

# Privacy Policy, Badge Scanning Terms, Cookie Notice and Website Terms & Conditions

**Effective Date:** April 13, 2025

**Last Updated:** [Insert Date]

This Privacy Policy and Terms & Conditions explain how Ingenious Media Ltd. collects, uses, stores, shares and protects personal data when you visit this website, register for an event, attend an event, use our event services, interact with exhibitors, or use our badge scanning and lead retrieval systems.

These terms apply to **[Event Name]**, operated by Ingenious Media Ltd.

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## 1. Who We Are

This website and event are operated by:

**Company Name:** Ingenious Media Ltd.

**Registered Address:** Park West Enterprise Centre, 51, Dublin, D12 E2Y9, Ireland

**Telephone:** (01) 612 0880

**Email:** info@ingeniousmedialive.com

**Website:** [Insert Website URL]

Ingenious Media Ltd. is the **Data Controller** for the personal data collected through this website, event registration system, event communications, badge generation, attendee management, and event administration.

For certain event services, including registration platforms, hosting providers, email platforms, analytics providers, ticketing providers, scanner app providers, CRM systems and other operational suppliers, those providers may act as **Data Processors** on our behalf.

Where an exhibitor scans your event badge and receives your contact details as a sales lead, that exhibitor will normally become an **independent Data Controller** for the personal data they receive. Their use of your data will be governed by their own privacy policy and their own legal obligations.

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## 2. Laws That Apply

We process personal data in accordance with applicable Irish, European and, where relevant, UK data protection and privacy laws, including:

- The General Data Protection Regulation (EU) 2016/679, known as GDPR
- The Data Protection Act 2018 in Ireland
- The European Communities (Electronic Communications Networks and Services) (Privacy and Electronic Communications) Regulations 2011, as amended
- Applicable direct marketing and cookie rules
- Where relevant, UK GDPR, the UK Data Protection Act 2018 and UK Privacy and Electronic Communications Regulations

If there is any conflict between this policy and applicable law, the applicable law will take priority.

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## 3. What Personal Data We Collect

We may collect personal data directly from you, from your employer, from event partners, from exhibitors, from registration platforms, from website forms, from badge scanning activity, from payment processors, and from your use of our website or digital platforms.

The personal data we may collect includes:

- Full name
- Email address
- Phone number
- Job title
- Company name
- Business address
- Country, county or region
- Industry sector
- Areas of interest
- Dietary or accessibility requirements, where provided
- Ticket type or registration category
- Event session preferences
- Event attendance status
- Badge ID, QR code, registration code or scanner code
- Scan history, including which exhibitor scanned your badge and when
- Notes or tags entered by an exhibitor during a badge scan, where applicable
- Communications preferences and consent records
- IP address
- Browser and device information

- Website usage information
- Cookie identifiers
- Form submissions
- Email engagement data, such as opens, clicks and unsubscribe activity
- Billing and payment information, where applicable
- Photographs, video recordings or livestream footage captured at the event

We do not intentionally collect special category personal data unless you choose to provide it, such as accessibility or dietary information. Where this information is collected, it will only be used for the purpose for which it was provided, such as supporting attendance at the event.

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## 4. How We Collect Your Data

We collect personal data when you:

- Visit our website
- Register for an event
- Purchase a ticket, pass, product or service
- Complete a contact form
- Sign up to receive event updates
- Download event materials
- Respond to surveys or feedback forms
- Attend one of our events
- Allow an exhibitor, sponsor or event representative to scan your badge
- Interact with event staff, speakers, exhibitors or sponsors
- Use event apps, portals or digital platforms
- Contact us by email, phone or social media
- Engage with our emails, advertisements or website content

We may also receive data from third-party service providers, such as ticketing platforms, registration platforms, CRM tools, analytics tools, advertising platforms, payment providers or event partners.

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## 5. Lawful Bases for Processing

We only process personal data where we have a lawful basis to do so.

### Contract

We process your data where it is necessary to provide event registration, tickets, badges, access to the venue, event services, customer support, payment processing, and related attendee services.

