

PRIVACY NOTICE

CropLife Europe Annual Conference 2024

CropLife Europe is committed to handle personal data in compliance with applicable data protection laws, including Regulation 2016/679 ('GDPR') and the Belgian Law of 30 July 2018 on the protection of natural persons with regard to the processing of personal data.

This privacy notice ('Notice') is intended to inform you, in a transparent manner, about what data we collect, the purpose for collecting it, the way we use it and the rights you have over the data you have provided to us or the data we have collected about you in connection with your participation in the CropLife Europe Annual Conference 2024 ('Conference').

We request that you read this Notice carefully. If you have any further questions, do not hesitate to contact us at the following address: data-privacy@croplifeeurope.eu.

1. WHO IS RESPONSIBLE FOR PROCESSING YOUR DATA?

CropLife Europe is the controller of your data.

CropLife Europe aisbl
9 rue Guimard
1040 Brussels

2. WHAT DATA DO WE COLLECT?

We collect your data - personal or otherwise - for various reasons which are defined in the following point (see point 3). It includes the following data:

- your identifying information (surname, first name, title, e-mail address, organization, work title, department, country, address);
- your bank details (credit card number, IBAN and BIC/SWIFT) and invoicing details;
- our communications (by email or other)
- any other data that you would communicate to us.

3. WHY DO WE COLLECT YOUR DATA AND ON WHICH GROUNDS?

We collect your data mainly for the purpose of organising the Conference including to send you all relevant information to facilitate your registration and participation, to send you invitations, to process your registration to the event, to improve our service and, more generally, to easily communicate with each other. The general purpose applying to this data processing is our legitimate interest in hosting the Conference.

The legal bases applying to the processing of your data are in essence the following:

- The **performance of a contract** with you (in particular, the contract resulting from your registration to the Conference) or in order to take steps at your request prior to entering into a contract;
- A **legal obligation** imposed on us. We need to collect and store some of your data to meet various legal requirements, including tax and accounting requirements;
- Our **legitimate interest**, provided that it is in accordance with your interests, freedoms and fundamental rights.

- Your **consent**.

More specifically, when you registered or are invited to the Conference, we register your full name and email address and eventually your organization and professional position.

During the Conference, we take picture and record video footages depicting speakers and participants. The purpose of our processing is our legitimate interest in documenting the Conference and subsequently communicating about it in press releases and/or on social media platforms. **Participants not willing to appear in any picture or video footage taken during the Conference may object to this by contacting us at the following address: data-privacy@croplifeeurope.eu.**

If you are a speaker we will include your name, position, organisation, picture and professional bio in an informative document which will be distributed to all participants.

4. HOW DO WE COLLECT YOUR DATA?

Most of your data is communicated to us by your active intervention (e.g. if you send us your personal details to register to the Conference), collected from our database of contacts (e.g. representatives of CropLife Europe members) or from publicly available sources.

5. WHO HAS ACCESS TO YOUR DATA AND TO WHOM ARE THEY COMMUNICATED?

Our employees and sub-processors have access to your data only to the extent necessary for processing your registration and/or for fulfilling the objectives pursued (see point 3). Each of them is subject to a strict obligation of confidentiality.

Your personal data will only be shared with sub-processors which assist CropLife Europe in hosting the Conference and perform the following processing activities:

- Eurocrats Event Management: processor of personal data and provider of services for the proper hosting, organization and management of the Conference.

As your personal data will be stored on CropLife Europe and Eurocrats Event Management IT infrastructure, it will also be shared with other sub-processors who provide IT, email, document management, and storage services (including cloud hosting) necessary for holding the event.

- JotForm Inc – generating and managing of online forms for subscription;
- Constant Hosting LLC – Server hosting activities;
- Mailchimp - Marketing Automation platform;
- Google Analytics - Web analytics service;
- Dropbox and MS Teams - Storage list of participants;
- Cloudbizz – Cloud platform;
- RingCentral (former Hopin) - Online events platform;
- Stripe – Payments processing platform;
- Zoom – Video conferencing platform.

