

WAYS & MEANS EVENTS LIMITED

DATA PRIVACY POLICY

Welcome to Ways & Means Events Limited's data privacy policy.

Ways & Means Events Limited ("**Ways & Means**" or "**we**") respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from), when you contact us via email or phone, and when your data is shared with us in connection with an event we are working on. It also tells you about your privacy rights and how the law protects you.

1. Important information and who we are

Purpose of this privacy policy

This privacy policy aims to give you information on how Ways & Means collects and processes your personal data through your use of this website, including any data you may provide through this website when you complete any forms on our site or send any information to us, as well as any data that you provide to us in person, via email or on the phone, and any data provided to us by an event organiser in connection with an event we are contracted to deliver.

It is important that you read this privacy policy so that you are fully aware of how and why we are using your data.

We do not knowingly collect data relating to children and do not use any data relating to children.

Our role — when we are a controller and when we are a processor

Ways & Means acts in two different capacities depending on whose data we are handling, and it matters which one applies to you.

- **We are a controller** of the personal data of our own clients, prospective clients, website visitors, marketing contacts, suppliers and staff. We decide why and how that data is used, and this policy describes that use.
- **We are a processor** of the personal data of exhibitors, contractors, sub-contractors, venues and venue contractors that an event organiser shares with us so we can deliver their event. In that case the organiser is the controller. We use that data only on the organiser's documented instructions and for the event to which it relates, and the organiser's own privacy notice governs it.

Where we act as a processor, we will not appoint a new sub-processor to handle organiser-supplied data without the authorisation required by our contract with that organiser. A current list of the systems and sub-processors we use is at Appendix A.

Contact details

We are responsible for this policy. If you have any questions on it, including any requests to exercise your legal rights under section 11, *Your legal rights*, please contact us using the details set out below:

- Full name of legal entity: Ways & Means Events Limited
- Email address: info@waysandmeansevents.com
- Postal address: 27 Mortimer Street, London W1T 3BL

Your duty to inform us of changes

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit. Such third parties may include:

- Service providers acting as processors, including providers based in the United States, who provide IT, storage, database, email and AI-assisted software services. These are listed by name at Appendix A which may be amended by us from time to time;
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services;
- HM Revenue & Customs, regulators and other authorities based in the United Kingdom who require reporting of processing activities in certain circumstances; or
- Our clients and customers, and the official contractors, suppliers and venues appointed for an event.

2. The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes first name, last name, username or similar identifier, job title and the organisation you represent.
- **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of services you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Usage Data** includes information about how you use our website and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

Special categories of personal data

We do not seek to collect special categories of personal data, and we ask that they are not sent to us unless they are necessary for the safe running of an event.

However, in the course of collating health and safety and accessibility documentation for an event, we may receive limited information that constitutes special category data under Article 9 of the UK General Data Protection Regulation (**UK GDPR**) and the Data Protection Act 2018 (**DPA 2018**)— for example accessibility

requirements, dietary requirements that reveal a medical condition, or information contained in risk assessments and method statements.

Where this happens we handle that information only for the purpose for which it was provided, restrict access to those who need it to run the event, hold it for no longer than necessary, and do not enter it into AI-assisted tools (see section 5, *Our use of AI-assisted tools*). Where the data was supplied to us by an event organiser, it is the organiser's responsibility as controller to establish the Article 9 condition relied upon.

We do not collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you. In this case we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

3. How is your personal data collected?

We use different methods to collect data from and about you, including through:

- **Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise.
- **Event organisers and clients.** Our clients provide us with contact and event data relating to exhibitors, contractors, sub-contractors, venues and venue contractors so that we can deliver the event on their behalf. Where this happens, we act as processor and the organiser acts as controller.
- **Automated technologies or interactions.** As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies.
- **Third parties or publicly available sources.** We will receive Technical Data from analytics providers, advertising networks and search information providers such as Google, based outside the UK; and Contact, Financial and Transaction Data from providers of technical, payment and delivery services.

Cookies

We use cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive. We use strictly necessary cookies which are essential to provide you with services available through the website and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.

