

Winsight, LLC
Data Protection Policy
for Citizens and Permanent Residents of the European Union
May 25, 2018

1. Introduction

This Policy sets out the obligations of Winsight, LLC and its subsidiaries, a company registered in the state of Delaware under 151036005, whose registered office is at 300 S. Riverside Plaza Suite 1600, Chicago, IL 60606 (“the Company”) regarding data protection and the rights of customers, event attendees, media audience members, and business associates (“data subjects”) in respect of their personal data under EU Regulation 2016/679 General Data Protection Regulation (“GDPR”).

The GDPR defines “personal data” as any information relating to an identified or identifiable natural person (a “data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

This Policy sets the Company’s obligations regarding the collection, processing, transfer, storage, and disposal of personal data. The procedures and principles set out herein must be followed at all times by the Company, its employees, agents, contractors, or other parties working on behalf of the Company.

The Company is committed not only to the letter of the law, but also to the spirit of the law and places high importance on the correct, lawful, and fair handling of all personal data, respecting the legal rights, privacy, and trust of all individuals with whom it deals.

2. The Data Protection Principles

This Policy aims to ensure compliance with the GDPR. The GDPR sets out the following principles with which any party handling personal data must comply. All personal data must be:

- 2.1 Processed lawfully, fairly, and in a transparent manner in relation to the data subject.
- 2.2 Collected for specified, explicit, and legitimate purposes and not further processed in a manner that is incompatible with those purposes. Further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes.
- 2.3 Adequate, relevant, and limited to what is necessary in relation to the purposes for which it is processed.
- 2.4 Accurate and, where necessary, kept up to date. Every reasonable step must be taken to ensure that personal data that is inaccurate, having regard to the purposes for which it is processed, is erased, or rectified without delay.
- 2.5 Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data is processed.

Personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes, subject to implementation of the appropriate technical and organizational measures required by the GDPR in order to safeguard the rights and freedoms of the data subject.

- 2.6 Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction, or damage, using appropriate technical or organizational measures.

3. **The Rights of Data Subjects**

The GDPR sets out the following rights applicable to data subjects (please refer to the parts of this policy indicated for further details):

- 3.1 The right to be informed (Part 12).
- 3.2 The right of access (Part 13);
- 3.3 The right to rectification (Part 14);
- 3.4 The right to erasure (also known as the 'right to be forgotten') (Part 15);
- 3.5 The right to restrict processing (Part 16);
- 3.6 The right to data portability (Part 17);
- 3.7 The right to object (Part 18); and
- 3.8 Rights with respect to automated decision-making and profiling (Parts 19 and 20).

4. **Lawful, Fair, and Transparent Data Processing**

- 4.1 The GDPR seeks to ensure that personal data is processed lawfully, fairly, and transparently, without adversely affecting the rights of the data subject. The GDPR states that processing of personal data shall be lawful if at least one of the following applies:
 - 4.1.1 The data subject has given consent to the processing of their personal data for one or more specific purposes;
 - 4.1.2 The processing is necessary for the performance of a contract to which the data subject is a party, or in order to take steps at the request of the data subject prior to entering into a contract with them;
 - 4.1.3 The processing is necessary for compliance with a legal obligation to which the data controller is subject;
 - 4.1.4 The processing is necessary to protect the vital interests of the data subject or of another natural person;
 - 4.1.5 The processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the data controller; or
 - 4.1.6 The processing is necessary for the purposes of the legitimate interests pursued by the data controller or by a third party, except where such interests are overridden by the fundamental rights and freedoms of the

data subject which require protection of personal data, in particular where the data subject is a child.

