

# Privacy Policy

Updated 21 November 2023

The event Building The Future understands that the use of your personal data requires your trust. imatch – innovation ignition, Lda. (Hereinafter referred to as “imatch”, “we”, “our”), the event organizer, is responsible for the personal data collection. We are subject to the highest privacy standards, and we will only use your personal data for clearly identified purposes and in accordance with your data protection rights.

The confidentiality and integrity of your personal data is one of our main concerns. This Privacy Policy describes our use of any personal information that we collect or use in the following (collectively “Services”):

- Building The Future
- Building The Future website, app and subdomains
- Registration platform Beamian S.A (also referred as “Beamian”)
- The AI powered, matchmaking and engagement online platform where the event runs, Grip
- Streaming enablers and providers
- Building The Future social media

The present Privacy Policy provides you with transparent information about how imatch collects, processes, shares or other uses of your personal data and about your related rights. It is composed by the following sections:

1. What is Personal Data
2. Which companies are part of Building The Future
3. Who is responsible for processing your personal data
4. How do we collect personal data
5. For what purposes and on what basis can your personal data be used
6. What personal data can be collected
7. How do we keep your personal data safe
8. How long do we keep your personal data

9. With whom can we share your personal data and how do we keep it safe
10. How can you change or withdraw your consent
11. How can you contact us
12. Your Rights
13. The right of complaint to CNPD

## **1 What is Personal Data**

For the purposes of this Policy, we follow the definition adopted by the General Data Protection Regulation (GDPR), namely, any information relating to an identified or identifiable natural person and an individual who can be identified, directly or indirectly, is considered identifiable, namely by reference to an identification number or to one or more specific elements of your physical, physiological, psychological, economic, cultural or social identity.

## **2 Which companies are part of Building The Future**

Building the Future (also referred as “BTF”) is a 2-day event created and organized by imatch - innovation ignition, Lda.. imatch has its headquarters in Rua Dr. Augusto José da Cunha, No 11, 3o A 1495-240 Algés, Portugal, is registered in Conservatória de Registo Comercial de Lisboa under the unique number of registration and legal person number 508681766.

## **3 Who is the controller for processing your personal data**

imatch is responsible for processing the personal data collected in Building the Future event, including data collected on ticket purchasing through beamian (<https://beamian.pt/>) and all data collected through Grip Platform and app (also referred as “Grip”) <https://grip.events>. For all matters related to privacy, including collection, processing, usage and storage of your personal data, please contact imatch’s at [privacy@imatch.pt](mailto:privacy@imatch.pt)

If you want to know more about how imatch uses personal data and its conduct with regard to privacy, you can consult our privacy notice at the address [https://imatch.pt/wp-content/uploads/2022/02/Aviso-de-Privacidade-do-Website\\_2022.pdf](https://imatch.pt/wp-content/uploads/2022/02/Aviso-de-Privacidade-do-Website_2022.pdf)

## **4 How do we collect personal data**

Personal data is collected and processed if the data is voluntarily transferred by the participant to the organizer, if the participant registers for the event on the beamian platform, or when they access directly the event platform, Grip, and fill out their profile.

## **5 For what purposes and on what legal basis can your personal data be used**

According to the data protection legislation in force in the European Union (the General Data Protection Regulation) the use of personal data must be justified under at least one legal basis for the processing of personal data.

Below we will inform you of each of the purposes for which your data may be used and the grounds of lawfulness that legitimize such use.

We use your information to run Building The Future event, when registering participants and to issue tickets and credentials. Such data processing activities are necessary for the performance of the contract you entered into with us when registering for Building The Future 2024.

The personal data collected at the time of registration, in addition to being used to register for the event itself, indicate event contents that may be of interest to you and send communications related to Building The Future 2024 itself. The data may also be used to related statistical analyses. For these analyses, however, the data will be completely anonymized.

We also use your personal information before, during or after the Building The Future event to communicate with you. Such communications may have different purposes and different legal grounds, which are better described below:

We may send communications via email and/or SMS about the Building The Future 2024 event itself, such as meeting

recommendations, newsletters, conference schedules, among others. As this information is related to the event you signed up for, we consider that you are within your expectations of receiving such information, so for this purpose, your data will be used based on our legitimate interest. However, if it is not in your interest to receive such communications, you can always request to cancel your subscription by clicking on the link at the bottom of each message or by sending an email to [privacy@imatch.pt](mailto:privacy@imatch.pt).