You can manage your cookie preferences at any time by using our cookie banner. You may accept all cookies, disable cookies where possible to do so or adjust settings by category. You can also control cookies through your browser settings, including blocking or deleting cookies. How to do this depends by browser. Please note that disabling certain cookies may affect the functionality and performance of the website and some features may not work as intended.

4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where our clients have provided third-party personal data so that we can conduct our work on their behalf, in which case we act on their documented instructions.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where it is necessary for our recognised legitimate interests (**RLIs**). These are different to legitimate interests. RLIs apply where there are public interest reasons for processing (such as preventing or detecting crime, safeguarding individuals, responding to emergencies, supporting national or public bodies when they confirm it is necessary for their official functions). RLIs are legally recognised within data protection law. Where we rely on an RLI, we will ensure the use is strictly necessary and only use or share the minimum data required.
- Where we need to comply with a legal obligation.

Generally we do not rely on consent as a legal basis for processing your personal data, although we will get your consent before sending third-party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

Purposes for which we will use your personal data

We have set out below a description of all the ways we plan to use your personal data and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate. Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data.

Purpose / Activity	Type of data	Lawful basis for processing, including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your service, including: (a) manage payments, fees and charges; (b) collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you, including: (a) notifying you about changes to our terms or privacy policy; (b) asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our services)
To deliver the events, exhibitions and shows we are contracted to work on, including liaison with exhibitors, contractors, sub-	(a) Identity (b) Contact (c) Transaction	(a) Performance of a contract (b) Necessary for the legitimate interests of our client and of the individuals concerned (to enable the event to run safely and effectively)

Purpose / Activity	Type of data	Lawful basis for processing, including basis of legitimate interest
contractors, organisers, venues and venue contractors		(c) Where we act as processor, we process on the documented instructions of our client as controller
To collate and share health, safety and accessibility documentation required for the safe running of an event	(a) Identity (b) Contact (c) Health and accessibility information, where provided	(a) Necessary to comply with a legal obligation (health and safety law) (b) Where health information is involved, Article 9(2)(b) UK GDPR (obligations in the field of employment and health and safety) and/or explicit consent obtained by the organiser
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security and to prevent fraud) (b) Necessary to comply with a legal obligation
To use AI-assisted software tools to draft, summarise, search and organise event documentation and correspondence, under human review	(a) Identity (b) Contact (c) Transaction (d) Usage	(a) Necessary for our legitimate interests (to deliver our services efficiently and accurately) (b) Where we act as processor, on the documented instructions and with the authorisation of our client as controller
To use data analytics to improve our website, services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to develop our services and grow our business)

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. You will receive marketing communications from us if you have requested information from us or purchased services from us and you have not opted out of receiving that marketing.

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes. You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you, or by contacting us at any time.

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. Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. Our use of AI-assisted tools

We use AI-assisted software to help us work more quickly and accurately — for example to draft and check correspondence, summarise documents, and search and organise event records. At the date of this policy the tool we use for this is Claude, provided by Anthropic, on a business plan. Claude is connected to our Airtable event database, which means that when a member of our team asks it a question about an event, it may retrieve relevant records from Airtable in order to answer.

What this means for your data

- Personal data may be sent to Anthropic when it forms part of a request or is retrieved from a connected system in order to answer one. Anthropic acts as our processor and is listed at Appendix A.
- Anthropic does not use the content of our business account to train its models. This is a contractual commitment under the data processing terms that apply to business plans.
- Data is processed on infrastructure in the United States. The transfer safeguards described at section 7, *International Transfers*, apply.
- We do not use these tools to make automated decisions that produce legal effects concerning you or similarly significantly affect you. Output is reviewed by a member of our team before it is used or sent.
- We do not enter special category data, financial account details, or bulk exports of contact data into these tools.
- Where we act as processor for an event organiser, we will use AI-assisted tools on that organiser's data only where our contract with them permits it and they have authorised Anthropic as a sub-processor.

We are committed to using AI responsibly and ethically. To this end, we implement reasonable and appropriate controls to manage the use of AI tools, including rigorous validation procedures to mitigate and prevent inappropriate bias in AI outputs. These measures ensure that the results generated by AI are fair, accurate, and aligned with the purposes for which they are intended.