- 4.2 If the personal data in question is “special category data” (also known as “sensitive personal data”) (for example, data concerning the data subject’s race, ethnicity, politics, religion, trade union membership, genetics, biometrics (if used for ID purposes), health, sex life, or sexual orientation), at least one of the following conditions must be met:
- 4.2.1 The data subject has given their explicit consent to the processing of such data for one or more specified purposes (unless EU or EU Member State law prohibits them from doing so);
 - 4.2.2 The processing is necessary for the purpose of carrying out the obligations and exercising specific rights of the data controller or of the data subject in the field of employment, social security, and social protection law (insofar as it is authorized by EU or EU Member State law or a collective agreement pursuant to EU Member State law which provides for appropriate safeguards for the fundamental rights and interests of the data subject);
 - 4.2.3 The processing is necessary to protect the vital interests of the data subject or of another natural person where the data subject is physically or legally incapable of giving consent;
 - 4.2.4 The data controller is a foundation, association, or other non-profit body with a political, philosophical, religious, or trade union aim, and the processing is carried out in the course of its legitimate activities, provided that the processing relates solely to the members or former members of that body or to persons who have regular contact with it in connection with its purposes and that the personal data is not disclosed outside the body without the consent of the data subjects;
 - 4.2.5 The processing relates to personal data which is clearly made public by the data subject;
 - 4.2.6 The processing is necessary for the conduct of legal claims or whenever courts are acting in their judicial capacity;
 - 4.2.7 The processing is necessary for substantial public interest reasons, on the basis of EU or EU Member State law which shall be proportionate to the aim pursued, shall respect the essence of the right to data protection, and shall provide for suitable and specific measures to safeguard the fundamental rights and interests of the data subject;
 - 4.2.8 The processing is necessary for the purposes of preventative or occupational medicine, for the assessment of the working capacity of an employee, for medical diagnosis, for the provision of health or social care or treatment, or the management of health or social care systems or services on the basis of EU or EU Member State law or pursuant to a contract with a health professional, subject to the conditions and safeguards referred to in Article 9(3) of the GDPR;
 - 4.2.9 The processing is necessary for public interest reasons in the area of public health, for example, protecting against serious cross-border threats to health or ensuring high standards of quality and safety of health care and of medicinal products or medical devices, on the basis of EU or EU Member State law which provides for suitable and specific measures to safeguard the rights and freedoms of the data subject (in particular, professional secrecy); or

4.2.10 The processing is necessary for archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes in accordance with Article 89(1) of the GDPR based on EU or EU Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection, and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject.

5. Specified, Explicit, and Legitimate Purposes

5.1 The Company collects and processes the personal data set out in Part 21 of this Policy. This includes:

5.1.1 The Company uses personal data collected directly from data subjects for the following purposes:

5.1.1.1 The general running and administration of the Company.

5.1.1.2 To process payments and provide services to customers of the Company.

5.1.1.3 The ongoing administration, management, and fulfilment of customer services.

Further, the Company's divisions have additional purposes for personal data collected from data subjects as listed below:

5.1.1.4 Media: Online audience members' data is used to customize content recommendations and advertiser offers.

5.1.1.5 Events: Attendee information is used to qualify and invite individuals to events, will be used to fulfil the event registration including but not limited to lodging, meal planning, session attendance and space planning. Attendee information may be used to promote the event to potential sponsors and attendees, and attendees may be contacted with event updates. When onsite at an event, badges are scanned to manage attendance, inform sponsors of session attendance, and attendees may appear in photographs used for promotional purposes. Where required by law, the Company will disclose personal data to foreign governments or tourism commissions.

5.1.1.6 Technomic: The fulfilment of paid subscription services. Analytics on subscriber usage information to assess server loads, system performance, content demands and platform enhancement recommendations. When requested by the user's corporation or when otherwise relevant to business discussions, the Company will disclose personal usage data back to the subscribing corporation.

5.2 The Company only collects, processes, and holds personal data for the specific purposes set out in Part 21 of this Policy (or for other purposes expressly permitted by the GDPR).

5.3 Data subjects are kept informed of the purpose or purposes for which the Company uses their personal data. Please refer to Part 12 for more information on keeping data subjects informed.

6. **Adequate, Relevant, and Limited Data Processing**

The Company will only collect and process personal data for and to the extent necessary for the specific purpose or purposes of which data subjects have been informed (or will be informed) as under Part 5, above, and as set out in Part 21, below.

7. **Accuracy of Data and Keeping Data Up-to-Date**

7.1 The Company shall ensure that all personal data collected, processed, and held by it is kept accurate and up-to-date. This includes, but is not limited to, the rectification of personal data at the request of a data subject, as set out in Part 14, below.

