

MME DATA PRIVACY STATEMENT

Who we are

Meeting Minds Experts (MME) is a leading Professional Conference Organiser headquartered in the United Arab Emirates, which provides association management, congress management, meetings and event services to its corporate or association clients (the “Client”)

Purpose

This Privacy Policy explains when and why we collect personal information about our members and other people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

It will be impossible for MME to provide you services if you refuse to allow MME to process your data. For this reason, by providing personal data to MME, you agree to be legally bound by and explicitly consent to this Data Protection Statement, as it may be amended from time to time. If you do not agree to this Data Protection Statement or cannot form a legally binding contract, MME would not be able to provide you services.

Our commitment

It is MME’s utmost concern to constantly improve its services in order to best meet the needs of its Clients. Therefore, MME may collect and store certain information, including personal data. MME takes the protection of your personal data very seriously in all of its business processes. This Data Protection Statement is meant to help you understand how data are collected, processed and stored to meet legal requirements and MME’s data protection standards

How do we collect personal information?

MME collects general and personal data concerning you from:

- You when you provide your details to MME; (when you register on our site, request a booking, subscribe to our newsletter, respond to a survey or fill out a form)
- Its Clients (in such cases, Client must ensure that it is entitled to disclose such data and that you are aware of the various matters detailed in this Data Protection Statement);
- Participants at Client’s meetings and events organized by MME;
- Users of MME’s or Client’s websites; and third parties

What personal information do we collect?

The personal information most commonly collected to create your contact profile includes but is not limited to:

- Name and job title
- Nationality
- Contact details (including address, business address, email – both work and personal, telephone number, mobile number)
- Demographic information such as age group, postcode, preferences and interests
- Passport and visa details

If you make a purchase via our websites, your card information is not held by us. It is collected by a third-party payment processor, who specializes in the secure online capture and processing of credit/debit card transactions and follows the global PCI compliance standards.

How is your information used?

MME uses the data collected to provide, maintain, protect and improve the overall quality of its services. Data collection is also meant to protect MME and its users. MME does not collect more data than is necessary to fulfil such purposes.

In addition to creating contact profiles, MME uses your data for the following purposes and for which you give your consent:

a) Registrations: Contact profiles are processed to enable you to register for events organized by MME or Client's meetings and respond to your queries. When registration is made, MME creates a contact ID that contains all of the personal data along with the registration information that is needed to fulfil your request and to fulfil regulatory requirements.

b) Bookings: The contact profiles are stored in a database as a reference to be consulted each time a booking is to be made. When a booking is made, MME creates a contact ID that contains all of the personal data along with the booking information that is needed to fulfil your request and to fulfil regulatory requirements for certain destinations. To make bookings, MME might need to transfer personal data to various third-party travel suppliers (such as airlines, hotels, car rental companies, online booking tool companies, safety and security tracking providers and computer booking systems) within your home country or in another country where you may be traveling and often also to government bodies for certain destinations.

c) Consolidation of data: At the request of a Client, MME or a third party may prepare information reports that summarize and analyze the expenditures per event, per travel supplier, etc. Such reports which may include certain personal data from your Profile are then submitted to the requesting Client.

d) New products and services: With the goal of improving services and based on the data given to MME, MME may send you additional information related to your current or future event(s) and/or trip(s). An example might be a list of restaurants near a specific hotel in the destination city or parking facilities at the departure airport.

e) Promotion and marketing: MME may use your data to send you marketing communications that we believe may be of interest to you, including information about our services, updates, etc. MME may use your data for promotion and marketing purposes for MME's current or prospective Clients. MME may use the data to analyze trends in order to propose other services to its Clients, such as new events or other services.

f) Technical data: MME, or third parties instructed by MME, evaluate this data purely for statistical purposes and only in an anonymized form, in order to optimize MME's website and increase user-friendliness, efficiency and safety. MME may in particular use technical data to measure the success of marketing campaigns, compile statistics about website usage and response rates, and use aggregated personal data.

g) Other purposes: MME may use your data as MME believes to be necessary or appropriate: (i) under applicable law, including laws outside your country of residence; (ii) to comply with legal process; (iii) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (iv) to enforce MME's terms and conditions; (v) to protect MME's operations; (vi) to protect MME's rights, privacy, safety or property, you or others; and (vii) to allow MME to pursue available remedies or limit the damages that MME may sustain;

As per the UAE law, we are required to hold certain types of information to fulfil our statutory obligations (for example compliance with the requirements of Dubai Government). We will hold your personal information on our systems for as long as is necessary for the relevant activity, such as events that we organize.

What is the lawful basis for MME's processing activities?

We will only process personal information where we believe we have a lawful basis to do so. The basis for processing will vary from activity to activity. In some instances, processing may have more than one lawful basis.

The following information below summarizes the basis on which we process personal information.