Safeguards for AI Use and Your Rights

Your personal data will only be processed using AI tools in ways that are lawful, transparent, and consistent with the purposes outlined in this privacy policy. To protect your rights, we apply the following safeguards when using AI technologies:

1. **Human Oversight:** AI-driven processes that could result in decisions with legal or similarly significant effects are subject to meaningful human oversight to ensure fairness, accuracy, and accountability.
2. **Bias Prevention:** We continuously assess and address potential biases in AI algorithms and models to ensure that outputs are equitable and inclusive.
3. **Data Protection:** All data processed using AI is handled securely and in compliance with applicable data protection laws.
4. **Transparency:** We strive to provide clear information about how AI tools are used, the purposes of its use, and the potential impacts on you.

Your choices

If you would prefer that your personal data is not processed using AI-assisted tools, please contact us using the details in section 1, *Important information and who we are*, and we will discuss what is possible. Where we are acting on behalf of an event organiser, we will refer your request to them.

6. Disclosures of your personal data

We may share your personal data with the parties set out below for the purposes described in the table at section 4, *How we use your personal data*. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

- The event organiser who engaged us, and the official contractors, suppliers and venues appointed for the event.
- The IT, storage, database, email and AI service providers named at Appendix A.
- Professional advisers including lawyers, bankers, auditors and insurers.
- HM Revenue & Customs, regulators and other authorities.
- A third party in the event that we sell or transfer any part of our business or assets.

Where we share exhibitor or contractor data with the official contractors and partners for an event, we advise those contractors of their obligations under UK GDPR, the DPA 2018, the Data (Use and Access) Act 2025 and the Privacy and Electronic Communications Regulations.

7. International transfers

Several of the service providers listed at Appendix A are based outside the United Kingdom (**UK**) and European Economic Area, so their processing of your personal data involves a transfer of data outside the UK — principally to the United States.

Where personal data is transferred to a country that has not been recognised by the UK government as providing an adequate level of data protection, we put in place additional safeguards. These take the form of the International Data Transfer Agreement, or the standard contractual clauses approved for use in the UK together with the UK International Data Transfer Addendum, supported by a transfer risk assessment where required.

You may request a copy of the safeguards we rely on for a particular transfer by contacting us using the details in section 1, *Important information and who we are*.

8. Data security

Unfortunately, the transmission of information via the internet is not completely secure. Although we will take reasonable steps to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk.

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

Access to our systems, including our event database and any connected AI-assisted tools, is granted on a least-privilege basis and reviewed when a member of the team joins or leaves. We request that our third-party contractors and site service providers follow similar standards of security and confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

9. Data retention

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements.

For event data, our standard position is that personal data is retained throughout the event or exhibition planning process and until 12 months after the show has taken place, in case of any disputes or complaints that need resolution. Exhibitor contact details are deleted within one year after the show takes place, or sooner in some cases. Where an organiser instructs a shorter period, that instruction takes precedence.

Conversation records held in our AI-assisted tools are subject to the same review, and are deleted when they are no longer needed for the event to which they relate.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure, the purposes for which we process it and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances you can ask us to delete your data: see section 11, *Your legal rights*, for further information. In some circumstances we will anonymise your personal data so that it can no longer be associated with you, in which case we may use this information indefinitely without further notice to you.

10. Glossary

Consent means when you freely provide a specific, informed and unambiguous indication of your wishes through a written statement or clear affirmative action.

Controller means the organisation that decides why and how personal data is processed.

Processor means an organisation that processes personal data on a controller's instructions and on its behalf.

Sub-processor means a third party engaged by a processor to carry out part of the processing on the controller's behalf.

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service and the most secure experience. We make sure we consider and balance any potential impact on you and your rights before we process your personal data for our legitimate interests.

Recognised Legitimate Interest means a specified purpose for handling personal data that is in the public interest and covers situations, such as crime prevention, public security, national security or defence, safeguarding, emergencies or sharing personal information to help other organisations perform their public tasks or official functions. Although there is no requirement for us to assess whether a person's rights,

freedoms or interests outweigh the recognised legitimate interest, we must consider whether the activity we want to do is necessary.

