

# PRIVACY POLICY

## About AI 4 Business Summit

www.AI4BusinessSummit.com is held by KOOACH nv, with registered offices at Ferdinand Lousbergskaaï 106 b20, 9000 Ghent VAT number BE0674 822 367 (hereafter "KOOACH") and is responsible for processing your personal data.

## Overview

At KOOACH, we believe that every individual has the right to control the use of their own personal information, and that your privacy must be respected. We limit the processing of personal information, and try only to work with other organisations who share the same values.

We will not use personal information that you provide to us in a manner inconsistent with the purposes for which you provided it to us.

Both privacy and the security of your information are important to us so please review our Privacy Policy to understand our practices with respect to your information.

## ARTICLE 1 - PERSONAL DATA COLLECTED ABOUT YOU

When using the term "personal data" in this Privacy Policy, information that relates to you will be used to identify you, either directly or in combination with other information that is held or obtained externally. Your personal data may include, for example, your name, your contact details, information on how you use the AI4BusinessSummit.com website.

We may record your IP address and use it to help improve our website, and gather broad demographic information about users of our website. We use your information to personalise your experience and to analyse usage.

The following personal data is collected from www.AI4BusinessSummit.com website and related digital channels for ticket purchases:

Name and contact details

Company name and your role

## ARTICLE 2 - HOW AND WHY IS YOUR PERSONAL DATA USED?

KOOACH is bound by, and uses your information in accordance with, the General Data Protection Regulation of April 27, 2016 regarding Data privacy and Data protection concerning the treatment and processing of personal data (the "GDPR").

Your personal data can be used for the following purposes:

To inform registered participants of www.RevenueBoulevard.com current and related events of the Marketing & Sales professionals community

To share related Marketing & Sales information (Whitepapers, articles on different digital channels) that are directly related to the role of Marketing & Sales professional

Your data is shared with its main partners for the purposes of event organisation and for building up the Marketing & Sales professionals Community around the events organised.

Your data is shared with Platinum or Gold Partners of www.AI4BusinessSummit.com which, together with you, help make this event possible.

Your data can be used by the following types of third parties only for processing:

www.WeTransfer.com

www.dropbox.com

GoogleDrive

www.Eventbrite.com

## ARTICLE 3 - CONTROL YOUR DATA

When necessary, your consent will be requested to process your personal data. If you choose not to give your consent, or if you withdraw your consent, you will not be able to take (full) advantage of the services offered. At all times, you can check your personal data collected and processed by www.AI4BusinessSummit.com or request a copy of your personal data by sending an email to info@KOOACH.be or write to the following address:

KOOACH nv

Ferdinand Lousbergskaaï 106, b20

9000 Ghent.

www.AI4BusinessSummit.com will inform you on the state of your personal data within 30 days, after your identity is checked. If you would like to stop receiving informational emails from Revenue Boulevard, you can review and change your preferences at any time by logging into your account.

If you wish to remove your personal details from the AI4BusinessSummit.com site, you can specifically select the parts in your account that you want to be removed: you can either unsubscribe from mailing lists or exercise the complete removal of your account to the full extent.

Your personal details will be removed as soon as possible, except if it concerns information that needs to be kept in pursuance of the law or an agreement.

The information above concerns the execution of your rights under GDPR as a subscriber to AI4BusinessSummit.com website.