## **Consent**

We rely on consent where you choose to:

- Receive optional marketing emails
- Receive SMS marketing, where applicable
- Allow your details to be shared with an exhibitor through badge scanning
- Accept non-essential cookies
- Allow optional promotional uses where consent is required

You may withdraw consent at any time.

## **Legitimate Interests**

We may process personal data where it is necessary for our legitimate business interests, provided those interests are not overridden by your rights and freedoms. This may include:

- Event planning and administration
- Improving our website and services
- Responding to business enquiries
- Sending limited business-to-business communications where lawful
- Preventing fraud or misuse
- Maintaining event safety and security
- Measuring event performance
- Managing exhibitor, sponsor and partner relationships
- Internal reporting and business analytics

Where we rely on legitimate interests, you have the right to object.

## **Legal Obligation**

We may process personal data where required to comply with legal, regulatory, accounting, tax, health and safety, law enforcement, or data protection obligations.

## **Vital Interests**

In limited cases, we may process personal data where necessary to protect someone's life, health or safety, such as in an emergency at an event.

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## 6. How We Use Your Data

We use your personal data to:

- Register you for the event
- Issue your ticket, pass or badge
- Confirm your attendance
- Provide event access and check-in services
- Manage venue entry and event security
- Send event-related information
- Send agenda updates, speaker updates, exhibitor information and logistical notices
- Provide customer support
- Process payments and invoices
- Manage exhibitor, sponsor and partner services
- Operate badge scanning and lead retrieval systems
- Share your details with exhibitors only where you have allowed your badge to be scanned or otherwise opted in
- Send marketing communications where lawful
- Manage unsubscribe and suppression lists
- Analyse event and website performance
- Improve our events, websites, systems and services
- Prevent fraud, abuse, misuse or security incidents
- Comply with legal and regulatory obligations
- Keep appropriate records of consent, attendance, scans and communications

We do not sell your personal data.

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## Badge Scanning, Lead Retrieval and Exhibitor Data Sharing

### 7. How Badge Scanning Works

At our events, attendee badges may contain a QR code, barcode, NFC tag, registration ID or other unique identifier. Exhibitors may use an authorised scanner app or lead retrieval system to scan your badge.

A badge scan is intended to record an interaction between you and the exhibitor. It allows the exhibitor to receive your contact details as a business lead, subject to the terms below.

Your badge should only be scanned where you voluntarily allow it to be scanned. You can decline a badge scan.

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## **8. What Data Is Shared With Exhibitors After a Badge Scan**

If you allow an exhibitor to scan your badge, we may share some or all of the following information with that exhibitor:

- Full name
- Email address
- Phone number, where collected
- Job title
- Company name
- Industry sector, where collected
- Country, county or region, where collected
- Event name
- Badge ID, scanner code or registration code
- Date and time of scan
- Exhibitor name
- Scan location or stand reference, where available
- Any notes, tags or ratings added by the exhibitor during the scan
- Areas of interest, where provided during registration

We will only share the data fields that are relevant to the event, the registration form, and the lead retrieval service.

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## **9. Your Consent to Badge Scanning**

Badge scanning is optional.

By allowing an exhibitor to scan your badge, you are indicating that you agree for your relevant registration details to be shared with that exhibitor for follow-up in relation to your interaction, enquiry, product interest or business discussion at the event.

Where required, we may also ask you to provide consent during registration for exhibitor lead sharing. This consent is separate from consent to receive marketing from Ingenious Media Ltd.

You are not required to allow your badge to be scanned in order to attend the event.

You can decline a badge scan by not presenting your badge, by asking the exhibitor not to scan it, or by contacting us if you believe your badge was scanned in error.

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## 10. Exhibitor Follow-Up After a Badge Scan

Once an exhibitor receives your data following a badge scan, they are responsible for how they use that data.

Exhibitors may use scanned lead data to:

- Respond to your enquiry
- Send information you requested
- Follow up about products or services discussed at the event
- Record the business interaction in their CRM
- Contact you about relevant business opportunities, where lawful

Exhibitors must comply with GDPR, Irish ePrivacy rules and any other applicable direct marketing laws. This means they must have a lawful basis for processing your data and, where required, valid consent for electronic marketing. They must also provide a valid opt-out method in marketing communications.