7.2 The accuracy of personal data shall be checked when it is collected and updated when new information is provided by the data subject thereafter. If any personal data is found to be inaccurate or out-of-date, all reasonable steps will be taken without delay to amend or erase that data, as appropriate.

8. **Data Retention**

8.1 The Company shall not keep personal data for any longer than is necessary in light of the purpose or purposes for which that personal data was originally collected, held, and processed.

8.2 When personal data is no longer required, all reasonable steps will be taken to erase or otherwise dispose of it without delay.

8.3 For full details of the Company's approach to data retention, including retention periods for specific personal data types held by the Company, please contact GDPRinquiries@winsightmedia.com.

9. **Secure Processing**

The Company shall ensure that all personal data collected, held, and processed is kept secure and protected against unauthorized or unlawful processing and against accidental loss, destruction, or damage. Further details of the technical and organizational measures which shall be taken are provided in Parts 22 to 27 of this Policy.

10. **Accountability and Record-Keeping**

10.1 The Company's Data Protection Officer is Alanna Young, GDPRinquiries@winsightmedia.com.

10.2 The Data Protection Officer shall be responsible for overseeing the implementation of this Policy and for monitoring compliance with this Policy, the Company's other data protection-related policies, and with the GDPR and other applicable data protection legislation.

10.3 The Company shall keep written internal records of all personal data collection, holding, and processing, which shall incorporate the following information:

10.3.1 The name and details of the Company, its Data Protection Officer, and any applicable third-party data processors;

- 10.3.2 The purposes for which the Company collects, holds, and processes personal data;
- 10.3.3 Details of the categories of personal data collected, held, and processed by the Company, and the categories of data subject to which that personal data relates;
- 10.3.4 Details of how long personal data will be retained by the Company; and
- 10.3.5 Detailed descriptions of all technical and organizational measures taken by the Company to ensure the security of personal data.

11. **Data Protection Impact Assessments**

- 11.1 The Company shall carry out Data Protection Impact Assessments for any new projects and/or new uses of personal data which involve the use of new technologies where the processing involved is likely to result in a high risk to the rights and freedoms of data subjects under the GDPR.
- 11.2 Data Protection Impact Assessments shall be overseen by the Data Protection Officer and shall address the following:
 - 11.2.1 The type(s) of personal data that will be collected, held, and processed;
 - 11.2.2 The purpose(s) for which personal data is to be used;
 - 11.2.3 The Company's objectives;
 - 11.2.4 How personal data is to be used;
 - 11.2.5 The parties (internal and/or external) who are to be consulted;
 - 11.2.6 The necessity and proportionality of the data processing with respect to the purpose(s) for which it is being processed;
 - 11.2.7 Risks posed to data subjects;
 - 11.2.8 Risks posed both within and to the Company; and
 - 11.2.9 Proposed measures to minimize and handle identified risks.

12. **Keeping Data Subjects Informed**

- 12.1 The Company shall provide the information set out in Part 12.2 to every data subject:
 - 12.1.1 Where personal data is collected directly from data subjects, those data subjects will be informed of its purpose at the time of collection; and
 - 12.1.2 Where personal data is obtained from a third party, the relevant data subjects will be informed of its purpose:
 - a) if the personal data is used to communicate with the data subject, when the first communication is made; or
 - b) if the personal data is to be transferred to another party, before that transfer is made; or
 - c) as soon as reasonably possible and in any event not more than one month after the personal data is obtained.
- 12.2 The following information shall be provided:

- 12.2.1 Details of the Company including, but not limited to, the identity of its Data Protection Officer;
- 12.2.2 The purpose(s) for which the personal data is being collected and will be processed (as detailed in Part 21 of this Policy) and the legal basis justifying that collection and processing;
- 12.2.3 Where applicable, the legitimate interests upon which the Company is justifying its collection and processing of the personal data;
- 12.2.4 Where the personal data is not obtained directly from the data subject, the categories of personal data collected and processed;
- 12.2.5 Where the personal data is to be transferred to one or more third parties, details of those parties;
- 12.2.6 Details of data retention;
- 12.2.7 Details of the data subject's rights under the GDPR;
- 12.2.8 Details of the data subject's right to withdraw their consent to the Company's processing of their personal data at any time;
- 12.2.9 Details of the data subject's right to complain to the Information Commissioner's Office (the "supervisory authority" under the GDPR);
- 12.2.10 Where applicable, details of any legal or contractual requirement or obligation necessitating the collection and processing of the personal data and details of any consequences of failing to provide it; and
- 12.2.11 Details of any automated decision-making or profiling that will take place using the personal data, including information on how decisions will be made, the significance of those decisions, and any consequences.

