

## Privacy statement

This Privacy Statement describes how CREO Business Information & Seminars SPRL, a private limited liability company incorporated under the laws of the Belgium, with registered offices at 28 Rue Van Meyel, 1080 Brussels (Belgium), company number 0632.995.670 (« us » or « CREOBIS ») processes your personal data.

Personal data is information that relates to an identified or identifiable natural person.

As a controller, we endeavour to process your personal data in compliance with the European Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation or “GDPR”).

### **How do we use your personal data?**

We collect personal data for the following purposes:

#### **(a) Customer management**

We process your personal data when you register for our conferences or activities:

- Identification and contact details (surname, first name, address, telephone number)
- Financial data (for example, data relating to payment)
- Personal characteristics (language and sex)
- Hobbies (legitimate interest, in particular freedom of entrepreneurship)
- Consumption habits (legitimate interest, in particular freedom of entrepreneurship)
- Professional Data (occupation and career)

Unless stated otherwise, the legal basis is contractual necessity. Personal data must be provided to enable the performance of the contract.

The personal data you provide may be supplemented by public sources (e.g. social networks such as LinkedIn) or may be obtained from your employer.

Unless a legal retention period applies, data will be retained for a period of 10 years after the end of the contractual relationship.

### **(b) Supplier management**

In the context of supplier management, we process the following data from our suppliers and/or their employees:

- Identification and contact details (surname, first name, address, telephone number)
- Financial data (for example, payment data)
- Personal characteristics (language and sex)
- Data relating to occupation and career

The legal basis is the contractual necessity. Personal data must be provided to enable the performance of the contract.

Unless a legal retention period applies, data will be retained for a period of 10 years after the end of the contractual relationship.

### **(c) Direct marketing**

We process the following data in the context of our direct marketing activities:

- Identification and contact details (surname, first name, address, telephone number)
- Financial data (for example, payment data)
- Personal characteristics (language and sex)
- Hobbies (legitimate interest, including freedom of entrepreneurship and direct marketing)
- Consumption habits (legitimate interest, in particular freedom of entrepreneurship and direct marketing)
- Data relating to job and career (legitimate interest, including freedom of entrepreneurship and direct marketing)

If you are a client of CREOBIS, the legal basis is our legitimate interest (in particular freedom of entrepreneurship and direct marketing). If you are not a client of CREOBIS, the legal basis is consent and, for some data, our legitimate interest (including freedom of entrepreneurship and direct marketing).

The personal data you provide may be supplemented by public sources (e.g. social networks such as LinkedIn).

Unless a legal retention period applies, the data will be retained for a period of 3 years after the last meaningful contact between us and you.

#### **(d) Tax management and accounting activities (legal obligation)**

In the context of our tax and accounting obligations, we process the following data:

- Identification and contact details (surname, first name, address, telephone number)
- Financial data (for example, payment data)
- Personal characteristics (language and sex)
- Data relating to job and career

The legal basis is our legal obligation.

The data is retained for the duration of the legal retention period.

#### **(e) Legal obligations (legal obligation)**

In the context of our legal obligations, we process the following data:

- Identification and contact details (surname, first name, address, telephone number)
- Financial data (for example, payment data)
- Personal characteristics (language and sex)
- Data relating to job and career

The legal basis is the legal obligation.

If the legal basis is a contractual necessity, the personal data must be provided to enable the execution of the contract.

The data will be retained for the duration of the legal retention period.

## **Who are the recipients of your personal data?**

We might share your personal data with other recipients such as:

- Speakers and participants (only identification data and data relating to job and career)
- CREOBIS' sponsors (only identification data and data relating to job and career)
- Technical processors that provide us with services
- National and European authorities
- Supervisory authorities or professional organizations, in the context of the approval of the training (eg continuing education)
- Banks and payment service providers;
- Our professional advisers and lawyers.

In addition, your photos may be shared worldwide.

CREOBIS may transfer personal data to the United States based on the EU/US Privacy Shield.

## **What rights to you have regarding the processing of your personal data?**

According to the General Data Protection Regulation (GDPR), you have the rights:

- to access and receive a copy of your data;
- to rectify your data if it is inexact;
- to object to the processing for direct marketing and for reasons related to your particular situation;
- to erase or restrict your data ("right to be forgotten");
- when the processing is based on consent, to retract your consent at any time;
- to data portability when the processing is based on consent or contractual obligation.

You have the right to lodge a complaint with the competent supervisory authority (for Belgium, it is the Belgian Data Protection Authority). In case of complaint, we invite you however to contact us to find an amicable solution.

To exercise these rights, you must respect the conditions provided by the RGPD. Alternatively, to make things easier, you can contact us at the address below.

In case of reasonable doubt about your identity, we reserve the right to ask for proof of identity.

### **Implementation of security measures**

According to the applicable law, we have implemented an adequate system of protection of your personal data. These measures include technical and organisational measures required to protect your personal data against the accidental or unauthorised destruction, loss, alteration, unauthorized disclosure or access to your personal data.

Nevertheless, no security system can guaranty 100% of security. We remain at your disposal should you have any questions relating to the confidentiality and the safety of your personal data.

### **How to contact us**

To exercise your data protection rights or if you have any question relating to the processing of your personal data, do not hesitate to send an email to [info@creobis.eu](mailto:info@creobis.eu) or to contact:

CREO Business Information & Seminars

28 Rue Van Meyel

1080 Brussels

Belgium

### **Updates**

Please note that we reserve the right to update this document from time to time. In this case, you will be informed of the changes by e-mail.