

## Beyond Gravity Privacy Notice for Trade Fairs and Similar Events

Data protection is a matter of trust, and your trust is a core value of Beyond Gravity. This privacy notice („**Privacy Notice**”) is based on the EU General Data Protection Regulation („**GDPR**”) requirements – even where the GDPR does not apply – to ensure a high level of protection for all individuals whose personal data is processed by all legal entities of Beyond Gravity in the frame of trade fairs and similar events.

This Privacy Notice describes the processing of personal data by all legal entities of Beyond Gravity, unless specified otherwise, such as additional privacy notices or in a contract.

### 1. Who we are

Beyond Gravity (including Beyond Gravity companies and legal entities controlled by Beyond Gravity) is responsible for the processing of personal data according to this Privacy Notice (also referred hereinafter to as “**we**” and/or “**us**”). Each Beyond Gravity company that processes personal data for its own business purposes acts as a data controller. For example, if you interact with a company about a matter concerning that company, it will be the controller of the personal data processed in parity with your request. A detailed list of the different Beyond Gravity companies and their contact details is available at [www.beyondgravity.com/en/imprint](http://www.beyondgravity.com/en/imprint).

For further information on how Beyond Gravity processes your data, please refer to our general Beyond Gravity Privacy Notice available at [www.beyondgravity.com/en/privacy](http://www.beyondgravity.com/en/privacy).

If you have any questions or requests in relation to the processing of your personal data, you can contact our Data Protection Team at [data.protection@beyondgravity.com](mailto:data.protection@beyondgravity.com).

### 2. Which personal data do we process and for what purposes?

“**Personal data**” is the information relating to yourself (or from which you may be identified). We may have obtained your Personal Data from yourself directly or from your colleagues if we follow-up with you or your employer.

We may process your business contact details (e.g., name, position, business e-mail address, business telephone number, department, etc.), your business function, customer relation information such as your interest in our products and services, and any other personal information of yourself contained in communication given or sent by yourself or others to Beyond Gravity.

We may process this Personal Data for the purposes of customer relationship management and business development with yourself and/or the company you work for. If the company you work for enters into an agreement with us, an additional privacy notice may apply. We may also use your e-mail address to send you marketing and information materials. You have the right to object at any time to processing of your personal data for such marketing.

If an event is organized at Beyond Gravity’ premises, we may make video recordings (CCTV<sup>1</sup>) in appropriately marked areas for security and evidence purposes. For more information on how your data is being processed for CCTV purposes, please refer to our separate Privacy Notice for video recording (available at [www.beyondgravity.com/en/privacy](http://www.beyondgravity.com/en/privacy)).

Please, be informed that footage and/or filming may occur at such events. Should you not wish to be photographed or filmed, please, inform the organizers of the event or inform the photographer on-site that you do not wish your photos / videos to be taken.

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<sup>1</sup> „Closed Circuit Television“, broadly known as video monitoring

You may also be asked to sign a declaration of consent, allowing us to process the footage and/or films where you are depicted, for commercial purposes and in external material published by us. We will retain the copyrights as well as the right to modify the materials without your approval and you shall not be entitled to any remuneration. In this case if you would like to withdraw your permission, you may do it any time by contacting us via [data.protection@beyondgravity.com](mailto:data.protection@beyondgravity.com) or each respective Beyond Gravity' entity, processing your data.

### 3. On what legal bases do we process your personal data?

This Privacy Notice is aligned with the EU General Data Protection Regulation ("GDPR") and the Swiss Federal Data Protection Act ("FDPA"). However, the application of these laws depends on each individual case. If the EU General Data Protection Regulation EU 2016/679 ("**GDPR**") applies to our processing, then the legal basis is article 6 para. 1 let. b, and let. f GDPR, permitting the processing of Personal Data for the purposes of entering into and carrying out a contract and for legitimate interests.

We process personal data according to the applicable law on the following legal bases:

- legitimate interest of our company or the legitimate interests of a third party (article 6 para. 1 let. f GDPR),
- based on your consent (article 6 para.1 let. a GDPR),
- for compliance with legal and regulatory obligations (article 6 para. 1 let. c GDPR).

If you provide us with **special categories of personal data** (e.g., sensitive personal data), we will process these on the basis of your consent (article 9 para. 2 let. a GDPR). In addition, we are also using your personal data in anonymous form for statistical purposes.

We do not intend to use your personal data for purposes other than those listed above. Otherwise, your prior consent will be obtained.

You are generally under no obligation to disclose personal data to us. However, we must collect and process certain data to be able to conclude and perform a contract, and for compliance and security purposes.

### 4. Who may have access to your personal data?

Your Personal Data may be provided to third parties that perform services on our behalf related to the purposes described in this Privacy Notice, including data hosting providers.

In addition, we may disclose your Personal Data if we are required or permitted to do so by law or legal process, for example due to a court order or a request from a law enforcement agency, when we believe disclosure is necessary or appropriate for our legitimate interest, for example in preventing harm or financial loss, in connection with an investigation of suspected or actual fraudulent or other illegal activity, and in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution, or liquidation).