6. ARE YOUR DATA PROTECTED?

We take pride in respecting the privacy of our participants. All parties involved in the processing of your personal data have taken all appropriate technical and organisational measures to ensure a level of security adapted to the relevant risks, including by preventing, to the extent possible, that our

servers would be subject to any unauthorized leak, destruction, loss, disclosure, use, access or modification of your data.

In this respect, our employees and contracted sub-processors who have access to your personal data are subject to a strict confidentiality obligation.

7. HOW LONG DO WE STORE YOUR DATA?

We keep your data for the time necessary to accomplish the objectives pursued (see point 3). Once this goal is achieved, we delete them.

We may continue to keep personal data after completion of the Conference, including all correspondence or requests for assistance sent to us or to contracted sub-processors, in order to be in a position to reply to all questions or complaints that may be sent to us after completion of the Conference, and in order to comply with all applicable laws, namely in tax matters or as part of other legal requirements.

8. WHAT ARE YOUR RIGHTS AND HOW CAN THEY BE EXERCISED?

You have the following rights with regard to our processing of your personal data:

- **Right to be informed** about the purposes of the processing (see above) and the identity of the data controller.
- **Right of access:** you may at any time have access to the personal data that we possess regarding you or check if the data is included in our database.
- **Right to rectification:** we take all reasonable steps to ensure that the data we hold is up to date. If you find that your data is inaccurate or incomplete, you have the right to ask us to correct it.
- **Right to object:** you may, at any time, object to the use of your data, if permitted by applicable law.
- **Right to erasure:** you may, at any time request the deletion of your personal data, except those which we need to provide our services (in particular, to allow attendance at the event) and data which we are legally required to keep on record.
- **Right of limitation of processing:** you may, in particular, ask us to limit the processing of your personal data when it is based on your consent, when you dispute the accuracy of the data, or when you consider that the processing is illegal.
- **Right of data portability:** you have the right to receive the personal data that you have communicated to us and may also ask us to send this data to another data controller.
- **Right to lodge a complaint:** you have the right to lodge a complaint with a supervisory authority such as the European Data Protection Supervisor or the Belgian Data Protection Authority by using the contact details below:

Data Protection Authority
Rue de la Presse 35, 1000 Brussels
Tel : +32 (0)2 274 48 00
Email: contact@apd-gba.be

To exercise any of your rights, simply send us an email at the following address: data-privacy@croplifeeurope.eu. We will then make every effort to take the necessary action as soon as possible.

9. DO WE TRANSFER YOUR DATA ABROAD?

We may only transfer your data to a non-EU country if it provides a level of protection equivalent to what you can find in the EU in accordance with the GDPR (for more information on EU adequacy decisions, please check: <https://goo.gl/1eWt1V>).

10. WHAT IS OUR NOTICE ON DATA CONCERNING MINORS?

Our events are not targeted to children under the age of 18. If you learn that your minor child has provided us with their personal data without your consent, contact us at the following address: data-privacy@croplifeeurope.eu.

11. WHAT HAPPENS IN THE EVENT OF A CHANGE TO THE PRIVACY NOTICE?

If we had to make any changes to this Notice (in particular to comply with any new applicable legislation and/or the recommendations of the Belgian Data Protection Authority, the guidelines, recommendations and best practices of the European Data Protection Board and the decisions of the courts and tribunals on this issue), you would be notified through our website.

12. GENERAL PROVISIONS

Even if we fail to invoke - at any given time - a provision of this Notice, this may not be interpreted as a waiver to, at a later time, still make use of our rights under the relevant provision.

The invalidity, expiration or the unenforceable nature of all or part of one of the above or below mentioned provisions shall not give rise to the invalidity of the entire Notice. Any fully or partially invalid, lapsed or unenforceable provision shall be deemed not to have been written. We undertake to substitute this provision with another which, to the extent possible, fulfils the same objective.

This Notice (including its validity, interpretation and/or implementation) is subject to Belgian law, to the extent permitted by the provisions of applicable private international law.

In the event of a dispute relating to (the validity, interpretation or implementation of) the Notice, the courts and tribunals of Brussels have exclusive jurisdiction, to the extent permitted by the provisions of applicable private international law.