We may also use your contact data to send you communications about other events held by imatch that you may be interested in. However, for these communications the legal basis will always be your consent. If you consent and, however, at some point you no longer wish to receive communications from us, you may also request the cancellation of your subscription by clicking on the link at the bottom of each message or by sending an email to [privacy@imatch.pt](mailto:privacy@imatch.pt).

Building The Future event may be recorded by means of photographs, audio recordings, and/or videos. Such photographs and recordings may subsequently appear on the Building The Future website, other relevant websites, on social media, in the press, or in promotional materials (such as BTF promotional videos). Building The Future may separately seek your consent prior to recording if you are to feature in the planned recording (e.g. speakers and participants in interviews or other audience engagement formats).

To help us form a better, overall understanding of you as a customer, we combine your personal data across analytics, website cookies, form submissions and chat functionality on the event platform. In order to do this, we also combine the data that we collect directly from you with data that we obtain from third parties from whom you have given your consent to pass that data onto us. If that combination allows you to be identified, we will treat the combined information as Personal Data for as long as it is combined.

Some of your data may be shared with third parties, and such sharing also occurs for different purposes and different legal grounds. Such shares will be better described in the next item, however, in summary:

Your data will be shared with the event sponsors to provide you with relevant connections and content during the Building The Future event based on your profile. Such sharing is necessary to comply with the terms and conditions of the event.

Images and videos of the event may be shared on social networks for the purpose of publicizing the event and based on our legitimate interest.

## **5.1 Sharing with other entities and third parties**

We may share information with and about participants with other entities when necessary to pursue the intended purposes. These entities can be:

Data processors - companies that process your personal data on our behalf and under our responsibility. Such companies are contracted through a rigorous process and are under contract with us. Such contracts respect all the requirements established by article 28 of the RGPD.

Commercial Partners - this criterion includes our sponsors. In compliance with the terms and conditions signed, your data will also be shared with them. These entities act as autonomous controllers and process data without any interference from Imatch. Below are the names of our sponsors and the link to their privacy notices:

- [NOS](#)
- [EY](#)
- [Unipartner](#)
- [Claranet](#)
- [NTT Data](#)
- [Capgemini](#)
- [Avanade](#)
- [DXC](#)
- [Noesis](#)
- [APR](#)
- [Nextbitt](#)
- [Dynatrace](#)
- [Microsoft](#)
- [Armis](#)

- [Devoteam](#)
- [Axians](#)
- [Inetum](#)
- [Hydra IT](#)
- [Rumos](#)
- [Incentea](#)
- [Logicalis](#)
- [BI4ALL](#)

Social networks: As a means of publicizing the event, videos and images can be shared on social networks. Such entities also act as autonomous controllers in relation to the processing of this personal data. If you want to know how these networks treat your data, we recommend that you consult the respective privacy notices in the links below:

- [Instagram](#)
- [Facebook](#)
- [Linkedin](#)
- [Twitter](#)
- [Youtube](#)

## **5.2 Marketing & Advertising**

Your personal information is used for marketing and advertising purposes including on social media and website. In the realm of the legitimate interest, we will use your information to communicate Building The Future. We also ask for your consent to communicate the others events organized by imatch – innovation ignition, Lda.( This issue was better explained in item 5 of this term.).

## **5.3 Legal and Safety Reasons**

We may retain, preserve or share your personal information if we have a good- faith belief that it is reasonably necessary to (a) respond, based on applicable law, to a legal request (such as, a subpoena, search warrant, court order, or other request from government or law enforcement); (b) detect, investigate, prevent, and address fraud and other illegal activity, security, or technical issues; (c) protect our rights, property, or safety; (d) enforce our Terms and Conditions or any other agreements

we have with you; or (e) prevent harm to any person or entity, including yourself and members of the general public.

We may also share aggregated or de-identified information, such as analytics of attendee job titles or affiliated companies for internal business purposes and/or with companies and organizations we do business with, including partners, exhibitors and other organisation members.

## **6 What personal data can be collected**

The personal data can be collected in different moments and through different channels described in this Privacy Policy:

6.1 Registration: When you register on Beamian S.A to receive your BTF ticket we may collect your name, email address, the country that you are from, phone number, gender, VAT number (if applicable), LinkedIn URL, job title, company name, company sector, area of expertise, how did you hear about the event, topic "I am interested in", product interested. Your personal data will be collected and transferred to Grip platform in order to make recommendations (content curation and meaningful connections) based on your profile. Your phone number will not be available to the other participants to see in the event platform and app.6.3 Before, during and after the event: We will collect data as mentioned in sections 4 and 5 of this Privacy Policy, including your event experience feedback, through online chats and surveys. After the sessions/presentations are over we will make them available to all the participants until 30 days after the event.