Third parties to which we may transfer your Personal Data, may be outside of Switzerland, the EU or the EEA that may not have laws in place that protect your personal data to the same extent as the laws as mentioned. If we disclose your personal data to a recipient in such a country, we typically enter into the European Commission's standard contractual clauses (available [here](#)) in order to ensure the data protection level and safeguards required by the applicable law. For more details on this topic, please refer to our general Beyond Gravity Privacy Notice available at [www.beyondgravity.com/en/privacy](http://www.beyondgravity.com/en/privacy) or contact the Beyond Gravity Data Protection Team at [data.protection@beyondgravity.com](mailto:data.protection@beyondgravity.com) directly.

### 5. How long do we retain your personal data?

The retention periods for personal data depend on the purpose of the processing activities. We will retain your Personal Data for as long as it is necessary for the respective purpose and/or required by applicable law. After the expiration of the retention period, your personal data will be either deleted or retained in a form that does not allow your personal identification (e.g., through anonymization).

## 6. How do we protect your personal data?

We take appropriate technical and organisational security measures to maintain the required security of your personal data and to protect it against unauthorised or unlawful processing and to prevent the risk of loss, unintentional alteration, unintentional disclosure or unauthorised access.

## 7. What are your rights in respect to your personal data?

You have certain rights under applicable data protection laws, in particular the following rights, in each case as set forth and within the limits of applicable law:

- **Right of access:** You are entitled to a copy of the personal information we hold about yourself and certain details on how we use it. Your personal data will usually be provided to yourself in writing, unless otherwise requested, or where you have made the request by electronic means, in which case the information will be provided to you by electronic means where possible. If you make a subject access request and there is any question about who you are, we may require you to provide information from which we can satisfy ourselves as to your identity.
- **Right to rectification:** We take reasonable steps to ensure that the information we hold about yourself is accurate and complete. However, if you do not believe this is the case, you can ask Beyond Gravity to update or amend it.
- **Right to erasure:** In certain circumstances, you have the right to ask Beyond Gravity to erase your personal information, for example where the personal information we collected is no longer necessary for the original purpose or where you withdraw your consent. However, this will need to be balanced against other factors (e.g., we may have legal and regulatory obligations, which means we cannot comply with your request).
- **Right to restriction of processing:** In certain circumstances, you are entitled to ask us to stop using your personal information, for example where you think that the personal information, we hold about yourself, may be inaccurate or where you think that we no longer need to use your personal information.
- **Right to data portability:** In certain circumstances, you have the right to ask that we transfer personal information that you have provided to us to another third party of your choice.
- **Right to object:** You have the right to object to processing, which is based on our legitimate interests, which is the case here. Unless we do have a compelling legitimate ground for the processing, we will no longer process the personal data on that basis when you file an objection. Note however, that we may not be able to provide certain services if we are unable to process the necessary personal data for that purpose.
- **Rights relating to automated decision-making:** You have the right not to be subjected to automated decision-making, including profiling, which produces legal effect for yourself or has a similar significant effect. We generally do not use automated decision-making or profiling in the employment context, but if you have been subject to an automated decision and do not agree with the outcome, you can directly contact the Beyond Gravity Data Protection Team and ask us to review the decision.
- **Right to withdraw consent:** In most cases, we do not base the processing of your personal data on your consent. However, it may happen that we ask for your consent in specific cases. In case we do this, you have the right to withdraw your consent to further use of your personal information. To withdraw your consent, please contact the Beyond Gravity Data Protection Team. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law. In addition, if you withdraw consent, it will not affect the lawfulness of what we have done before such withdrawal.
- **Right to lodge a complaint:** You have the right to lodge a complaint with a supervisory authority. The supervisory authority of your country of residence will generally be competent for a complaint and will also provide advice or direct you to another supervisory authority.

To exercise these rights, please contact directly the Beyond Gravity Data Protection Team at [data.protection@beyondgravity.com](mailto:data.protection@beyondgravity.com). Please note that these rights are subject to certain conditions and may be subject to exceptions.

## 8. Contact details

If you have any questions or would like to exercise your rights in relation to the processing of your personal data, please contact directly the Beyond Gravity Data Protection Team at [data.protection@beyondgravity.com](mailto:data.protection@beyondgravity.com).

Physical requests may be sent to:

**Beyond Gravity Services AG**  
Global Data Protection Officer  
Bahnhofplatz 10b  
3011 Bern  
Switzerland

or to each respective Beyond Gravity company in its role as Data Controller. A detailed list of the different Beyond Gravity companies and their contact details is available at [www.beyondgravity.com/en/imprint](http://www.beyondgravity.com/en/imprint).

## 9. Changes to this Privacy Notice

This privacy notice may be changed by us unilaterally from time to time, in particular, if we change our data processing or in case of new legislation. Please refer often to this page for the latest information and the effective date of any changes. The version published on this website is the current version. Changes to the Notice shall not apply retroactively.