Privacy Notice – -Klik Event Tools

1. Introduction

This Privacy Notice is intended to describe the practices EY follows in relation to the Klik Event Tools ("Tool") with respect to the privacy of all individuals whose personal data is processed and stored in the Tool.

2. **Who manages the Tool?**

"EY" refers to one or more of the member firms of Ernst & Young Global Limited ("EYG"), each of which is a separate legal entity and can act as a data controller in its own right. The entity that is acting as data controller by providing this Tool on which your personal data will be processed and stored is *EY Global Services Limited.* EY Global Services Limited licenses the Tool from International Inc., with its registered office at 460 Sainte Catherine West, Suite 805, Montreal QC H3B 1A7 Canada. The Tool is developed and supported by PixMob, with its registered office at 103 Rue de Louvain O, Montreal, QC H2N 1A3 Canada.

The personal data you provide in the Tool is shared by *EY Global Services Limited* with one or more member firms of EYG (see "Who can access your information" section below).

The Tool is hosted on PixMob's servers in the United States and registration data is stored on servers in Canada.

3. **Why do we need your information?**

The Tool is made up of four components – PixMob's Klik mobile app (mobile and web app), Klik wearable device, the Link App (iPad only mobile app), and the Klik backend server – which provide onsite event information, interactive communication services, event management and crowd management services for EY Partners and employees and EY clients and prospective clients who attend EY-organized global events ("Attendees").

Your personal data processed in the Tool is used as follows:

Attendees' data is used to create a profile for each person that enables them to access and use the features of the Tool for a particular event. Name, position and company of each Attendee is made available for sharing with other Attendees to facilitate onsite networking with other Attendees. If an Attendee clicks their wearable at a booth, the name, position, company, and contact information of the Attendee is shared with booth sponsors and exhibitors are permitted use this Personal Data to facilitate marketing and information sharing.

Sponsors and exhibitor's information is shared to describe the service/product they are rendering/selling during the event.

Wearable device information is used to trace the location of the Attendee during the event. The location and movement data are constantly transmitted through the wearable device to the backend servers for the Tool throughout the event. Such data is stored on the backend servers for the Tool and provided to event organizer and to enable them to track engagement with the participants. If users choose to connect their wearable devices, contact information of both parties is shared between the connecting parties via the backend server for the Tool which relays the contact information to the respective parties' mobile app feature of the Tool. This location information may be useful analytics for health & safety (e.g. fire marshals), to obtain aggregate Attendee counts to a zone and session attendance for client reporting on request.

Speaker biographies including their profile photo, name, position, and company name is used in the event/session agenda displayed in the mobile app feature of the Tool.

The EY Event Manager will not have ability to access the backend servers for the Tool or view or extract data directly from the Tool. personnel can create reports using aggregated and de-identified data from the Tool and provide those reports to EY Event Managers. EY Event Manager will request for these aggregated reports from Klik either in person or by email. Reports in the excel or Powerpoint format will be shared via email.

Interest information is customized by EY per event and is used to personalise the experience for the Attendee during the event (e.g., providing a snack of their choice as a surprise to the Attendee)

For access control to activities, the Link App uses the ID of registered activities associated to the unique Klik profile ID to determine if access will be granted or not. It doesn't rely on personal information. For beacon deployment, none of the personal information is used by the Tool.

EY relies on the following basis to legitimize the processing of your personal data in the Tool: Consent

The provision of your personal data to EY is optional. However, if you do not provide all or part of your personal data, we may be unable to carry out the purposes for processing.

4. What type of personal data is processed in the Tool?

The Tool processes these personal data categories:

The following fields are standard in the Tool profiles for the Klik Event App and Link App:
1. First name
2. Last Name
3. Email address
4. Company
5. Occupation
6. Phone number
7. Mobile Phone number
8. Time zone
9. City
10. State
11. Country
12. Display Name
13. Language
14. Gender
15. Profile picture
16. Group (group the respective Attendee is allocated to for event sessions)
17. Interests (pre-defined list to match the event theme to be decided by EY)
18. Facebook/LinkedIn/Twitter handles for speakers
19. Login password (chosen by Attendee upon access to the Tool)
20. Event Code
21. Gamification Score (custom field used if gamification feature is used to reward points to Attendees)
22. Messages between Attendees

Note: Link App uses the same database and servers as the event app, hence similar information is processed by both the Apps.

