

ECHO Privacy Policy

Privacy Policy

Last updated: 01/07/2017

ECHO Festival Dubai ("us", "we", or "our") operates <http://www.echodubai.com> (the "Site"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site.

We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

1. Collecting personal information

1.1 We may collect, store and use the following kinds of personal information:

- (a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths);
- (b) Information that you provide to us when registering with our website (including your email address);
- (c) Information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters (including your name and email address);
- (e) Information that you provide to us when using the services on our website, or that is generated in the course of the use of those services (including the timing, frequency and pattern of service use);
- (f) Information relating to any purchases you make of our services or any other transactions that you enter into through our website (including your name, address, telephone number, email address and card details);
- (g) Information contained in or relating to any communications that you send to us or send through our website (including the communication content and Meta data associated with the communication);
- (i) Any other personal information that you choose to send to us; and
- (j) Information contained in opt-in forms that might be used by third parties
- (k) anonymous cookie ID, Advertising ID, and/or device ID to segment user groups for marketing purposes, and to execute retargeting campaigns in order to deliver personalised advertising by Event Manager Blog or authorized third parties

1.2 Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with this policy.

2. Using your personal information

2.1 Personal information submitted to us through our website and resources, including publications and webinars, will be used for the purposes specified in this policy or on the relevant pages of the website or individual resources.

2.2 We may use your personal information to:

- (a) Supply to you services purchased or subscribed to through our website, including but not limited to the transmission of your data to the Convention Industry Council following your application for credits on our CMP Portal;
- (b) Send statements, invoices and payment reminders to you, and collect payments from you;
- (c) Send you non-marketing commercial communications;
- (d) Send you email notifications that you have specifically requested;
- (e) Send you our email newsletters, if you have requested it (you can inform us at any time if you no longer require the newsletter);
- (f) send you marketing communications relating to our business (or the businesses of carefully-selected third parties) which we think may be of interest to you, by email or similar technology (you can inform us at any time if you no longer require marketing communications);]
- (g) Provide third parties with statistical information about our users;
- (H) deal with enquiries and complaints made by or about you relating to our website;
- (i) Keep our website secure and prevent fraud;

2.3 If you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the licence you grant to us.

3. Disclosing personal information

3.1 We may disclose your personal information:

- (a) To the extent that we are required to do so by law;
- (b) In connection with any on-going or prospective legal proceedings;
- (c) In order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
- (d) To the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling; and
- (e) To any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.
- (f) To authorized third parties when you submit your data to access our resources, including but not limited to eBooks, webinars, and reports.

3.2 Except as provided in this policy, we will not provide your personal information to third parties.

4. Security of your personal information

4.1 We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

4.2 You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

4.3 You are responsible for keeping any password you should use for accessing our website confidential; we will not ask you for your password (except when you log in to our website).

5. Amendments

5.1 We may update this policy from time to time by publishing a new version on our website.

5.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

5.3 We may notify you of changes to this policy by email.

6. Your rights

6.1 You will usually either expressly agree in advance to our use of your personal information for marketing purposes by us or third parties, or we will provide you with an opportunity to opt out of the use of your personal information for marketing purposes.

7. Third party websites

7.1 Our website includes hyperlinks to, and details of, third party websites.

7.2 We have no control over, and are not responsible for, the privacy policies and practices of third parties.

8. Updating information

8.1 Please let us know if the personal information that we hold about you needs to be corrected or updated.

9. Cookies

9.1 Cookies are information packets sent by web servers to web browsers, and stored by the web browsers.

9.2 The information is then sent back to the server each time the browser requests a page from the server. This enables a web server to identify and track web browsers.

9.3 There are two main kinds of cookies: session cookies and persistent cookies. Session cookies are deleted from your computer when you close your browser, whereas persistent cookies remain stored on your computer until deleted, or until they reach their expiry date.

9.4 Cookies on Our Website. Event Manager Blog uses the following cookies on this website, for the following purposes:

(a) Social Media Cookies

(B) Google Analytics Cookies

(c) Ecommerce Cookies

9.5 Google Cookies. Event Manager Blog uses Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store and use this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.]

9.4 Refusing Cookies. Most browsers allow you to refuse to accept cookies.

(a) In Internet Explorer, you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector.

(b) In Firefox, you can adjust your cookies settings by clicking "Tools", "Options" and "Privacy".

9.5 Blocking cookies will have a negative impact upon the usability of some websites.

10. Remarketing

We may use Google's remarketing service to target our or third party's ads to you based on your prior use of the Site when you visit on other sites in Google Display or Search Network.

11. Our details

11.1 This website is owned and operated by MICE INTL.

11.2 We are registered in the United Arab Emirates.

11.3 You can contact us by using our website contact form or by email to www.miceintl.com

Changes to This Privacy Policy

This Privacy Policy is effective as of July 2017 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.