So What Exactly Is GDPR?
The General Data Protection Regulation (GDPR) centers on the European Union’s effort to ensure that EU residents retain control over their personal information.

Accepting Experient’s TERMS OF USE
All attendees agree to our Terms of Use, which informs them about how we manage their personal data. It explains that they have the option to exchange information with people who scan their badge.

The Terms of Use reads...
7.3. The Platform may allow you to link, connect, or otherwise communicate with other Users through the Platform. By linking, connecting, or communicating with other Users, you are agreeing to allow those Users to communicate directly with you through the Platform. You agree that you are solely responsible for all communications between you and any other User through the Platform. Your extension or acceptance of a link, connection, or other communication with another User will serve as your affirmative “opt in” to the disclosure of any of Your Content or other data or information (which may include your personal information) that you provide to that other User.

Lead Retrieval
What is Lead Retrieval?
It is the electronic exchange of information based upon explicit consent.

Steps Taken by Experient to Make Lead Retrieval GDPR Compliant

Asking to scan a badge
When an exhibitor asks to scan a badge, the attendee may decline or accept to be scanned. Accepting indicates the attendee’s explicit consent to the exhibitor to collect and use their data.

Asking for consent by means of a survey
Any company utilizing Experient Lead Retrieval products can easily implement a survey question that can be presented for each scanned lead capturing Attendee consent for contact.

eventBit
Steps Taken by Experient to Make eventBit GDPR Compliant

Requiring EU attendees to opt in to the Privacy Policy
Every attendee from the EU must opt in to participate in eventBit or other data exchange activities. Data from those declining to opt in to the Privacy Policy will not be included in Exhibitor Data Sales activities and will not participate in eventBit.
A GUIDE TO GDPR and How It Relates to Lead Retrieval, eventBit and Attendee Lists

PRIVACY POLICY: Opting In vs. Opting Out

IF THEY OPT IN...
- They may be beaconed and participate in eventBit
- Information may be shared in attendee mailing lists

IF THEY OPT OUT...
- No eventBit beacon will be attached to badge
- Information will NOT be shared in attendee mailing lists

PRIVACY POLICY for European Union Members

If the attendee indicates that they reside within the European Union, they are presented with a Privacy Policy in addition to the Terms of Use.

Agreeing to the Privacy Policy is not mandatory, and choosing not to agree will ensure that the attendee is not captured in any eventBit tracking or any attendee list mailing that might be available.

Traditionally this has been considered an "opt-out."

In part, the Privacy Policy reads...

When you use one of our Applications or a badge or device provided by Experient – A Maritz Global Events Company, we may collect your location using GPS, Wi-Fi, cellular technology, Radio-frequency identification (RFID), Bluetooth Low Energy (BLE) beacon technology, or other similar location-tracking technologies. Experient may capture proximity and duration information for providing personalized products and services, demographic analysis, or behavioral analysis. Such information, and any derived information, may be shared with third parties that have a relationship with Experient.

Contact your Experient representative for more information.
www.experient-inc.com

STRATEGIC INSIGHTS FOR THE NEXT LEVEL