

# PRIVACY NOTICE

## Document Control

Reference: GDPR REC 4.1

Issue No: 1.0

Issue Date: 5/25/2018

Page: 1 of 7

## 1. Scope

All data subjects whose personal data is collected, in line with the requirements of the GDPR.

## 2. Responsibilities

- 2.1 The GDPR Owner is responsible for ensuring that this notice is made available to data subjects prior to Digestive Disease Week® (DDW) collecting/processing their personal data.
- 2.2 All Employees/Staff of DDW who interact with data subjects are responsible for ensuring that this notice is drawn to the data subject's attention and their consent to the processing of their data is secured.

## 3. Privacy notice

### 3.1 Who are we?

Digestive Disease Week® (DDW) is the world's largest gathering of physicians, researchers and industry in the fields of gastroenterology, hepatology, endoscopy and gastrointestinal surgery.

Our GDPR Owner and data protection representatives can be contacted directly here:

- [DataSupport@gastro.org](mailto:DataSupport@gastro.org)
- 4930 Del Ray Ave., Bethesda, MD 20814
- 301-654-2055

The personal data we would like to collect from you is:

<b>Personal data type:</b>	<b>Source</b> (where DDW obtained the personal data from if it has not been collected directly from you, the data subject. Note if the personal data has been accessed from publicly accessible sources):
Contact Information <ul style="list-style-type: none"><li>• Name</li><li>• Address</li><li>• Phone</li><li>• Email</li></ul>	<ul style="list-style-type: none"><li>• Applications</li><li>• Forms</li><li>• Registrations</li></ul>
Demographic Information <ul style="list-style-type: none"><li>• Practice area</li><li>• Gender</li><li>• Race</li><li>• Ethnicity</li><li>• Attendance at sessions</li></ul>	<ul style="list-style-type: none"><li>• Applications</li><li>• Forms</li><li>• Registrations</li></ul>
Accessibility preferences <ul style="list-style-type: none"><li>• Accommodation needs</li></ul>	<ul style="list-style-type: none"><li>• Forms</li><li>• Registrations</li></ul>

# PRIVACY NOTICE

## Document Control

Reference: GDPR REC 4.1

Issue No: 1.0

Issue Date: 5/25/2018

Page: 2 of 7

Credit Card Information <ul style="list-style-type: none"><li>• Credit card number</li><li>• Expiration Date</li><li>• CVV</li></ul>	<ul style="list-style-type: none"><li>• Registrations</li></ul>
Cookies	<ul style="list-style-type: none"><li>• Visits to website</li></ul>

The personal data we collect will be used for the following purposes:

- Contact Information
  - Provide benefits
  - Communications about the conference
  - Sale of mailing lists
  - Provided to sponsors of ePosters
- Demographic Information
  - Marketing
    - Tailored communication
    - Promotional emails for related events or services
  - Basic Science Travel Awards
  - Ensuring diversity on committees, awards, workgroups
  - Networking and tailoring DDW experience
  - Show which sessions are most popular for trending
  - Future viewing of sessions through session capture
  - Improve the conference for the attendee base
- Accessibility Preferences
  - ADA compliance
  - Provide the best experience at the conference
- Credit Card Information
  - Financial transactions

Our legal basis for processing for the personal data

- Processing online transactions
- Providing services related to the DDW Conference

The special categories of personal data concerned are:

- Race
- Ethnic origin

### 3.2 Consent

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified.

Consent is required for DDW to process personal data, but it must be explicitly given. Where we are asking you for sensitive personal data we will always tell you why and how the information will be used.

You may withdraw consent at any time by contacting [DataSupport@gastro.org](mailto:DataSupport@gastro.org).

### 3.3 Disclosure

DDW will pass on your personal data to third parties without first obtaining your consent. The following third parties will receive your personal data for the following purpose(s) as part of the processing activities:

- Convention Data Services
- LDI
- ATIV Software
- Digital Acumen
- Freeman
- Clarivate (Scholar One)
- OnPeak
- Feather
- InGo
- Sonic Foundry
- A2Z
- Real Magnet

### 3.4 Retention period

DDW will process personal data prior to and immediately following DDW and will store the personal data for four years in alignment with our conference site rotation schedule, in order to improve the customer experience.