Ingenious Media Ltd. is not responsible for an exhibitor's independent use of your data after it has been lawfully shared with them, but we require exhibitors to handle scan data responsibly and lawfully.

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## 11. If a Badge Is Scanned by Mistake

If you believe your badge was scanned by mistake, without your permission, or by the wrong exhibitor, please contact us at:

**[info@ingeniousmedialive.com](mailto:info@ingeniousmedialive.com)**

We will review the scan record where available and may take steps such as:

- Confirming the scan details
  - Removing or suppressing the scan from our system where appropriate
  - Asking the exhibitor to delete or suppress the lead
  - Investigating potential misuse of the scanner app
  - Restricting exhibitor access where misuse is identified
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## 12. Scanner App Records

For security, audit and event management purposes, our scanner system may record:

- The exhibitor or scanner user who performed the scan
- The date and time of the scan
- The badge or registration code scanned
- The device or account used for scanning
- Whether the scan matched an attendee record
- Whether any data was missing or unmatched
- Whether a lead export or email was generated
- Whether scan data was sent to the exhibitor

This helps us troubleshoot missing data, identify duplicate or incorrect scans, support exhibitors, and maintain a record of lead sharing activity.

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## 13. Unmatched or Missing Scan Data

In some cases, a scanned badge code may not immediately match an attendee record. This may happen due to offline scanning, badge printing issues, data sync delays, formatting differences, user error, or connectivity issues.

Where a scan is unmatched, we may temporarily store the scanned code, scan time, exhibitor account and related technical details so that the scan can be manually reviewed and matched later where appropriate.

If a scan cannot be matched to an attendee record, we may retain a limited technical record for troubleshooting, audit and fraud prevention purposes.

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## 14. Exhibitor Responsibilities

Exhibitors using our scanner app, lead retrieval tools or exported lead data must:

- Only scan badges where the attendee has voluntarily allowed the scan
- Not scan unattended badges, discarded badges, screenshots, badge lists or badges without the attendee's knowledge
- Not share scanner login details with unauthorised people
- Keep downloaded lead files secure
- Use lead data only for lawful business purposes
- Provide appropriate privacy information to attendees when required



- Include opt-out options in direct marketing
- Delete or return data where required by law, contract or event rules
- Notify us promptly of any suspected misuse, unauthorised access or data breach involving scan data
- Not sell badge scan data
- Not upload scan data to unrelated third-party platforms unless they have a lawful basis and appropriate safeguards

We reserve the right to suspend or revoke scanner access where misuse is suspected.

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## Marketing Communications

### 15. Marketing From Ingenious Media Ltd.

We may contact you about our events, industry news, surveys, offers, exhibitor opportunities, sponsorship opportunities or related services where we have a lawful basis to do so.

For individual email or SMS marketing, we will normally rely on your consent unless another lawful basis or permitted exception applies.

For business-to-business communications, we may contact corporate subscribers or business contacts where lawful, subject to your right to opt out.

Every marketing email will include an unsubscribe link or clear opt-out method.

You may opt out at any time by:

- Clicking the unsubscribe link in our emails
- Contacting [info@ingeniousmedialive.com](mailto:info@ingeniousmedialive.com)
- Updating your preferences where a preference centre is available

Opting out of marketing does not stop us from sending essential event service messages, such as ticket confirmations, event access details, important event updates, payment notices, or safety information.

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### 16. Marketing From Exhibitors

If you allow an exhibitor to scan your badge, the exhibitor may contact you following the event. The exhibitor is responsible for ensuring that any follow-up or marketing is lawful.

A badge scan does not give exhibitors unlimited permission to send unrelated marketing indefinitely. Exhibitors must respect your rights, comply with direct marketing rules, and stop contacting you where required.

If you want an exhibitor to stop contacting you, you should use the opt-out method in their message or contact them directly. You may also contact us if you need help identifying which exhibitor scanned your badge.

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# Cookies and Tracking

## 17. Cookies and Similar Technologies

We use cookies, pixels, tags and similar technologies on our website.

