

FACTsheet

GDPR

The EU General Data Protection Regulation (GDPR) is the European Union's broad legislation designed to ensure the privacy of EU citizens and protect them from data breaches. This legislation affects the use and storage of attendee, exhibitor, and event audience data for participants who are EU citizens.

How is CDS preparing for GDPR Compliance?

- Auditing and mapping data flows for **Personally Identifiable Information (PII)** such as name, address, company, and email address.
- Revising our [Data Privacy Policies](#) so they are explicit and clear on how we capture and use data as well as accessible from all of our systems that store such data.
- Reviewing arrangements with third parties to ensure GDPR compliance extends throughout the data lifecycle.
- Implementing an opt-in process for EU registrants to ensure consent to use data in accordance with our privacy policy.
- Allowing EU attendees the right to access their data to see what identifying information CDS has and request changes to that data.
- Providing EU attendees the right to be “forgotten,” meaning they will be able to have us mask any or all PII in our systems.
- Confirming data breach notification policies (already in place).
- Identifying data protection officers (already in place).

Which CDS products will be affected?

Every CDS product that is used to gather PII will be affected, including:

- Registration Pages and Inquiry Pages
- eReg
- XPress Admin (Backend)
- Attendee Lists
- Exhibitor Emails

When will CDS registration pages be GDPR compliant?

Pages will be compliant by May 25, 2018. Your Registration Manager will review the implementation schedule with you prior to completion.

How are CDS registration pages changing to comply with these new regulations?

When a registrant selects an EU country in the country field, a short paragraph will appear:

For all residents of European Union countries: In accordance with the General Data Protection Regulations, please review our [data privacy policy](#) and acknowledge that you agree to the use and storage of your personal data for the purposes of attending this event.

The paragraph will be followed by a “Please Select” dropdown list with two options:

- I have read and agree.
- I do not agree.

How are group registrations affected?

GDPR requires an explicit opt-in by an individual. This is a challenge when people register others. We present the primary registrant with a modified Opt-In that states “I have read and I agree or agree on the registrant’s behalf.”

In addition to the standard email confirmation we send an opt-in email: “You have been registered for XYZ Event. As an EU resident, you must agree to the use of your data for the event.” The email contains a link to the privacy policy and a button: “I have read and agree. Please confirm my registration.”

A report will be made available to clients and the CDS Contact Center to follow up with those registered in a group to obtain explicit consent if the emails are not acted upon.



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What happens if a registrant selects: “I do not agree”?

If the user selects “I do not agree,” then we stop registration, indicate that the registration cannot be completed without the opt-in, and present them with contact information either to CDS Contact Center or to Show Management depending on who is supporting the event.

What if a registrant wants to attend an event but does not want associated marketing activities?

The registrant still must agree to the overall GDPR privacy policy. However, at the client’s discretion, additional marketing opt-out options may appear during the registration process that are not specific to GDPR.

As a CDS client, can I determine what language is in the data privacy policy?

In addition to the CDS policy, we can provide a link to our clients’ data privacy policies, but to comply with GDPR, the language of the CDS policy needs to be standard for all customers and events.

What is the process for responding to GDPR requests?

- We will provide registrants with contact information for the CDS Contact Center.
- If a client is not using CDS Contact Center, we will have the client’s contact center information for the registrant.
- We will provide CDS Contact Center staff with training to answer registrants queries about GDPR.

How is lead retrieval affected?

The act of presenting a badge for scanning to an exhibitor constitutes explicit consent to be contacted by that exhibitor.

How are exhibitor services products affected?

When using Exhibitor Emails or the Attendee List products, exhibitors will be asked to confirm that they comply with GDPR before marketing to attendees.

What happens if someone asks to be forgotten?

The data privacy policy gives instructions on how to view, update, or delete personal information from CDS systems. Registrants are invited to email a specific address set up to handle these requests. CDS will gather the data for the registrant across events/years and send to the registrant. If the registrant wishes to be forgotten, that data will be masked, meaning the PII fields (such as name, address, phone, email, and demographics) will be updated with anonymous information so the record no longer references a particular individual. In addition to masking the data, we will inform event management and any third parties with whom we have shared the data.

If a registrant who has not yet attended the event requests to be forgotten, we will explain that we can fulfill the request after the event has ended but that personal information is required for event attendance. Any registrant who persists will be directed to show management.

As a CDS client, I ask CDS to market to prospects on my behalf by sending email blasts. Is that compliant?

All email blast lists with EU residents must comply with GDPR regulations before CDS can market to them on your behalf. This means that EU residents must have explicitly opted in to receive marketing and other communications from member organizations. We recommend that all EU residents be contacted by either you, the member organization, or by us on your behalf, before continuing to market to them.

As a CDS client or partner, how does GDPR affect my agreement(s) with CDS?

We do not intend on modifying existing client agreements. GDPR indicates that all parties are jointly responsible for ensuring adherence to regulations. CDS will send a notice to all clients that we are relying on assurances that all PII provided to CDS by the client for marketing or other purposes complies with all applicable laws including GDPR.

As a client, what does CDS recommend as best practices for handling our own data?

CDS recommends that you seek legal representation to address the data in your possession.