### 3.5 Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right of access: you have the right to request a copy of the information that we hold about you.
- Right of rectification: you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten: in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing: where certain conditions apply to have a right to restrict the processing.
- Right of portability: you have the right to have the data we hold about you transferred to another Organization.
- Right to object: you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling: you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that DDW refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in clause 3.6 below.

All of the above requests will be forwarded on should there be a third party involved (as stated in 3.4 above) in the processing of your personal data.

### 3.6 Complaints

In the event that you wish to make a complaint about how your personal data is being processed by DDW (or third parties as described in 3.4 above), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and DDW's data protection representatives GDPR Owner.

The details for each of these contacts are:

	<b>Supervisory authority contact details</b>	<b>GDPR Owner contact details</b>
Contact Name:	Mr Giovanni Buttarelli, European Data Protection Supervisor	Sarah Manwell, Director Business and Data Analyses
Address line 1:	Rue Wiertz 60	4930 Del Ray Ave.
Address line 2:	1047 Bruxelles/Brussel	Bethesda, MD 20814
Address line 3:	Office: Rue Montoyer 63, 6th floor	
Address line 4:		
Address line 5:		
Email:	<a href="mailto:edps@edps.europa.eu">edps@edps.europa.eu</a>	<a href="mailto:datasupport@gastro.org">datasupport@gastro.org</a>
Telephone:	+32 2 283 19 00	301-654-2055

### 3.7 Privacy statement

Read more about how and why we use your data here <http://www.ddw.org/privacy>. Current on website.

## 4. Online privacy statement

### Personal data

Under the EU's General Data Protection Regulation (GDPR) personal data is defined as:

"any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person".

## How we use your information

This privacy notice tells you how we, DDW, will collect and use your personal data for:

- Improving the website user experience
- Providing benefits
- Communicating about the conference
- Sale of mailing lists
- Providing to sponsors of ePosters
- Marketing
  - Tailored communication
  - Promotional emails for related events or services
- Basic Science Travel Awards
- Ensuring diversity on committees, awards, workgroups
- Networking and tailoring DDW experience
- Session popularity and trends
- Future viewing of sessions through session capture
- Improving the conference for the attendee base
- ADA compliance
- Financial transactions

## Why does DDW need to collect and store personal data?

In order for us to provide you with service at DDW and improve your conference experience we need to collect personal data for correspondence purposes and detailed service provision. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

## Will DDW share my personal data with anyone else?

We may pass your personal data on to third-party service providers contracted to DDW in the course of dealing with you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide on our behalf. When they no longer need your data to fulfill this service, they will dispose of the details in line with DDW's procedures. If we wish to pass your sensitive personal data onto a third party we will only do so once we have obtained your consent, unless we are legally required to do otherwise.

## How will DDW use the personal data it collects about me?

DDW will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavor to keep your information accurate and up to date, and not keep it for longer than is necessary. DDW is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector

requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

### Under what circumstances will DDW contact me?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimize the risk of unauthorized access or disclosure.

### Can I find out the personal data that the Organization holds about me?

DDW at your request, can confirm what information we hold about you and how it is processed. If DDW does hold personal data about you, you can request the following information:

- Identity and the contact details of the person or Organization that has determined how and why to process your data. In some cases, this will be a representative in the EU.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of DDW or a third party, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- If we intend to transfer the personal data to a third country or international Organization, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

### What forms of ID will I need to provide in order to access this?

DDW accepts any of the following forms of ID when information on your personal data is requested:

- Passport

# PRIVACY NOTICE

## Document Control

Reference: GDPR REC 4.1

Issue No: 1.0

Issue Date: 5/25/2018

Page: 7 of 7

- Driving License
- Birth Certificate

### Contact details of the Data Protection Officer / GDPR Owner:

	<b>Data Protection Officer / GDPR Owner contact details</b>
Contact Name:	Sarah Manwell, Director Business and Data Analyses
Address line 1:	4930 Del Ray Ave.
Address line 2:	Bethesda, MD 20814
Email:	DataSupport@gastro.org
Telephone:	301-654-2055

### *Document Owner and Approval*

The GDPR Owner is the owner of this document and is responsible for ensuring that this record is reviewed in line with the review requirements of the GDPR.

A current version of this document is available to all members of staff on the corporate intranet and is published.

Signature:

Date:

### Change History Record

Issue	Description of Change	Approval	Date of Issue
1	Initial issue	Sarah Manwell	05/25/2018