13. **Data Subject Access**

- 13.1 Data subjects may make subject access requests ("SARs") at any time to find out more about the personal data which the Company holds about them, what it is doing with that personal data, and why.
- 13.2 Employees wishing to make a SAR should do using a Subject Access Request Form, sending the form to the Company's Data Protection Officer at GDPRinquiries@winsightmedia.com.
- 13.3 Responses to SARs shall normally be made within one month of receipt, however this may be extended by up to two months if the SAR is complex and/or numerous requests are made. If such additional time is required, the data subject shall be informed.
- 13.4 All SARs received shall be handled by the Company's Data Protection Officer.
- 13.5 The Company does not charge a fee for the handling of normal SARs. The Company reserves the right to charge reasonable fees for additional copies of information that has already been supplied to a data subject, and for requests that are manifestly unfounded or excessive, particularly where such requests are repetitive.

14. **Rectification of Personal Data**

- 14.1 Data subjects have the right to require the Company to rectify any of their

personal data that is inaccurate or incomplete.

- 14.2 The Company shall rectify the personal data in question, and inform the data subject of that rectification, within one month of the data subject informing the Company of the issue. The period can be extended by up to two months in the case of complex requests. If such additional time is required, the data subject shall be informed.
- 14.3 In the event that any affected personal data has been disclosed to third parties, those parties shall be informed of any rectification that must be made to that personal data.

15. Erasure of Personal Data

- 15.1 Data subjects have the right to request that the Company erases the personal data it holds about them in the following circumstances:
 - 15.1.1 It is no longer necessary for the Company to hold that personal data with respect to the purpose(s) for which it was originally collected or processed;
 - 15.1.2 The data subject wishes to withdraw their consent to the Company holding and processing their personal data;
 - 15.1.3 The data subject objects to the Company holding and processing their personal data (and there is no overriding legitimate interest to allow the Company to continue doing so) (see Part 18 of this Policy for further details concerning the right to object);
 - 15.1.4 The personal data has been processed unlawfully;
 - 15.1.5 The personal data needs to be erased in order for the Company to comply with a particular legal obligation.
- 15.2 Unless the Company has reasonable grounds to refuse to erase personal data, all requests for erasure shall be complied with, and the data subject informed of the erasure, within one month of receipt of the data subject's request. The period can be extended by up to two months in the case of complex requests. If such additional time is required, the data subject shall be informed.
- 15.3 In the event that any personal data that is to be erased in response to a data subject's request has been disclosed to third parties, those parties shall be informed of the erasure (unless it is impossible or would require disproportionate effort to do so).

16. Restriction of Personal Data Processing

- 16.1 Data subjects may request that the Company ceases processing the personal data it holds about them. If a data subject makes such a request, the Company shall retain only the amount of personal data concerning that data subject (if any) that is necessary to ensure that the personal data in question is not processed further.
- 16.2 In the event that any affected personal data has been disclosed to third parties, those parties shall be informed of the applicable restrictions on processing it (unless it is impossible or would require disproportionate effort to do so).