Lawful Basis	Examples of processing activities
<ul style="list-style-type: none"> - Processing is necessary for us to meet our legitimate interests as a provider of certain services to our customers, including: <ul style="list-style-type: none"> o the maintenance of our mailing database, and delivery of services we provide to our customers and attendees at our events 	<ul style="list-style-type: none"> - General administration for maintaining our mailing database - Corresponding with members in respect of the delivery of our services within the terms of our conditions - Regulatory activity (e.g. complying with the requirements of the Office of the Department of Tourism and Commerce Marketing (DTCM), and fulfilling our responsibilities with regard to applicable legislation) - Independent review of abstracts submitted for conferences and papers submitted for consideration for publication. - Providing customers with relevant news and updates which may be of interest to them
<ul style="list-style-type: none"> - Processing necessary for us to comply with our legal obligations. 	<ul style="list-style-type: none"> - Providing information to statutory bodies (e.g. Federal Tax Authority (FTA)) - Providing information to law enforcement agencies
<ul style="list-style-type: none"> - Consent 	<ul style="list-style-type: none"> - Providing customers, and attendees at our events with relevant news and updates, marketing and other information. - Use of financial, personal or sensitive information relevant to the delivery of services provided to our customers.

Transfer and communication of data

You hereby agree and give your consent to MME to transfer and communicate your data as follows:

a) Transfer to third-parties: MME works with certain third parties to obtain support services in connection with travels, meetings and events services and/or other MME services to its Clients, such as emergency online booking services, hotel booking services, ground transportation requirements or airline ticket issuance, and, in some cases, personal data will be shared with these third parties as may be required by the law. MME may also transfer your data to a third-party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of MME business, assets or stock (including in connection with any bankruptcy or similar proceedings). Prior to a transfer, third-parties (except for travel suppliers and authorized transfers such as within the EU) are required to sign a data transfer agreement with MME that requires them to follow the applicable data protection laws.

b) Regulatory transfers: MME is required by law to transfer data to governments and regulatory and/or supervisory authorities.

Electronic transfer of data

If you visit MME's website your data will be transported via an open publicly accessible network. This involves notably the risk that your data may be intercepted and read by third parties, allowing such third parties to infer an already existing or future business relationship between you and MME.

Furthermore, you are notified that information you transmit or allow to be transmitted to you by MME via an electronic medium, in particular via e-mail, SMS, etc. are usually unencrypted and therefore neither confidential nor secure. Even in the event of an encrypted transmission, sender and recipient remain unencrypted in each case. Third parties may therefore be able to infer an existing or future business relationship between you and MME.

If you provide MME with personal information, your personal data is collected in a country whose data protection laws is different from, and currently non-existent, than those in your country of residence. You are hereby notified that your personal data might be accessed by governmental authorities in United Arab Emirates.

How long do we retain personal information?

The periods for which we retain personal information depends on the purpose for which the information was obtained but, in general terms, we will retain personal data for so long as required by law, or as may be required for record keeping and legal claims purposes.

Where do we store personal information?

The contact profiles that MME maintains are stored in a cloud-based central database at a third-party provider's location.

Cookies

Our website makes use of cookie files to distinguish you from other users of our site, to provide you with a bespoke user experience tailored to your individual preferences. A cookie file (a small file of letters and numbers) will be placed on your computer or other access device each time you visit our site.

We also use analytical cookie files. These allow us to recognize and count the number of visitors to our site and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily.

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser:

For Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

For Safari: <https://support.apple.com/en-us/HT201265>

For Chrome: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>

For Firefox: <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>

For Opera: <http://help.opera.com/Windows/10.20/en/cookies.html>

Please note, however, that if you delete cookies or refuse to accept them, some features of the website may not work properly, you may not be able to store your preferences, and some of our pages might not display properly.

Your rights where we are processing your information

There is currently no general federal data protection law in the United Arab Emirates (UAE) comparable to those applicable in Europe.

However, the following is a quick summary of your executable requests:

- Access to your information – you have the right to request a copy of the personal information about you that we hold. If you would like a copy of some or all of your personal information, please email or write to us at the address shown below.
- Correcting your information - we want to make sure that your personal information is accurate, complete, and up to date, and so you may ask us to correct any personal information about you that you believe does not meet these standards.
- Deletion of your information (Under certain conditions) – you have the right to ask us to anonymize personal information about you where:
 - You consider that we no longer require the information for the purposes for which it was obtained
 - We are using that information with your consent and you have withdrawn your consent, see 'withdrawing consent to using your information' below.
- Withdrawing consent using your information - where we use your personal information with your consent, you may withdraw that consent at any time, and we will stop using your personal information for the purpose(s) for which consent was given.

Please contact our Data Protection Officer provided in the “contact information” below if you wish to exercise any of these.

Security and organizational measures

To ensure the safety of your data on MME systems, MME has implemented appropriate technical, administrative, physical and organizational measures to protect your personal data from loss, destruction, unauthorized access, accidental or unlawful disclosure and

manipulation. These measures are subject to continuous development in accordance with technological progress and are periodically reviewed to comply with all applicable privacy laws. However, we cannot and do not guarantee the security of your personal data and therefore cannot assume any liability in this respect.

Only authorized MME staff, third party companies' (i.e. service providers) staff or our Clients' authorized staff have access to your personal data. All MME staff who have access to your personal data are required to adhere to the staff confidentiality regulations.

Changes to our privacy policy

We keep this policy under regular review and will place any updates on this statement.

This privacy statement was last updated in May 2018

Contact information

If you need further assistance, please contact our Data Protection Officer, Mohamed Erfan, erfan@meetingmindsdubai.com