DATA PROTECTION NOTICE

Expo Event Industry 2027

This Data Protection Notice explains how personal data is collected, used, stored and protected in connection with the registration, preparation, delivery and follow-up communication of **Expo Event Industry 2027**.

This Notice applies to exhibitors, partners, advertisers, company representatives, speakers, contact persons and other individuals whose data is provided in connection with participation in the event.

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1. Event

1.1. **Expo Event Industry 2027** will take place on **27-28 January 2027** at **Sofia Event Center**, Sofia, Bulgaria.

1.2. The event includes an exhibition area, a professional conference programme, networking formats, pre-scheduled meetings, communication activities, print and online visibility formats, and additional partnership opportunities.

2. Data Controller

2.1. The organiser of the event and the data controller is:

Association "Bulgarian Convention Bureau – BG CVB"

UIC: 177050465

Address: 147 Tsarigradsko Shose Blvd., 1784 Sofia, Bulgaria

Contact email: contact@expoeventindustry.com

2.2. **"Bulgarian Convention Bureau – BG CVB"** determines the purposes and main means of processing personal data in connection with the registration, organisation, communication and delivery of **Expo Event Industry 2027**.

3. Official Operational Partner

3.1. **Event Design EOOD**, UIC 175152418, is the official operational partner of the event and supports the organiser in the administrative, registration, financial and logistical implementation of **Expo Event Industry 2027**.

3.2. The role of **Event Design EOOD** may include:

3.2.1. Administration of the registration process;

3.2.2. Communication with registered exhibitors, partners and participants on organisational matters;

3.2.3. Coordination of payments, pro forma invoices and/or invoicing, where assigned by the organiser;

3.2.4. Collection and processing of data for participants, badges, catalogue information and technical materials;

3.2.5. Logistical coordination related to the preparation and delivery of the event;

3.2.6. Support in communication with suppliers, partners and participants.

3.3. Depending on its specific role, **Event Design** may process personal data as a processor acting on behalf of the organiser or as an independent controller for certain activities, for example where it issues invoices in its own name or fulfils its own statutory accounting obligations.

3.4. Where payments, pro forma invoices or invoices are administered through **Event Design**, this will be clearly indicated in the relevant pro forma invoice, invoice or payment instruction.

4. Contact for Personal Data Questions

4.1. For any questions related to the processing of personal data in connection with **Expo Event Industry 2027**, you may contact us at:

Email: contact@expoeventindustry.com

4.2. When receiving a request related to personal data, we may need to verify the identity of the individual in order to protect the data from unauthorised access.

5. What Personal Data We Collect

In connection with registration and participation in the event, the following categories of personal data may be collected and processed:

5.1. Data of the main contact person

5.1.1. Name and surname;

5.1.2. Job title;

5.1.3. Company / organisation;

5.1.4. Email address;

5.1.5. Telephone number.

5.2. Data of participants for badges

5.2.1. Name and surname in Latin characters;

5.2.2. Job title;

5.2.3. Company / organisation;

5.2.4. Email address;

5.2.5. Telephone number, if provided.

5.3. Invoicing and payment data

5.3.1. Name of the contact person for invoicing;

5.3.2. Invoicing email address;

5.3.3. Contact telephone number, if provided;

5.3.4. Legal entity data, where such data contains personal data;

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5.3.5. Information necessary for issuing a pro forma invoice, invoice and payment-related communication.

5.4. Data for the catalogue, programme and communication materials

5.4.1. Company name;

5.4.2. Name and job title of representatives, where provided for publication;

5.4.3. Professional biography of a speaker, where applicable;

5.4.4. Photo of a speaker or representative, if provided;

5.4.5. Company description;

5.4.6. Information about products, services, projects or topics;

5.4.7. Materials for online publications, interviews, presentations or **Shared Views**.

5.5. Data created during the event

5.5.1. Photographs from the event;

5.5.2. Video footage;

5.5.3. Recordings of public presentations, where such recordings are made;

5.5.4. Footage from the exhibition area, stage, networking spaces and other public areas of the event.

6. Purposes for Which We Use Personal Data

Personal data is processed for the following purposes:

6.1. Processing the registration request;

6.2. Confirming participation;

6.3. Communicating with the participant in relation to the request;

6.4. Issuing a pro forma invoice or invoice;

6.5. Administering payments;

6.6. Preparing and issuing badges;

6.7. Managing access to the event;

6.8. Inclusion in the official event catalogue;

6.9. Organising pre-scheduled meetings and networking formats;

6.10. Coordinating participation in **Industry Talks** or other programme formats;

6.11. Preparing online publications, interviews, video messages and other communication activities;

6.12. Preparing materials for the partner print publication **Shared Views**;

6.13. Documenting and reporting on the event through photography and video;

6.14. Sending organisational information before, during and after the event;

6.15. Archiving, reporting and evidencing services delivered;

6.16. Fulfilling statutory, accounting and tax obligations;

6.17. Follow-up communication regarding the event and its delivery;

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6.18. Information about future editions and related initiatives, where there is an applicable legal basis or separate consent.

