
CEMA

CORPORATE EVENT
MARKETING ASSOCIATION



MISSION IMPOSSIBLE???

ZERO TO GDPR COMPLIANCE



Debbie Chong
CEO
Lenos Software

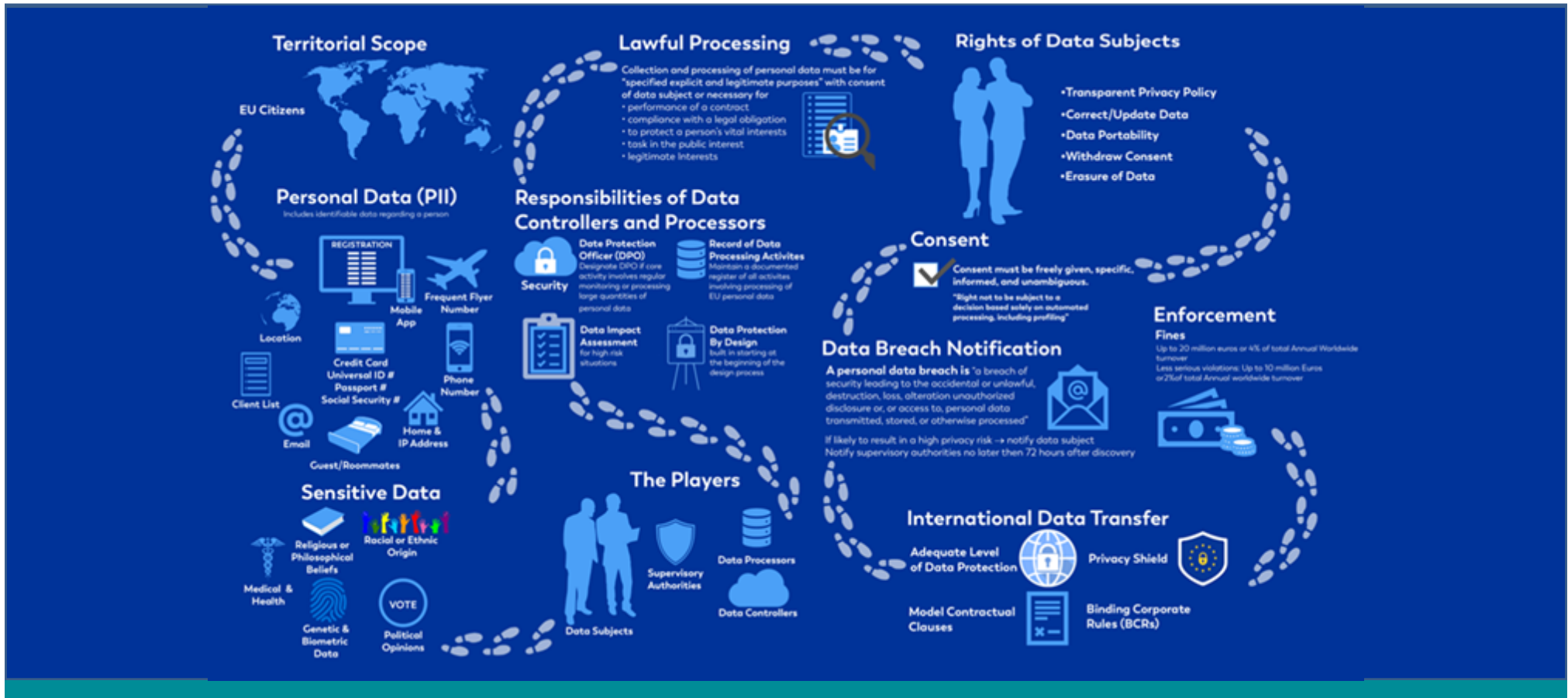


Marty MacKay, DMCP
President, Global Alliance
Hosts Global



Sonia Torres
Director of Events
Adaptive Insights





PENALTIES

€20 or 4% of
ANNUAL
Global Revenue

WHO NEEDS TO COMPLY

All companies
THAT COLLECT
or process
personal data of EU residents



REQUIRES CHANGES

How customer
DATA
is collected used and stored which will affect
CONTRACTS, PRODUCT DESIGN
AND BUSINESS PRACTICES



REQUIRES "EXPLICIT OPT-IN" CONSENT



CONSENT
and increased control of data subjects
REQUIRES EXPLICIT "OPT-IN"
consent each time and
FOR EACH PURPOSE
you use your customer's data

WITHDRAW CONSENT MANAGEMENT



Requires data
BE ERASED
if consumer
WITHDRAWS CONSENT



CONSENT

and increased control of data subjects
REQUIRES “EXPLICIT OPT-IN”
consent each time and
FOR EACH PURPOSE
you use your registrant’s data



GeneralAttendee

Secure | https://on.l...

YOUR LOGO

REGISTRATION

Consent Required

GENERAL

[Client] collects personal information (as detailed below) during the registration process for [Name of Meeting/Event]. This information is collected to produce entrance badges for Registrants and otherwise administer registration, participation and access to the [meeting/event/activities(s)].

WHAT IS THE INFORMATION THAT WE ARE COLLECTING?


The personal information that will be collected from you is [First Name, Middle Name, Last Name, First Name, Title, Badge Name, Legal First Name, Legal Last Name, Gender, Work Phone, Fax Number, Mobile Phone Number, Home Phone, Primary Email, Secondary Email, Company Name.

I give my consent
 I do not consent


Next

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Your Company footer goes here.

IMPACT!

 Hyperlinks to Privacy Policy

 Your Software Providers Privacy Policy

 Privacy by Design/Default

 Explicit Opt-In

CALIFORNIA CONSUMER PRIVACY ACT OF 2018

- Requires companies to disclose to California consumers what information they collect, buy and share.
- Allow consumers to “opt-out” of business practices that include the selling of their personal information.
- Hold companies accountable when they misuse consumer personal data.



UNANIMOUSLY PASSED HISTORIC PRIVACY BILL

**"time for a
national
privacy law."**

Marc Benioff
CEO of Salesforce

**Transparency
Substantive Control
Accountability**



SO WHAT DOES THIS MEAN?



ASSUMPTIONS/INTERNAL GDPR COMPLIANCE

Internal Audits have been done

- Updated Privacy Policies
- Client/Attendee/Memberships lists are clean
- Opt-in decisions have been made
- Internal data security vetted
- Gap Analysis done
- Legal involvement in contracts
- Processing Agreements in Place

**What is your responsibility as
an Event Marketer as it
relates to live events?**



**START
AT THE
BEGINNING**

REGISTRATION



New reality; we need to know more before we launch our registration

- Consent needs to be complete
- Sponsorships in Place
- Data Processing Vendors in Place (what information will be passed along)

Key to ensure your attendee data is secure

- Consider Privacy Policies
- Mobile App Security / Consent
- Ensure registration sites are secure
- Only the controller should have rights on the data



SPONSORSHIP



LARGE EVENTS/TRADE SHOWS

Event Marketing company responsibility

- Sponsor agreements
- Attendee Communication

Issues:

- Scans
- Business card 'bowls'

INDUSTRY EVENTS/SPONSOR DRIVEN

- Gone are the days of giving away lists
- New reality: How do you get/keep sponsors?



BEST PRACTICES FOR SPONSOR BENEFITS

- Clarity of Agreements / Data Processing Agreements
 - Sending emails on behalf of sponsors
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Q&A



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*** Trust is the new currency ***