



Sponsors and Privacy of Attendee Data

This document is intended to provide additional information for sponsors of EclipseCon 2020 with respect to attendee privacy and GDPR related matters related to the Swapcard conference platform. Specifically, the document identifies each sponsor's responsibility with respect to the attendee data they collect via the Swapcard platform used to host EclipseCon 2020, and to clarify the relationship between Eclipse Foundation, Inc. as the host of EclipseCon 2020, and you as a Sponsor of the event in this matter. In this document, "you" and "your" refers to your organization as a sponsor of the conference.

How Data Is Shared in Swapcard

Each individual in Swapcard, including speakers, attendees, conference staff, and your exhibitor team members, has control over the information they make available about themselves in the Swapcard conference platform. When an individual is initially added to the Swapcard platform by conference staff, this information is limited to first name, last name, and email address, with only the first name and last name displayed in the platform. Attendees are welcome to add more information to their profiles, at their choice, to enhance their experience at the conference. Note that Swapcard provides a "Visibility" setting for attendees. If Visibility is turned off, no data at all is shown about the attendee. They become invisible within the platform.

The Swapcard conference platform allows attendees to establish "connections" in the platform. Attendees send connection requests to other attendees. The receiving person may either decline or accept the request. When a connection is made, the Swapcard profile data is shared between the two people who are connecting. Connections are between two *individuals* in the Swapcard platform; they are **not** established between individuals and an exhibiting company.

What Happens When an Attendee Leaves a Message in a Booth

When an attendee types a message into the "Talk with..." window in an exhibitor's booth, a notification is generated and the message appears in the exhibitor inbox that is part of each exhibitor team member's Messages page. Upon viewing the message, the team member may either type a reply to chat with the attendee, or click on an icon to initiate an "instant meeting" (1:1 video call). No data is shared between the attendee and the team member when they chat

or when they hold an instant meeting. If the team member wants to request a connection with the attendee, the member notes the attendee's name, searches for the name among the list of attendees, and sends the request as an individual. If the connection is accepted by the attendee, then Swapcard profile data is shared between the member and the attendee.

What Happens When a Meeting Is Scheduled

A connection is established when two individuals in Swapcard agree to schedule a meeting. A meeting can be first requested by an individual booth member. Once it is accepted, the Swapcard profile data is shared. Alternatively, an attendee can request to have a meeting with a member of an exhibitor team by clicking on a meeting slot in a booth. A connection is established when a team member accepts the request and assigns it to a team member.

Sharing Connections Among Team Members

Although connections are always between individuals in the platform, team members may choose to share their connections with each other. Each individual team member controls this setting for themselves, so sponsors that wish to share their connections need to instruct their team members accordingly. If connections are shared among team members, the Swapcard profile data for each shared individual team member's connections are included in a list that is displayed when a team member clicks on "Team's contacts" in the booth.

Satisfying GDPR

We recognize that each sponsor has individual corporate requirements with regard to adhering to GDPR and other privacy requirements. To meet your individual GDPR requirements, before you establish a connection with an attendee, you may wish to seek additional, explicit permission from the attendee to carry out a business relationship outside of what occurs in the Swapcard conference platform. That is, while you have access to the information shared by the attendee via the Swapcard platform, and the attendee has agreed to share this information with those attendees with whom they have accepted or established a connection, **it is the sole responsibility of each sponsor to determine whether that acceptance for them to carry on a relationship with the attendee beyond the conference.**

For clarity, with respect to the information shared by attendees via the Swapcard platform and making connections with your team, **Eclipse Foundation and Swapcard carry no responsibility, either direct or implied, with respect to the relationship between you and the attendees with whom your team members interact that may extend beyond the completion of the conference.**

Attendee Opt-In List

Separate from the interactions your team may have with attendees during the conference, all attendees were asked during registration whether they are willing to share their contact information with sponsors following the conference. Elite and Premium sponsors will be provided the list of attendees who agreed to such opt in shortly after completion of the conference.