

CompleteReg Privacy and Data Policies

Summary

This policy is intended to clearly communicate how CompleteReg collects, uses, protects, and otherwise handles your Personally Identifiable Information on behalf of the event organizer who has contracted with CompleteReg to provide registration.

What is CompleteReg?

CompleteReg is a services company specializing in registration for the events industry. We process event registrations on behalf of tradeshow, associations, and corporations that manage live events and conventions.

Privacy Statement

CompleteReg, is committed to respecting the privacy of our customers and all visitors to our websites. It is our belief that individuals ultimately have the right to understand and control how their personal data is used. We have instituted policies and procedures to ensure your privacy rights are protected.

CompleteReg will, so far as is reasonably practical, comply with the privacy and data protection principles of all countries and with all laws within the United States to ensure that all data is:

Fairly and lawfully processed

Obtained and used for specific and clearly stated purposes

Adequate, relevant, and not excessive

Accurate and up-to-date

Not kept for longer than necessary

Processed in accordance with your rights

Secure

Not transferred to other countries without adequate protection

What is “Personally Identifiable Information (PII)?”

Personally identifiable information, or PII, as described in US privacy laws, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual. You can be identified from information such as your name, email address, phone number, home address, driver’s license number, and passport number. You may also be identified from information such as an online identifier, IP address, unique device ID, or website cookie; this type of information becomes PII when combined with information that further identifies who you are.

When Do We Collect Information?

Generally, those who wish to attend conventions, conferences, trade shows, or similar events will register for those events online or over the telephone. During the process of that registration, you share with us personal information about yourself which generally includes contact information, demographics pertaining to your trade or profession, and payment information. Alternatively, we may collect association membership data directly from the organization to which you belong.

It is CompleteReg’s policy not to accept or store personally identifiable information from children under 16 years of age without parental consent.

What Information Do We Collect?

Our registration websites are somewhat different depending on requirements of show management, but we typically collect your contact information required for attendance at an event, including:

Name

Company/Title

Address

Email Address

Phone Number

Additionally, we collect what is known as “demographic” information. Demographics vary widely from event to event, but in general are consist of information useful to exhibitors with whom you may wish to exchange information at the show. Examples include:

Your role at your company

Credentials for certain industries

Whether you are able to purchase on behalf of your employer

Product areas of interest to you

We also collect payment information to process payments, but we only store the last 4 digits of the credit card.

How CompleteReg Uses Your Data

We may use the information we collect from you when you register, and/or make a purchase, in the following ways:

Email advance notice of and/or invitation to events

Send emails to confirm your registration

Look up and print your physical badge for an event

Generate certificates of attendance, credentials, etc. as may be applicable for your event

Track attendance to event courses or sessions, where applicable

Process your payment transactions

Follow up with you after correspondence (live chat, email, or phone inquiries)

Allow us to better service you in responding to your customer service requests

How CompleteReg May Share Your Data

Share with the event organizer (trade association, etc.).

Share with third parties involved in the event process at the request of event organizers (e.g., hotel booking companies, lead retrieval companies).

Potentially share with exhibitors and sponsors at the event through badge scanning onsite at the event. You control the access by physically presenting your badge for scanning.

Some shows employ tools (Attendee List and Exhibitor Emails) which allow event exhibitors to send you emails and/or direct mail. These applications generally do not allow exhibitors direct access to your contact information, and you may opt out of inclusion in these marketing lists during the registration process.

Once your data has been shared with a third party, CompleteReg no longer has direct control over that information, but we require our partners to agree to follow all state and country privacy laws.

Tracking

When you visit our websites, we may automatically collect statistics about your visit. This information does not identify you personally, but rather about your visit to our website. We may monitor statistics such as how many people visit our site, which pages people visit, from which domains our visitors come, and which browsers people use. We use these statistics about your visit for aggregation purposes, not to track what specific individuals are doing on our sites. We do this for many reasons, including the following:

To recognize new visitors to our websites

To recognize past visitors

To present more personalized content, to improve your website experience, optimize your browser experience, and provide site and service enhancements

So we can better understand our audience, our customers, our website visitors, and their respective interests

Cookies are small tracking files that a site or its service provider transfers to your computer's hard drive through your Web browser that enables our systems to recognize your browser and capture and remember certain information. We use cookies in our sites so they "remember" who you are as you navigate from page to page and process the items in your shopping cart. Typically, a cookie will contain a user or session identifier without containing personal information about the user. We, along with third-party vendors such as Google use cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to track website and app performance.

Your Rights

We recognize that all personal information you submit to CompleteReg belongs to you, and that we use your data only with your permission. You have the following specific rights:

Be Informed: We will tell you exactly how we use your data in clear, plain language.

Consent: CompleteReg will not store or use your data without your consent. If we get your data from a membership organization or another source, we will ensure that they are also compliant with GDPR consent regulations.

Access and Portability: View and download all personal data CompleteReg may store.

Modification: Request changes or updates to any personal data CompleteReg stores.

Erasure: Request that CompleteReg purge all personal identifying information at any time.

How We Protect Your Personal Information

We implement a variety of security measures to maintain the safety of your personal information. Specific data security measures include:

No sensitive personal information (SPI) such as credit card numbers, bank account numbers, passport, and social security numbers is stored on COMPLETEREG servers. Transactions involving credit cards are processed directly through a payment gateway such as PayPal and full credit card numbers are not stored.

All personal data is stored on physically secure hardware behind network firewalls.

Access to the data requires login credentials.

All data processed through websites is encrypted in transit and at rest.

In the unlikely event of a data breach, CompleteReg has policies in place to notify affected parties.

Data security is regularly audited by third parties.

Other Third-Party Websites and Links

Registration websites or CompleteReg's corporate website may contain links to other web sites. Please note that this Data Protection and Privacy Policy does not cover the privacy practices of the web sites of our partners and affiliates, and we are not responsible for the privacy practices or the content of such web sites, partners, or affiliates. You should be careful to review any privacy policies of such web sites, partners or affiliates. CompleteReg does require its partners to comply with all privacy and data security policies and regulations.

Adherence to Privacy Laws and Practices

CompleteReg recognizes principles and requirements of international and domestic privacy acts including but not limited to General Data Protection Regulation (GDPR), OPPIA, and Fair Information Practices, through our Privacy and Data Protection Policy.

Contact Us

If you have any questions regarding this Privacy Policy, what personal data we have collected relating to your registration or information request; the practices of CompleteReg; you, or agent authorized on your behalf, request to be forgotten, please contact us at:

CompleteReg

13829 Springstone Drive

Clifton, VA 20124

USA

703-815-7374

dataprivacy@CompleteReg.com

Should you wish to view, modify, or erase your data, or need to know with whom COMPLETEREG has shared your data, you can make that request by sending an email to dataprivacy@CompleteReg.com. CompleteReg will respond to any requests for information or erasure within 30 days.

Changes to This Policy

This Privacy Policy may be amended from time to time to reflect changes in data privacy and protection regulations.

Updated: 09/11/2020