The consent you grant to Building The Future to share your contact details with event partners is unrelated to any consent that you may grant directly to any event partner during event networking.

This Privacy Policy includes European Union and European Economic Area specific provisions related to data subjects' rights and legal bases.

## 7 How do we keep your personal data safe

We use multiple security procedures, including encryption and authentication tools, to help protect and maintain the security, integrity and availability of your personal data.

You are responsible for keeping confidential any passwords that we give you (or you choose) that enable you to access our platform. For security reasons, such passwords must not be shared with anyone.

Although data transmission over the internet or website cannot guarantee total security against intrusions, we, all our services providers and business partners make the best efforts to implement and maintain physical, electronic, and procedural security measures designed to protect your personal data in accordance with the applicable data protection requirements. Among others, we implemented the following:

- - Restricted personal access to your personal data based on the “need to know” criteria and only within the scope of the mentioned purposes;
- - Transfer of collected data only in encrypted form;
- - Storage of provided data only in encrypted form;
- - Protection of information technology systems through firewalls, with a view to prevent unauthorized access to your personal data;
- - Permanent monitoring of access to information technology systems in order to detect and prevent the misuse of your personal data.

When such processors reside in the EU, we comply with Article 28 of the GDPR. If such processors reside outside of the European Economic Area, all data transfers are conducted in accordance with Chapter V. of GDPR — in particular, in accordance with adequacy decisions issued by the European Commission or standard contractual clauses (Model Clauses), as applicable.

## 8 How long do we keep your personal data

We will store your personal data for as long as is necessary regarding the purpose of its collection; for as long as is reasonably required to store such information for our lawful

business purposes, such as exercising our legal rights, or for as long as we are legally obligated to store such information.

Once the maximum retention period has been reached your personal data will be irreversibly anonymized (the anonymized data may be preserved) or will be destroyed in a secure manner.

## **9 With whom can we share your personal data and how do we keep it safe**

Building the Future is an event that aims to create a network of contacts between participants and IMatch partner entities, which are sponsors of the event. For such a network to be created, and in accordance with the terms and conditions of the event, it is necessary to share participant data with partner companies (name, email contact, professional interests, LinkedIn URL and professional position) . The data will be processed by the sponsors autonomously and in accordance with their own privacy policies available on each website.

- - Sponsors will only be able to access your personal data with acceptance of this Privacy Policy;
- - The sole purpose of personal data collected by Beamian S.A is to store data and transfer information to Grip;
- - Grip will only be able to access the data collected by Beamian for the sole purpose of sending you your credentials to the platform and pre-filling your profile;
- - Limited data (Grip profiles) will be available to other participants and sponsors during the Building The Future event for the sole purpose of gaining participant engagement.

Your personal data is storage in our providers, Beamian and Grip, secured servers, accordingly to their security policies.

Please contact us \* if you wish to request the provision of information on specific safeguards that have been applied to the export of your data to providers/sponsors.

\* Details and imatch contacts: email: [privacy@imatch.pt](mailto:privacy@imatch.pt) phone number: +351 919 716 527

## **11 How can you contact us**

If you have any questions regarding our use of your personal data, you can reach us by e-mail [privacy@imatch.pt](mailto:privacy@imatch.pt) and we will reply within a maximum period of 1 (one) month. You can also contact us through phone [+351 919 716 527](tel:+351919716527).

## 12 Your Rights

Subject to certain conditions, you may have the right to ask us to:

- - provide additional information about the usage of your personal data;
- - provide a copy of the personal data you have provided us;
- - provide the personal data you provided to another person responsible for processing at your request;
- - update any inaccuracies in the personal data we keep;
- - delete personal data which use is no longer legitimate;
- - limit the way we use your personal data until the complaint is investigated.

If you intend to exercise any of these rights, we will proceed to analysis and we will respond, expectably, within 1 (one) month.

To exercise any of the above-mentioned rights, please contact us through the contact information provided in Section 2 of this Privacy Policy.

## 13 The right of complaint to CNPD

Additionally, you have the right to submit a complain with the competent Data Protection Authority if you believe your rights have been violated regarding our usage of your personal data. (Comissão Nacional de Proteção de Dados – CNPD | Rua de São Bento, n.o 148, 3o, 1200-821 Lisboa | Tel: [+351 213928400](tel:+351213928400) | Fax: [+351 213976832](tel:+351213976832) | e-mail: [geral@cnpd.pt](mailto:geral@cnpd.pt)).