



# PRIVACY POLICY

The following information about data collection activities applies to HDAW Conference Management and Personify for the event you are interested.

The data obtained by your use of the HDAW web site, [www.hdaw.org](http://www.hdaw.org), includes data collected using cookies and similar technologies and includes information about your browser, your IP address, the website you visited before coming to the HDAW web site (referring pages) and the pages you visited while on the HDAW web site. This includes the use of third parties for web analytics services, including Google Analytics. This data will be used to evaluate your use of the HDAW web site, to compile reports on site activity and providing services relating to your web site activity and Internet usage. This information may be transferred to third parties where required to do so by law, or where such third parties process the data on our behalf.

You may block the use of all these data collection capabilities by selecting the appropriate settings on your browser. Please note that if you do this you may not be able to use the full functionality of the web site and it might impact your overall experience. Your continued use of the web site without blocking these data collection capabilities will be subject to the collection and data usage outlined the paragraph immediately above.

If you choose to create a profile and/or log in using credentials from another site, then HDAW Conference Management, Personify and their sub-processors\* collect personal information\*\* on this page to:

- Analyze aggregated usage of Personify's technology platforms
- Identify traffic patterns
- Provide personalized information and support to you
- Improve Personify's services and solutions based on demand patterns
- Communicate with you about using these tools and participating in events

HDAW Conference Management and Personify do not sell or provide unauthorized access to this or any data it has. If you are a European Citizen and at any time after creating this profile or logging in, you wish to have your data deleted, please complete this form: [https://a2zinc.zendesk.com/hc/en-us/requests/new?ticket\\_form\\_id=360000549192](https://a2zinc.zendesk.com/hc/en-us/requests/new?ticket_form_id=360000549192) and request your profile to be forgotten. All personally identifiable information (PII) data will be removed from your profile in 30 business days following the request.

The data collected on this site may be sent through processing by Conference Management, Personify and their sub-processor databases for purposes including collecting, recording, organizing, standardizing, storage, use, alteration, transmission, combining, retrieval, consultation, archiving, and/or destruction. By checking the box or clicking "I agree" presented with the link to this information, you are giving Personify permission to collect this information for these uses.

\*Personify may add or make changes to the sub-processors at any time. The Sub-processor list can be found [here](#).

\*\*Personal information includes: name, email, title, associated company, business role, event participation type, passwords, unique id, log-ins, page visits, devices type, operating system and geographical location.