These may be used to:

- Make the website work
- Remember your preferences
- Keep forms and sessions secure
- Understand website traffic
- Measure advertising performance
- Improve event marketing
- Personalise content where permitted
- Support embedded third-party services

Cookies may be set by us or by third-party providers.

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## 18. Strictly Necessary Cookies

Strictly necessary cookies are required for the website to function. These may include cookies used for:

- Security
- Load balancing
- Form submission
- Login sessions
- Ticket checkout
- Cookie consent preferences

These cookies do not require consent where they are strictly necessary to provide a service requested by the user.

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## **19. Analytics, Advertising and Non-Essential Cookies**

Analytics, advertising, tracking and performance cookies will only be used where consent is required and has been given through our cookie banner or consent management system.

You can withdraw or change cookie consent at any time using the cookie settings link on our website.

Our cookie banner should provide a genuine choice and should not use pre-ticked boxes for non-essential cookies.

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## **20. Google Analytics and Advertising Tools**

Where we use Google Analytics 4, Google Tag Manager, Meta Pixel, LinkedIn Insight Tag, TikTok Pixel or similar tools, these technologies may process information such as:

- Pages viewed
- Events completed
- Form submissions
- Traffic sources
- Device and browser information
- Approximate location
- Ad campaign performance
- Conversion activity

We configure analytics and advertising tools in a privacy-conscious way where possible. This may include IP anonymisation, limiting retention periods, disabling unnecessary ad personalisation, and using consent mode or similar consent controls where appropriate.

We do not knowingly send directly identifying personal data, such as plain-text email addresses or phone numbers, to analytics platforms unless we have a lawful basis and appropriate safeguards.

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## **Photography, Video and Event Media**

## 21. Photography and Filming at Events

We may take photographs, record video, livestream or capture audio at our events for promotional, archival, editorial, social media, reporting and marketing purposes.

By attending the event, you acknowledge that photography and filming may take place in public event areas.

Where we focus on individuals for interviews, testimonials or close-up promotional content, we may request additional consent where appropriate.

If you do not wish to be photographed or filmed, please notify event staff where possible. We will make reasonable efforts to respect your request, although we cannot guarantee exclusion from wide-angle crowd shots or background footage.

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## Data Sharing and Third Parties

### 22. Who We Share Data With

We may share personal data with:

- Event exhibitors, where your badge is scanned or where you otherwise consent
- Event sponsors, where you have opted in or interacted with them
- Event partners or co-organisers, where disclosed and lawful
- Ticketing and registration platforms
- Email and CRM providers
- Website hosting providers
- IT support and security providers
- Payment processors
- Analytics and advertising platforms, subject to consent rules
- Badge printing and check-in providers
- Scanner app and lead retrieval providers
- Venue operators, where necessary for event access or safety
- Professional advisers, such as legal, accounting or insurance advisers
- Public authorities, regulators or law enforcement where required

We require service providers acting on our behalf to process personal data only under appropriate instructions and safeguards.

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## 23. We Do Not Sell Personal Data

We do not sell or rent attendee personal data.

We do not provide full attendee lists to exhibitors as a general marketing database.

Exhibitors only receive attendee data where there is a lawful basis, such as where an attendee allows a badge scan, gives consent, registers for a sponsored session, enters a prize draw, requests information, or otherwise interacts with the exhibitor in a way that permits data sharing.

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## 24. International Transfers

Some of our service providers may process personal data outside the European Economic Area or the United Kingdom.

Where personal data is transferred internationally, we use appropriate safeguards where required, such as:

- Adequacy decisions
  - Standard Contractual Clauses
  - UK International Data Transfer Addendum, where applicable
  - Data Privacy Framework certification, where applicable
  - Additional technical and organisational safeguards
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# Data Retention

## 25. How Long We Keep Data

We retain personal data only for as long as necessary for the purpose for which it was collected, unless a longer period is required by law.

