

Mythique Summit Privacy Policy

Effective Date: July 1st 20025

1. Important information and who we are

This privacy policy sets out how Games 4 eBusiness Limited uses and protects your personal data in connection with the Mythique Summit event. This policy applies to attendees, sponsors, speakers, and other participants. This event is not intended for individuals under the age of 18 and we do not knowingly collect data from such individuals.

Games 4 eBusiness Limited ("we", "us", "our") is the controller and responsible for your personal data. Registered in England and Wales under company number 09593142. Registered address: 91 Goldhawk Road, Sharp House, London W12 8DZ, United Kingdom. Email: info@mythique-summit.com

2. The types of personal data we collect about you

We may collect, use, store and transfer different kinds of personal data about you, which we have grouped together as follows:

- Identity Data: first name, last name, job title, company name.
- Contact Data: email address, telephone number.
- Travel & Logistics Data: travel details, accommodation preferences.
- Dietary & Accessibility Data: dietary requirements, accessibility needs.
- Financial Data: payment card details, bank account details (for sponsors).
- Marketing and Communications Data: preferences in receiving marketing from us.
- Media Data: photographs and video recordings of attendees.

3. How is your personal data collected?

We use different methods to collect data from and about you, including:

- Direct interactions: when you register for the event, communicate with us by email or phone, or provide information in person.
- Third-party event platforms: such as registration platforms (e.g., Confetti) or payment providers.
- Photography and video: during the event by our official photographers and videographers.

4. How we use your personal data

The law requires us to have a legal basis for processing your personal data. The table below describes how we use your personal data, the categories of data involved, and the legal bases we rely on.

| Purpose/Use | Type of Data | Legal Basis |
|---|--|---|
| Event registration and logistics | Identity, Contact, Travel & Logistics, Dietary & Accessibility | Performance of a contract with you |
| Processing sponsorship agreements and payments | Identity, Contact, Financial | Performance of a contract with you; Necessary for our legitimate interests (to manage business relationships) |
| Networking and sharing limited attendee details with sponsors and other attendees | Identity, Contact (limited to name, role, and email) | Consent; Necessary for our legitimate interests (to facilitate networking) |
| Marketing communications before and after the event | Identity, Contact, Marketing and Communications | Consent; Necessary for our legitimate interests (to promote events) |
| Photography and video recording for promotional purposes | Media Data | Consent; Necessary for our legitimate interests (event promotion) |

5. Disclosures of your personal data

We may share your personal data with:

- Our event venue/hotel to manage accommodation and catering.
- Sponsors (limited attendee data: name, role, and email).
- Other attendees (limited attendee data: name, role, and email).
- Payment processors.
- Photography and videography service providers.

6. International transfers

We do not transfer your personal data outside the UK or EU.

7. Data security

We store personal data in password-protected systems and restrict access to authorised personnel only.

8. Data retention

We will retain your personal data for up to 2 years after the event. After this period, the data will be securely deleted.

9. Your legal rights

You have rights under data protection laws, including the right to access, correct, delete, restrict, object, and withdraw consent. To exercise these rights, contact info@mythique-summit.com.

10. Contact details

Email: info@mythique-summit.com

Postal address: Games 4 eBusiness Limited, 91 Goldhawk Road, Sharp House, London W12 8DZ, United Kingdom