17. **[Data Portability]**

- 17.1 The Company processes personal data using automated means.
 - 17.1.1 Media: Personal data may be processed through third-party software applications including contact relationship management applications for account management and sales activity tracking, enterprise resource planning applications for invoicing and billing, email service providers to deploy communications, digital audience management solutions to make content, product or advertorial recommendations while on our sites.
 - 17.1.2 Events: Personal data is processed through third-party event registration firms to manage event attendee registrations and attendee feedback, contact relationship management applications for account management and sales activity tracking, enterprise resource planning applications for invoicing and billing, email service providers are used to deploy communications, and mobile device applications are used for event attendee convenience to access schedule and event information.
 - 17.1.3 Technomic: Personal data is processed through third-party contact relationship management applications for account management and sales activity tracking, enterprise resource planning applications for invoicing and billing, email service providers are used to deploy communications, and proprietary online applications host subscription projects and use personal data to properly provision access and fulfil paid subscriptions.
- 17.2 Where data subjects have given their consent to the Company to process their personal data in such a manner, or the processing is otherwise required for the performance of a contract between the Company and the data subject, data subjects have the right, under the GDPR, to receive a copy of their personal data and to use it for other purposes (namely transmitting it to other data controllers).
- 17.3 To facilitate the right of data portability, the Company shall make available all applicable personal data to data subjects in the following formats:
 - 17.3.1 Depending on the nature of the data requested and available, it will be delivered electronically in MS Word, Excel, PPT, PDF or similar digital file format.
 - 17.3.2 In cases where the dataset request is large or only extractable in abnormal formats, the Company reserves the right to deliver the requested information via USB drive (at the requestor's expense) or in a format that the source system dictates. For example, if the source system only allows data to be exported in a specific format, the Company would deliver the data to the requestor in this format.
- 17.4 Where technically feasible, if requested by a data subject, personal data shall be sent directly to the required data controller.
- 17.5 All requests for copies of personal data shall be complied with within one month of the data subject's request. The period can be extended by up to two months in the case of complex or numerous requests. If such additional time is required, the data subject shall be informed.

18. **Objections to Personal Data Processing**

- 18.1 Data subjects have the right to object to the Company processing their

personal data based on legitimate interests including direct marketing (including profiling).

18.2 Where a data subject objects to the Company processing their personal data based on its legitimate interests, the Company shall cease such processing immediately, unless it can be demonstrated that the Company's legitimate grounds for such processing override the data subject's interests, rights, and freedoms, or that the processing is necessary for the conduct of legal claims.

18.3 Where a data subject objects to the Company processing their personal data for direct marketing purposes, the Company shall cease such processing immediately.

19. Automated Decision-Making

19.1 The Company does not use personal data in automated decision-making processes.

20. Profiling

20.1 The Company uses personal data for profiling purposes.

20.1.1 Media: Digital behaviors, employer, and job title are used to classify data subjects into cohorts so that relevant content and ads can be presented.

20.1.2 Events: Employer, location and job title are used to establish a data subject's eligibility to attend an event.

20.1.3 Technomic: Product usage behavior, employer, and job title are used to inform product development/content planning and technical plans related to server capacity or similar.

20.2 When personal data is used for profiling purposes, the following shall apply:

20.2.1 Clear information explaining the profiling shall be provided to data subjects, including the significance and likely consequences of the profiling;

20.2.2 Appropriate mathematical or statistical procedures shall be used;

20.2.3 Technical and organizational measures shall be implemented to minimize the risk of errors. If errors occur, such measures must enable them to be easily corrected; and

20.2.4 All personal data processed for profiling purposes shall be secured in order to prevent discriminatory effects arising out of profiling (see Parts 22 to 26 of this Policy for more details on data security).

21. Personal Data Collected, Held, and Processed

The following personal data is collected, held, and processed by the Company:

Data Ref.	Type of Data	Purpose of Data
Online Behavior	Cookies, Contact Information	Curate relevant content recommendations and ads.
Full Attendee	Full name, date of	When required by foreign governments or boards of

Data Ref.	Type of Data	Purpose of Data
Registration Data	birth and country of origin	tourism to authorize an individual's attendance to an event (ex: the Dubai Department of Tourism and Commerce Marketing)
Promotional & Partner Attendee Registration Data	Contact Information	Rosters of event registrants may be shared with sponsors, other event registrants and prospective event registrants to illustrate the profile of expected attendees and to coordinate meetings in advance of the event. <i>EU Residents/Citizens may opt out.</i>
Administrative Attendee Registration Data	Contact Information	We will send registration confirmation emails and logistical information such as lodging arrangements and updates to the agenda/schedule.
Event Marketing Attendee Registration Data	Contact Information	We will email updates to the schedule/agenda, speaker list, activities and events of interest. We will also send push notifications to those who use our mobile application with similar event update information.
Onsite Attendee Data	Session Attendance	Badge scanning at meals and at the door of conference sessions allows for meal/space planning and informs topics of interest. Session attendees are provided to session sponsors and may be considered leads. <i>EU Residents/Citizens may selectively opt out.</i>
Photography	Photos	At events individuals may be photographed in group photos to be used in future promotional materials. Individuals have the option of posing as the subject of a photo, but it is possible to appear in the background of another photograph as a result of being onsite at an event.
Product Fulfilment	Contact Information	We use contact information to determine which paid products and services an individual's employer has subscribed to so that these products/services can be provisioned.
Market News	Contact Information	We send digital newsletters to individuals who have subscribed to these products (some paid, some unpaid).