7. Legal Grounds for Processing

Personal data is processed on one or more of the following legal grounds:

7.1. Pre-contractual and contractual relations

Data is processed where this is necessary for registration, confirmation of participation, communication, provision of requested services, preparation of badges, management of participation, payment and delivery of the requested formats.

7.2. Legal obligation

Data is processed where this is necessary for compliance with accounting, tax, financial or other statutory obligations.

7.3. Legitimate interest

Data may be processed on the basis of legitimate interest for the purposes of organisation, logistics, security, event management, standard photography and video recording of the public areas of the event, archiving, reporting and communication related to the event.

7.4. Consent

Where necessary, data may be processed on the basis of consent - for example for certain marketing communications, individually focused interviews, specific public presentations or other cases where separate confirmation is required.

Where processing is based on consent, the individual has the right to withdraw that consent at any time, without affecting the lawfulness of processing carried out before the withdrawal.

8. Who Has Access to Personal Data

Personal data may be accessed only by persons and organisations for whom this is necessary in connection with the registration, organisation, delivery and follow-up communication of the event.

Recipients may include:

8.1. The team of **"Bulgarian Convention Bureau – BG CVB"**;

8.2. **Event Design EOOD** as the official operational partner;

8.3. The provider of the registration form or registration platform;

8.4. Badge and access system providers;

8.5. Accounting and financial service providers;

8.6. Technical suppliers;

8.7. Suppliers related to design, print, catalogue and visual materials;

8.8. The **Shared Views** team;

8.9. Photographers and video teams;

8.10. Communication, PR and media partners;

8.11. Providers of a B2B or networking platform, if such a platform is used;

8.12. The venue, where this is necessary for access, security or logistics;

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8.13. Competent public authorities, where required by law.

Personal data is not sold to third parties.

9. Official Event Catalogue

9.1. Company data and the information provided for presentation purposes may be used for inclusion in the official event catalogue.

9.2. The official catalogue may include:

9.2.1. Company name;

9.2.2. Logo;

9.2.3. Website;

9.2.4. Company description;

9.2.5. Main services or products;

9.2.6. Keywords;

9.2.7. Names and job titles of representatives, where this is provided and necessary for a specific format.

9.3. Data provided for the catalogue may be edited for clarity, length, style and consistency with the event format, without materially changing the content.

10. Shared Views

10.1. **Shared Views** is a partner print publication integrated into **Expo Event Industry 2027** as an additional communication channel.

10.2. If a participant requests advertising or content visibility in **Shared Views**, the materials provided may be used for preparation, editing, design, pre-press and publication in the edition.

10.3. This may include:

10.3.1. Texts;

10.3.2. Logos;

10.3.3. Images;

10.3.4. Photographs;

10.3.5. Information about representatives, projects, services or products;

10.3.6. Interviews or editorial materials.

10.4. The final positioning and editorial processing of the materials are carried out in line with the editorial concept, structure, design and available space in the publication.

11. Online Publications, Interviews and Video Messages

11.1. If a participant requests an online publication, interview or video message, the data and materials provided may be used for the preparation and publication of the relevant format.

11.2. This may include:

11.2.1. Name and job title of a representative;

11.2.2. Company name;

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11.2.3. Logo;

11.2.4. Photographs or video;

11.2.5. Texts, key messages or interview content;

11.2.6. Information about products, services, projects or expertise.

11.3. The specific format, content, method of recording, editing and publication are agreed separately between the participant and the organiser or the official operational partner.

12. Photography and Video During the Event

12.1. During **Expo Event Industry 2027**, photographs and video recordings may be taken in the exhibition area, conference rooms, networking areas and other public areas of the event.