Typical retention periods may include:

- Event registration data: up to 36 months after the event
- Badge scan records: up to 24 months after the event
- Exhibitor lead export logs: up to 24 months after the event
- Marketing consent records: until consent is withdrawn, plus a reasonable suppression record

- Unsubscribe and suppression records: retained as necessary to respect opt-outs
- Payment and invoice records: retained in line with tax and accounting obligations
- Website analytics data: retained according to our cookie policy and analytics settings
- Contact form enquiries: up to 24 months, unless there is an ongoing business relationship
- Event photography and video: retained for promotional and archival purposes unless removal is requested and reasonably possible
- Security and fraud prevention logs: retained for a limited period appropriate to the risk

We may keep limited records after deletion requests where needed to demonstrate compliance, resolve disputes, maintain suppression lists, or comply with legal obligations.

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# Your Data Protection Rights

## 26. Your Rights

Subject to applicable law, you may have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data
- Restrict processing
- Object to processing
- Object to direct marketing
- Withdraw consent at any time
- Request data portability
- Lodge a complaint with a supervisory authority

To exercise your rights, contact:

**[info@ingeniousmedialive.com](mailto:info@ingeniousmedialive.com)**

We may need to verify your identity before processing your request.

We will respond to valid requests within the timeframe required by law, usually within one month.

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## 27. Complaints

If you are unhappy with how we handle your personal data, please contact us first so we can try to resolve the issue.

You also have the right to complain to the Irish Data Protection Commission:

**Data Protection Commission**

Website: <https://www.dataprotection.ie>

If you are based in the UK, you may also have the right to complain to the Information Commissioner's Office:

**Information Commissioner's Office**

Website: <https://www.ico.org.uk>

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# Data Security

## 28. How We Protect Data

We use appropriate technical and organisational measures to protect personal data, including:

- HTTPS/SSL encryption
- Role-based access controls
- Password-protected systems
- Limited access to attendee and scan data
- Secure hosting environments
- Regular system reviews
- Data processor agreements where required
- Access logs and audit trails
- Secure data exports
- Backups and recovery procedures
- Staff and contractor confidentiality obligations
- Scanner account controls
- Measures to prevent unauthorised badge scan access

No system can be guaranteed to be completely secure, but we take reasonable steps to protect personal data from unauthorised access, loss, misuse, alteration or disclosure.

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## 29. Data Breaches

If we become aware of a personal data breach, we will assess the risk and take appropriate steps to contain, investigate and remediate the issue.

Where required by law, we will notify the Data Protection Commission without undue delay and, where feasible, within 72 hours of becoming aware of the breach.

Where a breach is likely to result in a high risk to affected individuals, we will also notify those individuals without undue delay.

Exhibitors, suppliers and processors must notify us promptly if they become aware of a suspected breach involving data processed through our event systems or scanner tools.

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## **Children**

### **30. Children's Data**

Our events and services are generally intended for business professionals and are not directed at children.

You must be at least 18 years old to register unless you have appropriate permission from a parent, guardian, school, employer or supervising organisation.

We do not knowingly collect children's personal data for marketing purposes.

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## **Website Terms & Conditions**

### **31. Acceptance of Terms**

By accessing this website, registering for an event, purchasing a ticket, using our event services, attending an event, or using our digital platforms, you agree to these Terms & Conditions and our Privacy Policy.

If you do not agree, you should not use the website or register for the event.

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## 32. Event Registration

You agree to provide accurate, complete and current information when registering.

You are responsible for ensuring that your contact details are correct so that we can send event confirmations, updates and access information.

We may refuse, cancel or suspend registrations where we reasonably believe that information is inaccurate, fraudulent, misleading, duplicated or submitted in breach of these terms.

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## 33. Tickets, Badges and Entry

Tickets, badges and passes are issued subject to availability, event rules and venue requirements.

You may be required to present a valid ticket, badge, confirmation email, business card, identification or other proof of registration at the venue.

Badges are personal to the registered attendee and should not be copied, transferred, sold or misused without permission.

We reserve the right to refuse entry or remove attendees where necessary for safety, security, fraud prevention, venue rules, legal compliance or breach of these terms.

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## 34. Event Changes

We may make changes to the event at any time, including changes to:

- Speakers
- Exhibitors
- Sponsors
- Agenda
- Timetable
- Session topics
- Venue layout
- Event format
- Dates or times
- Digital access arrangements

We will make reasonable efforts to notify attendees of material changes where appropriate.

