

PRIVACY NOTICE

This privacy notice explains how We, the European Fruit Juice Association AISBL; IFU, International Fruit and Vegetable Juice Association; SGF International e.V., ("We", "us", "our"), are committed to complying with EU Privacy Law. This privacy notice (the "Notice") describes how We, as a controller of Personal Data, process the personal information of certain categories of Data Subjects that are not associated to us.

In carrying out our activities, We process Personal Data relating to individuals/or companies attending events and conferences ("You") in the policy areas that We are involved in.

We are a data controller. This means that We are responsible for deciding how We collect and use (process) Personal Data about You. We are required under GDPR to notify You of the information contained in this Notice.

1. What Personal Data do We hold about You?

Depending on who You are, We collect different Personal Data from You, for specified purposes and based on a specific legal ground.

Data Subjects	Personal Data Collected	Purposes	Sources	Legal Basis
Individuals attending conferences (such as the Juice Summit) and events	Name, job title, email address, organization You work in, food preferences or allergies. If you are a speaker, your picture and biography	To run the registration process, including to send You the payment information for your registration, to send details of the events and follow-up emails. To invite You to future events and to populate the attendance list	The platform we use to run the registration process, business cards, email you send us, oral exchanges	Legitimate interest – We believe that, as a company/federation active in the fruit juice industry We have the legitimate interest to contact You and invite You to our events When We run the registration process, We populate the attendance list and invite You to future events We rely on your consent
Individuals attending virtual meetings	ID (name You enter to access the meeting), device information, location, network type, microphone information, camera, speaker set, entry time, leaving time	To allow You to join the event and run the event	Through our platform	Legitimate interest – We believe that, as a company/federation active in the fruit juice industry We have the legitimate interest to contact You and invite You to our events. When We run the registration process, We populate the attendance list and invite You to future events We rely on your consent

We also collect information about You or your device each time you visit our website. This information may be considered to be Personal Data either in itself or when combined with other information about you. This include technical information, including the Internet protocol (IP) address used to connect your device to the Internet

and browser type and version as well as information about your visit, including the dates and times you use our website, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), etc.

2. **Change of purpose**

We will only use your Personal Data for the purposes for which We collected it, unless We reasonably consider that We need to use it for another reason and that reason is compatible with the original purpose. If We need to use your Personal Data for an unrelated purpose, We will notify You and We will explain the legal basis which allows us to do so.

3. **Which third-parties process your Personal Data? Do We Share, Disclose or Transfer Personal Data?**

In order to conduct our activities, We may have to share or disclose your Personal Data with third parties, including third-party service providers.

We share your Personal Data with:

- a) IT experts
- b) Marketing platforms (e.g., WIX);
- c) Event-management platforms (including Pretix, OneTec and DDMC Event Design) as well as meeting venues only for purposes of organizing the events;
- d) Online and mobile payments platform (Pretix),.
- e) Our outside counsels; and
- f) Other external parties We may cooperate with to run specific projects; (e.g. other industry associations and consultants).

The Personal Data that We collect about You may be transferred to, and stored at, one or more countries outside the European Economic Area ("EEA"). In such cases, We will take appropriate steps to ensure an adequate level of data protection in the country of the recipient as required under the GDPR. If We cannot ensure such an adequate level of data protection, your Personal Data will only be transferred outside the EEA if You have given your prior consent to the transfer. If you would like to know more on how we transfer Personal Data you can contact us at privacy@AIJN.eu.

4. **Data security**

Your Personal Data are treated as confidential.

We never pass on your contact details to third-parties for commercial purposes.

In order to safeguard your Personal Data from unauthorized access, collection use, disclosure copying, modification, disposal or similar risks, We have put in place appropriate administrative, physical and technical measures. We update and test our security technology on an ongoing basis. We restrict access to your Personal Data to

those employees and staff who need to know that information to provide benefits or services to You. In addition, We train our staff about the importance of confidentiality and maintaining the privacy and security of your information. We commit to taking appropriate disciplinary measures to enforce our staff' privacy responsibilities.

5. **How long will We retain your Personal Data?**

Your Personal Data are stored as long as necessary to achieve and fulfill the purposes as described in the table below, subject to longer storage which will be justified by the legitimate interest which may arise from the AIJN.

We undertake, absent of any Processing activities within a period of 24 months, to delete the Personal Data We hold on You. However, We may retain your Personal Data under EU or national laws. We may retain electronic copies of files containing Personal Data created pursuant to automatic archiving or back-up procedures which cannot reasonably be deleted. In these cases, We shall ensure that the Personal Data are not further actively processed.

6. **Your rights in connection with Personal Data**

Under certain circumstances, under EU Privacy Law, You have the right to:

- (a) **Request access** to your Personal Data. This enables You to receive a copy of the Personal Data We hold about You and to check that We are lawfully Processing it.
- (b) **Request correction** of the Personal Data that We hold about You. This enables You to have any incomplete or inaccurate information We hold about You corrected.
- (c) **Request erasure** of your Personal Data. This enables You to ask us to delete or remove Personal Data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your Personal Data where You have exercised your right to object to Processing (see below).
- (d) **Request the restriction of Processing** of your Personal Data. This enables You to ask us to suspend the Processing of Personal Data about You, for example if You want us to establish its accuracy or the reason for Processing it.
- (e) **Request the transfer** of your Personal Data to another party (right to data portability).

To exercise your rights as Data Subject, make queries or complaints, please contact privacy@AIJN.eu.

When You provided your consent to the collection, Processing and transfer of your Personal Data for a specific purpose, You have the right to withdraw your consent for that specific Processing at any time.

When We process your Personal Data based on our legitimate interest (or those of a third party), You have the right to object to such Processing. To withdraw your consent or object to the Processing, please contact privacy@AIJN.eu.

If You are dissatisfied with any aspect of our handling of your Personal Data, You have the right to make a complaint at any time to the relevant Supervisory Authority.

7. **Changes to Notice**

We may revise this privacy Notice from time to time and any revisions will be made available to You via our website.

8. **Our contact details**

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SGF, Sure Global Fair
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9. **Glossary**

In this Notice:

"EU Privacy Law" means the General Data Protection Regulation 2016/679 (**"GDPR"**) and the Belgian national privacy laws, as amended from time to time.

"Data Subject" means an identified or identifiable individual.

"Personal Data" means any information relating to an identified or identifiable natural person.

"Processing" means any operation performed on Personal Data, manually or by automated means, such as collection, recording, organization, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

"Supervisory Authority" means the Belgian Data Protection Authority or the relevant data protection authority of the data subjects' habitual residence or place of work.