PRIVACY NOTICE FOR MWC BARCELONA ATTENDEES

1. **Purpose**

To describe how we collect, use, and share personal information. ALVA is the controller of your personal information.

2. **Types of personal information we collect**

In this Privacy Notice, when we mention "Personal Information", we mean your personal data, which refers to any information or data that is about you. We may process the following Personal Information about you:

Data category	**Personal Information**
Contact Data	E.g. y our first name, last name, email address, gender (optionally), country/region, address, city, state/province, postcode/zip code, country code, mobile phone number.
Profile Data	E.g. company name, job title, job level, area of responsibility, company industry type, areas of interest, networking preferences, p

3. **Use of information**

If you provide your consent to this Privacy notice or we have another lawful basis to do so:

We may process your Personal Information for the purposes to register you for our data base, to verify your identity by the time you attend the request meeting, to send you marketing communications about ALVA services or products (e.g. via email) , to automate the sending of confirmation emails for appointments, demos, meetings, reminders.

We may send you communications tailored to your interests and profile.

We may analyse your Personal Information for profiling purposes, to improve our marketing activities and create more relevant news and communications for our customers

4. **Procces to collect personal information**

Directly from you, for example when you subscribe for our marketing communications, use our services or products, interact with our apps or websites, communicate with us via email or other means

5. **Consent and withdraw**

Where we process your Personal Information based on consent, you can withdraw your consent at any time.

Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your Personal Information conducted on other lawful processing grounds.

6. Objections

If we collect and use your Personal Information based on our legitimate interests (or of a third party), you may object to such processing. In that case we will no longer process your Personal Information unless there are compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims. Where we process your Personal Information for direct marketing purposes, you may object to such processing at any time.

7. Deadline to keep personal information

Your Personal Information will be deleted after 12 months from the last time you were in contact with ALVA.

8. Your rights as a data subject

Below you will find descriptions of rights that you may be able to exercise in relation to the Personal Information we process about you.

- Confirmation of processing – you can ask us to confirm if we are processing your Personal Information.
- Access – you can ask us to provide a copy of the Personal Information that we hold about you.
- Rectification – you can ask us to rectify the record of your Personal Information that we maintain.
- Restrict – you can ask us to restrict the processing of your Personal Information in certain situations.
- Object to processing – you can object to the processing of your Personal Information where we process your data based on our legitimate interests or for direct marketing purposes.
- Deletion – you can ask us to delete some or all of the Personal Information that we hold about you.
- • Portability – in certain circumstances, you can ask ALVA to provide you a copy of your Personal Information in a structured, electronic format, or to transmit it directly to another data controller, where technically feasible.

9. Contact us

You can contact us with any enquiry relating to your Personal Information by filling out an email to marketing@oyealva.com