

# Privacy Policy

## About this Privacy Policy and BioPartner

BioPartner UK promotes business advancement in the Life Sciences industry sector by facilitating person to person communication at conferences and exhibitions.

In this Privacy Policy, " BioPartner UK" refers interchangeably and independently to BioPartner.co.uk Limited.

This Privacy Policy explains the way in which BioPartner UK handles data it holds concerning you and your company. Our aim is to reassure you that we handle your data professionally and in line with prevailing legislation in the territories in which BioPartner UK operates.

### The Data Controller

BioPartner UK ("we", "us" or "our") is defined as the Data Controller and is therefore responsible for protecting your personal data in line with our obligations under data protection legislation. This Privacy Policy explains how we collect, use and protect your personal information.

References to "we", "us" or "our" are to the relevant Informa Controller processing your personal information.

To update your personal information or marketing preferences, contact us at:  
info@biopartner.co.uk

### What we collect

This section tells you what personal information we may collect when you use our services.

In this Privacy Policy, personal information refers to the types of personal information that may be collected and used, including:

- Contact details, such as name, email address, postal address and telephone number
- Educational, nationality and professional information
- Usernames and passwords
- Payment information (bank account details)
- Comments, feedback, posts and other content submitted, including survey information
- Communication preferences for marketing purposes
- Website and communication usage information, such as correspondence and details of your use of our websites and services obtained through tracking technologies.

This personal information relates to the following categories of people:

- Members and prospective members of our BioPartner Programme
- Visitors, sponsors, exhibitors and speakers at events
- Professionals featured in digital and printed output
- Contacts of our service providers and business partners

### **Children's personal information**

Our services are intended for business professionals. They are not intended for children under the age of sixteen. We do not knowingly collect personal information from users in this age group and reserve the right to delete such information if we become aware of having collected it.

## **How and why personal information is used**

**This section explains how and why we use personal information.**

### **In product enquiries, sales and administration**

If you have made an enquiry about us or our services, your personal information will be used to respond to the enquiry or to take other steps at your request, prior to you entering into a contract with us.

If you have purchased or registered for one of our services, including on a trial basis, we will use your personal information, including bank details, to provide you with the service, communicate with you about it, handle payments and recover any debts.

### **For event and exhibition management**

If you participate in one of our events as a speaker, sponsor, exhibitor or attendee, your personal information will be used in connection with the running of the event, to handle payments and recover debts.

We may also use your personal information to maintain databases that allow us to events and encourage further engagement at our events.

In addition, photos and videos are taken at our events, which may feature attendees, speakers, sponsors or exhibitors. Where we have taken photos and videos at our events that feature you as an attendee, sponsor or exhibitor, to the extent permitted by applicable data protection laws, those photos and videos may be used for promotional purposes.

Where we are hosting and managing a virtual exhibition or event BioPartner UK (and any third party platform provider acting on our behalf) will use your personal information provided during the registration process to host and manage this digital event and for analysing visitor interactions and traffic with a view to improving your event experience.

Your personal information may be shared with Sponsors allow them to engage with you subject to their own privacy policy and an attendee privacy notice you may have been provided with during the registration and login process.

### **For marketing**

We may use your personal information to send you newsletters, offers or other marketing emails that keep you up to date with our news, events and services that may be of interest. Depending on the nature of your interaction with us and applicable data protection laws, you may have actively given us your consent (i.e. opted in) or we may be entitled to rely on your implied consent or legitimate interests to market to you. The opportunity to opt out of future marketing will always be provided and you have the right to amend your marketing preferences at any time (see Your Rights section).

Many of the events we produce or are involved in are co-branded or sponsored by third party exhibitors or sponsors, or managed by a third party events management company. We may share your details with these third party partners. Where this happens, a clear notice will be provided that gives the opportunity to opt out or opt in to such sharing as required by applicable data protection laws. The third party partner's use of your details will be in accordance with the notice provided and its privacy policy and is not covered by this Privacy Policy.

### **For Members, event attendees and prospects management (including analytics)**

The personal information held about you, combined with other personal information legitimately obtained and shared with us by third parties or publicly available data, may be used to better understand our customers and their preferences and to improve the services we provide.

### **For fulfilling legal obligations including anti-fraud measures and screening**

We and other organisations may also access and use certain personal information to prevent fraud as may be required by applicable law and regulation and best practice at any given time. If false or inaccurate information is provided and fraud is identified or suspected, details may be passed to fraud prevention agencies and may be recorded by us or by them.

## **How we protect personal information**

We use a variety of physical and technical measures to keep personal information safe and prevent unauthorised access to, or use or disclosure of it. Electronic data and databases are stored on secure computer systems with control over access to information using both physical and electronic means. Our colleagues receive data protection training and there is a set of detailed security and data protection policies which colleagues are required to follow when handling personal information.