22. Data Security - Transferring Personal Data and Communications

The Company shall ensure that the following measures are taken with respect to all communications and other transfers involving personal data:

- 22.1 All emails containing personal data must have an approved level of encryption applied before sending;
- 22.2 All emails containing personal data must be marked "confidential";
- 22.3 Personal data may be transmitted over secure networks only; transmission over unsecured networks is not permitted in any circumstances;
- 22.4 Personal data may not be transmitted over a wireless network if there is a

wired alternative that is reasonably practicable;

- 22.5 Personal data contained in the body of an email, whether sent or received, should be copied from the body of that email and stored securely. The email itself should be permanently deleted along with all temporary files associated therewith;
- 22.6 Where personal data is to be sent by facsimile transmission the recipient should be informed in advance of the transmission and should be waiting by the fax machine to receive the data;
- 22.7 Where personal data is to be transferred in hardcopy form it should be passed directly to the recipient or sent on an encrypted device; and
- 22.8 All personal data to be transferred physically, whether in hardcopy form or on removable electronic media shall be transferred in a suitable container marked "confidential".

23. Data Security - Storage

The Company shall ensure that the following measures are taken with respect to the storage of personal data:

- 23.1 All electronic copies of personal data should be stored securely using passwords and data encryption;
- 23.2 All hardcopies of personal data, along with any electronic copies stored on physical, removable media should be stored securely in a locked box, drawer, cabinet, or similar;
- 23.3 All personal data stored electronically should be backed up daily with backups stored in a secure, recoverable location. All backups should be encrypted with AES 128-bit encryption or greater;
- 23.4 No personal data should be transferred to any device personally belonging to an employee and personal data may only be transferred to devices belonging to agents, contractors, or other parties working on behalf of the Company where the party in question has agreed to comply fully with the letter and spirit of this Policy and of the GDPR (which may include demonstrating to the Company that all suitable technical and organizational measures have been taken).

24. Data Security - Disposal

When any personal data is to be erased or otherwise disposed of for any reason (including where copies have been made and are no longer needed), it should be securely deleted and disposed of.

25. Data Security - Use of Personal Data

The Company shall ensure that the following measures are taken with respect to the use of personal data:

- 25.1 No personal data may be shared informally and if an employee, agent, sub-contractor, or other party working on behalf of the Company requires access to any personal data that they do not already have access to, such access should be formally requested from the business/data owner and when approval is given it should be communicated to the DPO;

- 25.2 No personal data may be transferred to any employees, agents, contractors, or other parties, whether such parties are working on behalf of the Company or not, without the authorization of the business/data owner and when approval is given it should be communicated to the DPO;
- 25.3 Personal data must be handled with care at all times and should not be left unattended or on view to unauthorized employees, agents, sub-contractors, or other parties at any time;
- 25.4 If personal data is being viewed on a computer screen and the computer in question is to be left unattended for any period of time, the user must lock the computer and screen before leaving it; and
- 25.5 Where personal data held by the Company is used for marketing purposes, it shall be the responsibility of the data owner to ensure that the appropriate consent is obtained and that no data subjects have opted out, whether directly or via a third-party service such as the TPS.