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party, or to take steps at your request before entering into such a contract.

Comply with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

11. Your legal rights

Under certain circumstances you have rights under data protection laws in relation to your personal data. Where we hold your data as a processor on behalf of an event organiser, we will pass your request to that organiser and support them in responding to it.

- **Request access** to your personal data (commonly known as a data subject access request). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal data that we hold about you, though we may need to verify the accuracy of the new data you provide to us.
- **Request erasure** of your personal data where there is no good reason for us continuing to process it. Note that we may not always be able to comply with your request for specific legal reasons, which will be notified to you at the time.
- **Object to processing** of your personal data where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object. You also have the right to object where we are processing your personal data for direct marketing purposes.
- **Request restriction of processing** of your personal data, for example while its accuracy is established, or where our use is unlawful but you do not want it erased.
- **Request the transfer** of your personal data to you or to a third party in a structured, commonly used, machine-readable format. This right only applies to automated information which you initially provided consent for us to use, or where we used the information to perform a contract with you.
- **Withdraw consent at any time** where we are relying on consent to process your personal data. This will not affect the lawfulness of any processing carried out before you withdraw your consent.

No fee usually required, and time limits

You will not have to pay a fee to access your personal data or to exercise any of your other rights. However, we may charge a reasonable fee, or refuse to comply, if your request is clearly unfounded, repetitive or excessive. We may need to request specific information from you to confirm your identity. We try to respond to all legitimate requests within one month; occasionally it could take longer if your request is particularly complex or you have made a number of requests, in which case we will notify you and keep you updated.

12. Data Protection Complaints

We are committed to protecting your personal data and take all complaints regarding the handling of your personal data seriously. This policy outlines the procedure for managing complaints.

You have the right to complain to us if you are dissatisfied with the way we handle your personal data, including but not limited to insecure handling of your personal data, failing to meet data protection rights, such

as subject access requests, or unfair or unlawful processing of your personal data. You can make a complaint by emailing us at info@waysandmeansevents.com or writing to us at 27 Mortimer Street, London W1T 3BL.

When making a complaint, please include your full name, contact details and full details of the complaint. We will acknowledge receipt of your complaint within 30 days, and your complaint will be investigated by us. A substantive response will be provided to you without undue delay.

For the purpose of improving our services, we will keep records of all data protection complaints, including the nature of the complaint and the actions taken.

If you are dissatisfied with our response, you have the right to complain directly to the ICO at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

13. Changes to the privacy policy

We keep our privacy policy under regular review. This version was last updated on 10 September 2026.

Appendix A — Systems and sub-processors

This appendix lists the third-party systems in which personal data handled by Ways & Means is stored or processed. It should be reviewed at least annually and whenever a new system is adopted and may be amended by us from time to time.

Provider	Purpose	Categories of data	Location / safeguard
Microsoft (SharePoint / Microsoft 365)	Document storage, email and collaboration	Identity, Contact, Transaction, event documentation	UK / EU and US. Standard contractual clauses and UK Addendum.
Dropbox	Document storage and file transfer	Identity, Contact, event documentation	US. Standard contractual clauses and UK Addendum.
Google (Google Drive, Analytics)	Document storage; website analytics	Identity, Contact, Technical, Usage	US. Standard contractual clauses and UK Addendum.
Mailchimp (Intuit)	Email distribution to event contacts and marketing lists	Identity, Contact, Marketing and Communications	US. Standard contractual clauses and UK Addendum.
Airtable	Event and contact database used to plan and deliver events	Identity, Contact, Transaction, event documentation	US. Standard contractual clauses and UK Addendum.
Anthropic (Claude)	AI-assisted drafting, summarisation and search across the documents and records described in this policy	Identity, Contact, Transaction and event documentation, where included in a request	US. Data Processing Addendum incorporated into Anthropic's commercial terms, including standard contractual clauses. Content is not used to train Anthropic's models.

Last reviewed: September 2026.