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## 35. Event Cancellation, Postponement or Force Majeure

We may cancel, postpone, reschedule, relocate or modify an event due to circumstances beyond our reasonable control, including but not limited to:

- Severe weather
- Fire, flood or natural disaster
- Public health restrictions
- Government action
- Transport disruption
- Venue issues
- Security risks
- Industrial action
- Supplier failure
- Technical failure
- Acts of terrorism or war
- Other force majeure events

Our liability in such cases will be limited to the maximum extent permitted by law.

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## 36. Attendee Conduct

Attendees must behave respectfully and professionally.

You must not:

- Harass, threaten or abuse other attendees, exhibitors, speakers, staff or contractors
- Damage venue property or event equipment
- Misuse badges, QR codes, tickets or scanner systems
- Attempt to gain unauthorised access to event systems
- Collect attendee data without lawful basis
- Record restricted sessions without permission
- Disrupt the event
- Breach venue rules or applicable law

We may remove attendees who breach these terms.

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## **37. Exhibitor and Sponsor Conduct**

Exhibitors and sponsors must comply with all event rules, venue rules, data protection requirements, scanner terms, health and safety requirements and applicable laws.

Exhibitors must only use badge scanning tools lawfully and must not scan badges without the attendee's knowledge or voluntary participation.

We may suspend scanner access, withhold lead exports, remove an exhibitor from the event, or take further action where misuse is suspected.

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## **38. Intellectual Property**

All website content, event content, logos, graphics, designs, text, images, videos, layouts, branding, speaker materials and other intellectual property are owned by Ingenious Media Ltd., its licensors, speakers, sponsors or exhibitors unless otherwise stated.

You may not copy, reproduce, modify, distribute, sell, publish or use our content without written permission.

Event materials may be used for personal or internal business reference only, unless otherwise agreed.

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## **39. Third-Party Links and Services**

Our website may link to third-party websites, ticketing platforms, exhibitor websites, sponsor websites, social media platforms, payment processors, embedded content or other external services.

We are not responsible for the content, security, privacy practices or terms of third-party websites or services.

You should review the privacy policies and terms of those third parties before using their services.

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## **40. Website Availability**

We aim to keep the website available and secure, but we do not guarantee uninterrupted access.

We may suspend, restrict or update the website for maintenance, security, technical, operational or legal reasons.

We are not liable for temporary unavailability, data transmission issues, browser incompatibility, third-party service failures or events outside our reasonable control.

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## **41. Limitation of Liability**

To the maximum extent permitted by law, Ingenious Media Ltd. will not be liable for:

- Indirect, incidental or consequential loss
- Loss of profit, revenue, opportunity or goodwill
- Loss or corruption of data
- Business interruption
- Third-party acts or omissions
- Exhibitor or sponsor conduct
- Attendee misuse of event systems
- Technical failure outside our reasonable control
- Event changes, postponement or cancellation caused by circumstances beyond our control

Nothing in these terms limits liability for fraud, fraudulent misrepresentation, death or personal injury caused by negligence, or any liability that cannot legally be excluded.

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## **42. Indemnity**

You agree to indemnify Ingenious Media Ltd. against losses, claims, damages, liabilities, costs or expenses arising from your misuse of the website, breach of these terms, unlawful use of event systems, misuse of badge scanning tools, or violation of applicable law.

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## **43. Updates to These Terms**

We may update this Privacy Policy and Terms & Conditions from time to time.

The updated version will be posted on this website with a revised “Last Updated” date.

Where changes are material, we may notify registered users by email or provide a prominent website notice.

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## **44. Governing Law and Jurisdiction**

These Terms & Conditions are governed by the laws of Ireland.

Any dispute arising from these terms, the website, event registration, event participation or related services shall be subject to the jurisdiction of the Irish courts.

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## **45. Contact Us**

For questions about these terms, your personal data, badge scanning, exhibitor data sharing, marketing preferences or your rights, please contact:

**Ingenious Media Ltd.**

Park West Enterprise Centre, 51, Dublin, D12 E2Y9, Ireland

Email: [info@ingeniousmedialive.com](mailto:info@ingeniousmedialive.com)

Telephone: (01) 612 0880