitimate interest in making the information available to delegates who couldn't attend at the time, so that people can rewatch parts of the event, to raise public awareness of the discussions, and to provide feedback to sponsors.

If you want to, you can give us information during registration, such as a photo, your LinkedIn profile, or subjects you're interested in. We will use that to match you to people who are also interested in those fields. Our '[legal basis](#)' under data protection law is that you consent to our use of that information in order that you can effectively use the networking facilities at the event. You can withdraw your consent at any time.

We use personal data to understand what works and what doesn't with our events, and to find out what interests people most. We also share that information with event exhibitors and sponsors. Our '[legal basis](#)' under data protection law is that we and the exhibitors and sponsors have a legitimate interest in using that data to improve how our events run and to make sure delegates get the most out of them.

If you register with an email address provided by an organisation such as a hospital or business ('corporate subscribers'), we share that contact data with event sponsors and exhibitors for networking opportunities and direct marketing purposes. Our '[legal basis](#)' under data protection law is that we and the exhibitors and sponsors have a legitimate interest in direct marketing and promoting networking. If you register with an email address that you created, we won't share your data, but you can contact organisations of interest directly. If you would like to object, please [contact us](#).

### Do you share my data?

Where events are jointly owned or operated by BMJ and another organisation, we will share your data with that organisation to run the event. We also share personal data (contact details, records of interaction, and feedback) with sponsors. Sponsors for events typically include public and private health providers, health education providers, medical

technology companies, pharmaceutical companies, public health bodies, and trade associations.

We use [Vimeo](#), [Livestream](#), and [Swapcard](#) to provide the technical means for us to host the event. They only handle your data under our specific direction. Where any of your data is handled overseas on our behalf, we have strict contractual terms with our providers to make sure that your data is only used to provide event facilities and functions to you and that it is handled safely.

#### How long will you keep information about me?

We'll keep information about you for these periods:

Registration details and communications	Anonymised after 60 months
Participation in events	Anonymised after 60 months
Analytics	60 months
Payment information	60 months
Event feedback	60 months
Professional body membership	60 months

#### What are my rights?

You have rights over your data. You can [contact us](#) if you would like to:

- Have a copy of your personal data
- Correct inaccurate information about you
- Erase information about you
- Restrict how your data is used
- Object to our use of your data
- Have your data ported to another organisation

You can find [advice about your rights](#) on the website for the Information Commissioner's Office (the regulator for data protection law in the UK).

#### Questions or complaints

If you have any concerns or complaints, we'd like it if you [contacted us](#) in the first instance. If you are interested in how BMJ handles personal data more broadly, there is also an overarching privacy notice that you can find [here](#). You also have the right to complain to the [Information Commissioner's Office](#) if you'd like to.

#### EU representative

Wherever you are in the world, you can get in touch with BMJ in the first instance through our email address: [dataprotectionlead@bmj.com](mailto:dataprotectionlead@bmj.com). However, in accordance with the requirements of the GDPR (Article 27), BMJ has a data protection representative in the EU:

activeMind.legal Rechtsanwaltsgesellschaft m.b.H.

Geschäftsführer: RA Klaus Foitzick

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