

# Link Exhibitions Privacy Policy

## 1. Scope

All data subjects whose personal data is collected, in line with the requirements of the GDPR.

## 2. Responsibilities

- 2.1 The Data Protection Officer / GDPR Owner is responsible for ensuring that this notice is made available to data subjects prior to Link Exhibitions collecting/processing their personal data.
- 2.2 All Employees/Staff of Link Exhibitions who interact with data subjects are responsible for ensuring that this notice is drawn to the data subject's attention and their consent to the processing of their data is secured. If data is collected through a medium that does not allow an easy referral to the online privacy policy section, staff are required to explicitly inform data subjects of any uses of their data that we require consent to process.

## 3. Privacy notice

### 3.1 Who are we?

Link Exhibitions organises the annual trade show for the printing industry, The Print Show.

Our Data Protection Officer / GDPR Owner and data protection representatives can be contacted directly here:

- (0117 960 3255)
- (dpo@theprintshow.co.uk)

The personal data we would like to collect and process from you is:

<b>Personal data type:</b> <b>(p) indicates that you may have provided us with a business or generic version of this data, in which case the following does not apply.</b>	<b>Source</b> (where Link Exhibitions obtained the personal data from if it has not been collected directly from you, the data subject. Note if the personal data has been accessed from publicly accessible sources):
Full Name	
Address (p)	
Email Address (p)	
Job Title	
Telephone Number (p)	
Mobile Phone Number (p)	

The personal data we collect will be used for the following purposes:

- It could be passed to exhibitors as leads generated from the show.
- It will be used to keep you informed about the show by email, post and phone.
- It will be used by us to measure advertising success rates.

Our legal basis for processing the personal data:

- Legitimate interests
- Consent
- Contract

Any legitimate interests pursued by us, or third parties we use, are as follows:

- Lead collection by exhibitors

### 3.2 Consent

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified.

Consent is required in some cases for Link Exhibitions to process both types of personal data, but it must be explicitly given. Where we are asking you for sensitive personal data we will always tell you why and how the information will be used.

You may withdraw consent at any time by contacting us at 0117 960 3255, [dpo@theprintshow.co.uk](mailto:dpo@theprintshow.co.uk) or opting out at the bottom of email communications from us.

### 3.3 Disclosure

Link Exhibitions will pass on your personal data to come third parties without first obtaining your consent. The following third parties will receive your personal data for the following purpose(s) as part of the processing activities:

Third Party	Purpose	Processing activity
Stephens and George	Printing and Mailing	News letters regarding the show.
LiveBuzz	Managing registrations	Not contacting people who are already registered for our shows

### 3.4 Retention period

Link Exhibitions will process personal data for 2 years and will store the personal data for 2 years. This is so we can keep you informed about the show the year you have registered to attend, and so we can remind you about the show for the next year.

### 3.5 Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you.
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: if Link Exhibitions refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in clause 3.6 below.

All the above requests will be forwarded on should there be a third party involved (as stated in 3.4 above) in the processing of your personal data.

### 3.6 Complaints

If you wish to make a complaint about how your personal data is being processed by Link Exhibitions (or third parties as described in 3.4 above), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Link exhibitions' data protection representatives GDPR Owner.

The details for each of these contacts are:

	<b>Supervisory authority contact details</b>	<b>GDPR Owner contact details</b>
Address line 1:	Information Commissioner's office	Link Exhibitions
Address line 2:	Wycliffe House	Link House
Address line 3:	Water Lane	Britton Gardens
Address line 4:	Wilmslow	Kingswood
Address line 5:	Cheshire	Bristol
Address line 6:	SK9 5AF	BS15 1TF
Email:	casework@ico.org.uk	dpo@theprintshow.co.uk
Telephone:	0303 123 1113	0117 960 3255

### 3.7 Privacy statement

Read more about how and why we use your data here:  
<https://www.theprintshow.co.uk/privacy/>

## 4. [Online privacy statement

### Personal data

Under the EU's General Data Protection Regulation (GDPR) personal data is defined as:

"any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person".

### How we use your information

This privacy notice tells you how we, Link Exhibitions, will collect and use your personal data for keeping you informed about the exhibition and potentially passing it to exhibitors in the form of lead information collected at our exhibition.

### Why does Link Exhibitions need to collect and store personal data?

For you to attend the exhibition we collect personal data to keep you informed about the exhibition and the exhibitors who will be attending. We also keep the

information to be passed to exhibitors if you consent to them scanning your visitor badge. In any event, we are committed to ensuring that the information we collect, and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

Link Exhibitions would seek additional consent before contacting you for marketing purposes.

Will Link Exhibitions share my personal data with anyone else?

We may pass your personal data on to third-party service providers contracted to Link Exhibitions during dealing with you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide you on our behalf. When they no longer need your data to fulfil this service, they will dispose of the details in line with Link Exhibitions' procedures. If we wish to pass your sensitive personal data onto a third party we will only do so once we have obtained your consent, unless we are legally required to do otherwise. Non-sensitive personal data may be passed onto exhibitors if you demonstrate a legitimate interest in contact from them by allowing your badge to be scanned. Exhibitors will be required to contact you and inform you that this is how they have obtained your data, and seek your consent for how it is used.

How will Link Exhibitions use the personal data it collects about me?

Link Exhibitions will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavor to keep your information accurate and up to date, and not keep it for longer than is necessary. Link Exhibitions is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

Under what circumstances will Link Exhibitions contact me?

We will contact you regarding news about the show you have registered for, we will also contact you to remind you of the show in the weeks leading up to it. This may be by post, phone or email.

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure.

Can I find out the personal data that the organisation holds about me?

Link Exhibitions at your request, can confirm what information we hold about you and how it is processed. If Link Exhibitions does hold personal data about you, you can request the following information:

- Identity and the contact details of the person or organisation that has determined how and why to process your data. In some cases, this will be a representative in the EU.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of Link Exhibitions or a third party, information about those interests.

- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

What forms of ID will I need to provide to access this?

Link Exhibitions accepts the following forms of ID when information on your personal data is requested:

Government issues Identification or a utility bill from the last 3 months.

Contact details of the Data Protection Officer / GDPR Owner:

<b>GDPR Owner contact details</b>	
Address line 1:	Link Exhibitions
Address line 2:	Link House
Address line 3:	Britton Gardens
Address line 4:	Kingswood
Address line 5:	Bristol
Address line 6:	BS15 1TF
Email:	<a href="mailto:dpo@theprintshow.co.uk">dpo@theprintshow.co.uk</a>
Telephone:	0117 960 3255

***Document History***

A current version of this document is available to all members of staff on the P Drive.

History:

Initial Policy – 08/05/2018