12.2. These materials may be used for:

12.2.1. Documenting the event;

12.2.2. Publications on the event website;

12.2.3. Social media;

12.2.4. Press releases;

12.2.5. Presentations;

12.2.6. Archive;

12.2.7. Communication for future editions of the event.

12.3. Participants should inform their representatives that the event will be photographed and filmed.

12.4. If an individual does not wish to be photographed or filmed in individual focus, they may contact the organiser in advance or on site. The organiser will make reasonable efforts to comply with such a request, insofar as this is practically possible within a public event.

12.5. A request to limit individual-focused photography or filming cannot guarantee complete absence from general shots, audience photographs, stage photographs, exhibition area photographs or other public areas of the event.

13. Data for B2B Meetings and Networking Formats

13.1. If a platform for pre-scheduled meetings or networking formats is used as part of the event, participants' data may be processed for the purposes of:

13.1.1. Creating a profile;

13.1.2. Requesting meetings;

13.1.3. Confirming meetings;

13.1.4. Communication between participants;

13.1.5. Managing the meeting schedule;

13.1.6. Follow-up organisational communication.

13.2. The visibility of data in such a platform will be limited to the information necessary for professional presentation, finding partners and organising meetings.

13.3. If an external provider of a B2B or networking platform is used, that provider will process the data in accordance with the applicable rules and contractual arrangements with the organiser.

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14. How Long We Store Personal Data

Personal data is stored only for the period necessary for the purposes for which it was collected, unless the law requires or permits longer retention.

The indicative retention periods are:

14.1. Registration and organisational data - until completion of the event and the related administrative reporting;

14.2. Invoicing and payment data - in accordance with the applicable accounting and tax retention periods;

14.3. Catalogue and communication materials data - for as long as the relevant materials are publicly available or necessary for archival and communication purposes;

14.4. Data for **Shared Views** - in accordance with the lifecycle of the print publication, archival and communication purposes;

14.5. Photographs and video - for archival, documentary and communication purposes, unless restriction has been requested and is applicable;

14.6. Marketing communication data - until consent is withdrawn or an objection is made, where applicable.

15. How We Protect Personal Data

15.1. The organiser applies reasonable technical and organisational measures to protect personal data against unauthorised access, loss, misuse, alteration or disclosure.

15.2. Access to personal data is limited to persons and suppliers for whom such access is necessary in connection with the registration, organisation, delivery and follow-up communication of the event.

15.3. Where personal data is processed by suppliers or partners, this should be carried out under appropriate contractual, technical and organisational safeguards.

16. International Data Transfers

16.1. Where providers outside the European Economic Area are used for registration, communication, email campaigns, online platforms, cloud services or other technical solutions, the organiser will apply appropriate safeguards in accordance with the applicable data protection rules.

16.2. Such safeguards may include standard contractual clauses, adequacy decisions or other permitted mechanisms under the applicable legislation.

17. Rights of Individuals

Data subjects have rights under the applicable data protection legislation, including:

17.1. The right to information regarding the processing of their personal data;

17.2. The right of access to personal data;

17.3. The right to rectification of inaccurate or incomplete data;

17.4. The right to erasure, where grounds for this exist;

17.5. The right to restriction of processing;

17.6. The right to object to processing, where grounds for this exist;

17.7. The right to data portability, where applicable;

17.8. The right to withdraw consent, where processing is based on consent;

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17.9. The right to lodge a complaint with the competent supervisory authority.

18. How to Exercise Your Rights

18.1. To exercise your rights or ask a question regarding the processing of personal data, you may contact us at:

Email: contact@expoeventindustry.com

18.2. We will review the request in accordance with the applicable deadlines and requirements.

18.3. In some cases, we may need to request additional information to confirm identity or clarify the request.

19. Supervisory Authority

19.1. Individuals have the right to lodge a complaint with the competent data protection supervisory authority.

19.2. For Bulgaria, this is:

Commission for Personal Data Protection

Address: 2 Prof. Tsvetan Lazarov Blvd., 1592 Sofia, Bulgaria

Website: https://www.cpdp.bg

20. Marketing Communication for Future Editions

20.1. The organiser may send information related to the current participation and the delivery of **Expo Event Industry 2027**, where this is necessary for the organisation and delivery of the requested services.

20.2. Information about future editions of **Expo Event Industry** and related initiatives may be sent where there is an applicable legal basis or where the individual has given separate consent.

20.3. Where communication is based on consent, the individual may withdraw it at any time.

21. Changes to This Notice

21.1. The organiser may update this Data Protection Notice in the event of changes to the organisation of the event, systems used, suppliers, partners or applicable legal requirements.

21.2. The current version of the Notice will be available through the registration form and/or the event website.

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