Please note that information may vary depending on project type and need.

Following are examples of fields considered for EY's events that may be processed in the Klik Event App and Link App. (The list varies according to the particular Event Manager on the product):

23. What is the most burning business challenge that you have right now
24. What was your favorite snack as a child
25. What do you do to relax during or after work

The Tool also collects the following data through the Klik Event App:
26. Date/time of visit
27. IP address
28. Referrer URL
29. Device information
30. Operating system/version
31. Browser type/version

Event location information is tracked by proximity of the wearable to beacons placed throughout the event is collected based on the zone tracking defined by EY and set up by PixMob at the venue for the event. Location information is collected by the wearable and sent back to the Klik back-end servers to process the information. The Tool keeps a log of all API access to the back end platform to know what was done, who has done it, and when it was done. API access means that UI actions that send requests to the Tool back-end to log that information. Following elements are tracked about the users use of the Klik App & sent from the device and logged in the back end platform:

1 - Every page load in mobile app feature of Tool: UI event type and timestamp of event
2 - Every button press / click in mobile app feature of Tool: UI event type and timestamp of event
3 – Event Location Information (Zone entry and exits): zone entry and exit timestamps in connection with wearable
4 - Contact exchange: time of exchange and with whom contact was exchanged using wearable
5 - Access control: time of scan and types of activities in which the Attendee participates. The Access control is used on a tablet to scan the wearable when an Attendee participates in event session activities. This is different from the contact exchange although the same scanning technology (low energy bluetooth) is used.
6 - Touchpoints: time of click by wearable with the touchpoints (devices places to retrieve more information by clicking badge, more information can be either files or URLs)
7 - Session attendance: which sessions were attended and time when the Attendee attained the minimum dwell time required to be considered as "attending" an activity (user configured) as determined using wearable proximity information
8 - Meeting requests in mobile app feature of Tool: Sent and accepted requests are tracked with timestamps of when these events happen.
9 - Chats between Attendees in mobile app feature of Tool: logs of message sent through our chat system
The following information is collected during registration via Live Group registration site and processed in connection with the Tool (including the mobile app, wearable and backend feature of the Tool):

Mandatory fields:

1. Title
2. First and Last name
3. Job title
4. Company/Organization
5. Telephone number
6. Mobile number
7. Country
8. Emergency contact name, relationship and number
9. Email address

10. Delegate type (E.g. Client, Client Private Meeting Attendee only, Client Real Estate Sector Session Attendee only, EY Participant, Support Staff, Speaker, To Be Confirmed (TBC) delegates)

Optional fields:

11. Display picture (select photo from device or take a new photo)
12. Agenda and sessions attending

Attendees choose their own password through a two-step authentication.

This data is sourced from:

- Data input directly by EY Partners, employees, or contractors

- Data input directly by EY clients or prospective clients

- Information on Attendees is pulled from an external Live Group-Delegate Management System registration site, as registration (ticket purchase) is done in another solution. Registration information (For e.g. first name, last name and email) is pulled into the Tool in order to create the accounts. After the account is created, the Attendees complete their profiles on the Tool through an email invitation sent prior to the event.

5. Sensitive Personal Data

Sensitive personal data reveals your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, data concerning health or data concerning sex life or sexual orientation.

EY does not intentionally collect any sensitive personal data from you via the Tool. The Tool's intention is not to process such information. Accordingly, please do not enter any sensitive personal data or confidential data into the Tool.