26. Data Security - IT Security

The Company shall ensure that the following measures are taken with respect to IT and information security:

- 26.1 All passwords used to protect personal data should be changed regularly and should not use words or phrases that can be easily guessed or otherwise compromised. All passwords must contain a combination of uppercase and lowercase letters, numbers, and symbols.
- 26.2 Under no circumstances should any passwords be written down or shared between any employees, agents, contractors, or other parties working on behalf of the Company, irrespective of seniority or department. If a password is forgotten, it must be reset using the applicable method. IT staff do not have access to passwords;
- 26.3 All software (including, but not limited to, applications and operating systems) shall be kept up-to-date. The Company's IT staff shall be responsible for installing any and all critical operating system security-related updates not more than five weeks after the updates are made available by the publisher or manufacturer **OR** as soon as reasonably and practically possible, unless there are valid technical reasons not to do so.

27. Organizational Measures

The Company shall ensure that the following measures are taken with respect to the collection, holding, and processing of personal data:

- 27.1 All employees, agents, contractors, or other parties working on behalf of the Company shall be made fully aware of both their individual responsibilities and the Company's responsibilities under the GDPR and under this Policy, and shall be provided with a copy of this Policy;
- 27.2 Only employees, agents, sub-contractors, or other parties working on behalf of the Company that need access to, and use of, personal data to carry out their assigned duties correctly shall have access to personal data held by the Company;
- 27.3 All employees, agents, contractors, or other parties working on behalf of the Company handling personal data will be appropriately trained to do so;

- 27.4 All employees, agents, contractors, or other parties working on behalf of the Company handling personal data will be appropriately supervised;
 - 27.5 All employees, agents, contractors, or other parties working on behalf of the Company handling personal data shall be required and encouraged to exercise care, caution, and discretion when discussing work-related matters that relate to personal data, whether in the workplace or otherwise;
 - 27.6 Methods of collecting, holding, and processing personal data shall be regularly evaluated and reviewed;
 - 27.7 All personal data held by the Company shall be reviewed periodically, as set out in the Company's Data Retention Policy;
 - 27.8 The performance of those employees, agents, contractors, or other parties working on behalf of the Company handling personal data shall be regularly evaluated and reviewed;
 - 27.9 All employees, agents, contractors, or other parties working on behalf of the Company handling personal data will be bound to do so in accordance with the principles of the GDPR and this Policy by contract;
 - 27.10 All agents, contractors, or other parties working on behalf of the Company handling personal data must ensure that any and all of their employees who are involved in the processing of personal data are held to the same conditions as those relevant employees of the Company arising out of this Policy and the GDPR; and
 - 27.11 Where any agent, contractor or other party working on behalf of the Company handling personal data fails in their obligations under this Policy that party shall indemnify and hold harmless the Company against any costs, liability, damages, loss, claims or proceedings which may arise out of that failure.
28. **Transferring Personal Data to a Country Outside the EEA**
- 28.1 The Company is based in the United States and therefore any personal data provided to the Company will be stored within the United States.
29. **Data Breach Notification**
- 29.1 All personal data breaches must be reported immediately to the Company's Data Protection Officer.
 - 29.2 If a personal data breach occurs and that breach is likely to result in a risk to the rights and freedoms of data subjects (e.g. financial loss, breach of confidentiality, discrimination, reputational damage, or other significant social or economic damage), the Data Protection Officer must ensure that the Information Commissioner's Office is informed of the breach without delay, and in any event, within 72 hours after having become aware of it.
 - 29.3 In the event that a personal data breach is likely to result in a high risk (that is, a higher risk than that described under Part 29.2) to the rights and freedoms of data subjects, the Data Protection Officer must ensure that all affected data subjects are informed of the breach directly and without undue delay.
 - 29.4 Data breach notifications shall include the following information:
 - 29.4.1 The categories and approximate number of data subjects concerned;

- 29.4.2 The categories and approximate number of personal data records concerned;
- 29.4.3 The name and contact details of the Company's data protection officer (or other contact point where more information can be obtained);
- 29.4.4 The likely consequences of the breach;
- 29.4.5 Details of the measures taken, or proposed to be taken, by the Company to address the breach including, where appropriate, measures to mitigate its possible adverse effects.

30. Implementation of Policy

This Policy shall be deemed effective as of May 25, 2018. No part of this Policy shall have retroactive effect and shall thus apply only to matters occurring on or after this date.

This Policy has been approved and authorized by:

Name: Alanna Young
Position: Data Protection Officer
Date: May 23, 2018
Due for Review by: May 22, 2019