While we take all reasonable steps to ensure that personal information will be kept secure from unauthorised access, we cannot guarantee it will be secure during transmission by you to a website or other services, as we do not control that transmission.

## **International transfer of personal information**

Due to the international nature of business and the technologies required, personal information may be accessed by our colleagues and third-party service providers from locations all around the world whose data protection laws may not be as extensive as those in regions such as the European Union.

We put in place appropriate protection to make sure your personal information remains adequately protected and is treated in line with this policy and applicable data protection laws.

## **Third-party links**

Our websites contain links to other websites. We are not responsible for the privacy practices of these websites and do not accept any liability in connection with their content. We recommend reviewing the privacy policy of each third-party site linked from this website to determine its use of your personal information.

## **Who personal information is shared with**

### **Sharing with Service Providers**

We may share your personal information with third parties who assist in providing our products and services and administering our business. These include IT and marketing technology host suppliers, web and data hosting providers, mailing houses, ad servers, logistics and general services contractors, debt collection agencies, onsite health and safety partners, event registration partners, communication tool providers, stand designers/builders/fitters, suppliers of sponsorship/marketing/PR collateral and other event collaboration partners. Personal information will only be shared with third parties if and to the extent it is necessary for them to provide our services to you.

These data processors are bound to compliance through contracts in place that protects the personal information you have shared with us.

### **Sharing with other Organisations**

We may share your personal information with trusted partner organisations in accordance with local data protection laws and where required, with your permissions.

If an event includes online partnering, the data provided may be transferred to a third party online meetings provider.

If a service is sponsored, the data provided may be given to one or more of the sponsors. Generally, we will let you know at the time of collection if a service is sponsored.

### **To reorganise or make changes to our business**

In the event that we are subject to negotiations for the sale of all or a part of our business to a third party, are sold to a third party or undergo a re-organisation, we may need to transfer some or all of your personal information to the relevant third party or its advisors as part of any due diligence process. Any information that is transferred to that re-organised entity or third party and will be used for the same purposes as set out in this policy, or for the purpose of analysing any proposed sale or re-organisation.

### **In connection with legal or regulatory obligations**

We may need to process your personal information to comply with legal and regulatory requirements or to respond to regulators. This may include disclosing your personal information to third parties, court services and/or regulators or law enforcement agencies in connection with enquiries, proceedings or investigations by such parties anywhere in the world or where compelled to do so.

In some circumstances, we may be legally required to disclose your personal information because a court, the police, another judicial or law enforcement body or government entity has asked us for it.

## **How long information is kept**

**We will only retain personal information for as long as is necessary and as permitted by applicable laws.**

We will retain personal information while we are using it, as described in the section above. We may continue to retain it after we have ceased such uses for certain legitimate business purposes. For example, if you have opted out of marketing communications from us, we will retain limited details about you to ensure we can honour your opt-out request. We may also continue to retain your personal information to meet our legal requirements or to defend or exercise our legal rights.

The length of time for which we will retain your personal information will depend on the purposes for which we need to retain it. After we no longer need to retain your personal information, it will be deleted or securely destroyed.

## **Your rights**

BioPartner UK collects personal information from individuals in some countries where data protection laws provide different rights to individuals in respect of access, deletion, rectification and limiting processing of personal information.

The rights set out below apply regardless of where the information is collected from.

To make a request you can contact us at [info@biopartner.co.uk](mailto:info@biopartner.co.uk) or the address shown at the end of this document

## **Updating your information and marketing preferences**

We want to ensure you remain in control of your personal information. We try to ensure the personal information held about you is accurate and up-to-date. We will always provide the opportunity to unsubscribe or opt out of future marketing communications.

Information on how to unsubscribe or opt out will be provided on every marketing email we send you. However, if at any stage you would like to update and/or correct such personal information, or opt-out of future marketing communications, request this by contacting us at [info@biopartner.co.uk](mailto:info@biopartner.co.uk) or the address shown at the end of this document.

You can also request partial or complete erasure of your personal data at any time. Contact us at [info@biopartner.co.uk](mailto:info@biopartner.co.uk) or the address shown at the end of this document.

## **Contacting us**

For any questions about this Privacy Policy or our use of your information contact our Data Protection Officer at [info@biopartner.co.uk](mailto:info@biopartner.co.uk)

You can also write to us at:

BioPartner UK  
16 Old Queen St,  
London, SW1H 9HP.

We hope we will be able to resolve any privacy concerns you may have. However, you always have the right to complain to any supervisory authority or other public body with responsibility for enforcing privacy laws in your country.

## **Changes to this Privacy Policy**

To keep up with changing legislation, best practice and changes in how we process personal information, we may revise this Privacy Policy at any time without notice by posting a revised version on this website.

This Privacy Policy was last updated on 9 September, 2020