6. Who can access your information?

Your personal data is accessed in the Tool by the following persons/teams:

- Lead EY event manager- 1 EY Partner and employee located in London, New York, and Chicago– Lead EY Event managers can access full information described in Q10 upon request including full Attendee contact information, Attendee location in conference, and dietary requirements and food allergies and sensitivities, but not messages sent between Attendees.

- EY event team-30 EY Partner and employees located in London, New York and Chicago - EY event team can request access to all information described in Q10 including full Attendee contact information, Attendee location in conference, and dietary requirements and food allergies and sensitivities, but not messages sent between Attendees.

- as the vendor platform providers located in Montreal, Canada- 's project team responsible for the event located in Montreal. can access all information described in Q10 including full Attendee contact information, Attendee location in conference, and dietary requirements and food allergies and sensitivities, but not messages sent between Attendees

- Attendees- located globally- Event Attendees can access their own responses,their own timeline of activities in which the Attendee participated at the event and list of contacts exchanged, list of other Attendees and information set to public including name, email address, phone numbers, position and company name, location, profile photo, interests and also speaker biographies including their name, position, and company name.

- Booth Sponsors – Global - Booth sponsors have access to a list of other Attendees (who have opted-in directly with a booth sponsor) and public information including name, email address, phone numbers, position, company name, location, profile photo, interests, and also speaker biographies including their name, position, and company name; and information about Attendees that express interest in receiving more information at their booth

- PixMob employees- One producer per event and one technical director will have access to the system to ensure everything is set properly and working. One lead developer might access

the data in case of emergency support for the event. Total of 3 PixMob employees, based in Montreal and 2 of them travelling to assist on the event on-site. Full admin right to the Tool to ensure proper setup and troubleshooting of issues encountered by Attendees or happening with the Tool, including ability to access messages sent between Attendees.

Depending on the scale and event location, the number, location, and roles for personnel with access personal data may vary from event to event. However, Klik are always based in Montreal, and EY event team members are primarily based in London.
The access rights detailed above involves transferring personal data in various jurisdictions (including jurisdictions outside the European Union) in which EY operates (EY office locations are listed at www.ey.com/ourlocations). EY will process your personal data in the Tool in accordance with applicable law and professional regulations in your jurisdiction. Transfers of personal data within the EY network are governed by EY's Binding Corporate Rules (www.ey.com/bcr).

7. Data retention
The policies and/or procedures for the retention of personal data in the Tool are: Data is retained for one month after the final event date.

Your personal data will be retained in compliance with privacy laws and regulations.

After the end of the data retention period, your personal data will be deleted.

8. Security
EY is committed to making sure your personal data is secure. To prevent unauthorized access or disclosure, EY has technical and organizational measures to safeguard and secure your personal data. All EY personnel and third parties EY engages to process your personal data are obliged to respect your data's confidentiality.

9. Controlling your personal data
EY will not transfer your personal data to third parties (other than any external parties referred to in section 6 above) unless we have your permission or are required by law to do so.
You are legally entitled to request details of EY's personal data about you.
To confirm whether your personal data is processed in the Tool or to access your personal data in the Tool, contact your usual EY representative or email your request to global.data.protection@ey.com.

10. Rectification, erasure, restriction of processing or data portability
You can confirm your personal data is accurate and current. You can request rectification, erasure, restriction of processing or a readily portable copy of your personal data by contacting your usual EY representative or by sending an e-mail to global.data.protection@ey.com

11. Complaints
If you are concerned about an alleged breach of privacy law or any other regulation, contact EY's Global Privacy Officer, Office of the General Counsel, 6 More London Place, London, SE1 2DA, United Kingdom or via email at global.data.protection@ey.com or via your usual EY representative. An EY Privacy Officer will investigate your complaint and provide information about how it will be handled and resolved.
If you are not satisfied with how EY resolved your complaint, you have the right to complain to your country's data protection authority. You can also refer the matter to a court of competent jurisdiction.

12. Contact us
If you have additional questions or concerns, contact your usual EY representative or email global.data.protection@ey.com.