

Effective Date: 01/01/2014

1. INTRODUCTION AND SCOPE

This Privacy Policy (the "Policy") is promulgated by **SMS Strategy Inc., doing business as CIOarena** (hereinafter referred to as the "Company," "CIOarena," "we," "our," or "us"). This Policy governs the data collection, processing, retention, and disclosure practices associated with the use of the CIOarena.com website (the "Site") and registration for any events, conferences, or summits organized by the Company (collectively, the "Events").

By accessing the Site or submitting registration information for any Event, attendees, users, and visitors (hereinafter referred to as "Attendee," "User," or "you") expressly consent to the practices delineated in this Policy.

2. DATA COLLECTION AND CLASSIFICATION

In the course of your interaction with the Company, specifically during the Event registration process, we collect specific professional and personal data (hereinafter referred to as "Registration Data") necessary to validate Attendee credentials and facilitate Event operations.

The Registration Data we mandate and collect is strictly limited to the following categories:

- **Identification Data:** Full name and professional title.
- **Corporate Affiliation:** Current company or organizational name.
- **Contact Information:** Registration email address (predominantly work email) and telephone number.
- **Firmographic Data:** Company size (employee headcount) and gross annual revenue.

Automatic Data Collection: In addition to Registration Data, the Site may automatically collect standard electronic telemetry data—such as Internet Protocol (IP) addresses, browser typologies, and timestamped Site navigation activity—to ensure the operational integrity and security of our digital infrastructure.

3. PERMITTED USES OF DATA

The Company asserts stringent control over the Registration Data it collects. All Registration Data is housed within the Company's proprietary database systems. We utilize this information exclusively for the following authorized purposes:

- **Proprietary Outreach:** To execute direct, internal marketing and informational outreach regarding future Company Events, initiatives, and relevant executive engagements.
- **Event Administration:** To facilitate ticket processing, verify executive qualifications, disseminate logistical itineraries, and manage the execution of the Events.
- **Internal Analytics:** To aggregate demographical and firmographical data for the purpose of optimizing Event curricula and assessing the composition of our executive audience.

4. STRICT LIMITATIONS ON DATA DISCLOSURE AND THIRD-PARTY SHARING

The Company maintains a rigid non-disclosure posture regarding your Registration Data. **We expressly do not sell, rent, lease, or trade Registration Data to third-party data brokers, marketing agencies, or external vendors.**

The disclosure of Registration Data is governed by the following strict parameters:

- **The Sponsor Exception:** The Company reserves the right to disclose Registration Data *exclusively* to the formally contracted, paying corporate sponsors (hereinafter "Sponsors") of the specific Event for which the Attendee has formally registered and participated. This limited disclosure is granted to facilitate post-Event business continuity between Attendees and the Sponsors of that specific venue.
- **Prohibition on Cross-Event Disclosure:** The Company enforces absolute data compartmentalization between Events. **Under no circumstances shall the Company disclose, transfer, or otherwise make available an Attendee's Registration Data to vendors, Sponsors, or partners of any Event in which the Attendee did not explicitly register and participate.**
- **Compelled Disclosure:** The Company may disclose Registration Data if legally compelled to do so pursuant to a valid subpoena, court order, or formal request from a recognized law enforcement or government agency, or as otherwise required by applicable local, state, or federal law.

5. DATA RETENTION AND SECURITY SAFEGUARDS

The Company employs commercially reasonable and industry-standard technical, administrative, and physical safeguards designed to protect Registration Data from unauthorized access, accidental loss, alteration, or unlawful processing. Access to the internal database containing Registration Data is strictly restricted to authorized Company personnel on a need-to-know basis.

Notwithstanding these robust security protocols, the Company cannot guarantee absolute digital security, as no method of electronic transmission or data storage is entirely infallible.

6. USER RIGHTS AND OPT-OUT MECHANISMS

Attendees retain the right to manage their communication preferences with the Company.

- **Revocation of Consent:** You may opt out of receiving future proprietary outreach communications at any time by utilizing the "unsubscribe" mechanisms provided within our electronic correspondence.
- **Data Rectification:** Attendees may submit formal requests to rectify, update, or append their professional Registration Data by contacting the Company directly.

7. MODIFICATIONS TO THIS POLICY

The Company reserves the unilateral right to amend, restate, or modify this Privacy Policy at its sole discretion to reflect changes in legal or regulatory obligations or corporate practices. Any such material modifications shall be effective immediately upon the posting of the revised Policy on the Site. Your continued use of the Site or participation in Events following such posting constitutes formal acceptance of the amended terms.

8. WRITTEN OPT-OUT CLAUSE AND CONTACT INFORMATION

In accordance with applicable privacy frameworks, Attendees retain the right to formally revoke consent and opt out of having their Registration Data shared with the authorized Sponsors of the Event(s) they attend, as well as opting out of any future proprietary marketing outreach conducted by the Company.

To execute a formal written opt-out, Attendees must submit a written request to the Company either via electronic mail or physical mail to the addresses provided below. To ensure accurate processing, the written request must explicitly include:

1. The Attendee's full legal name and professional title.
2. The current affiliated company or organizational name.
3. The specific email address utilized during the Event registration process.
4. A clear, unambiguous statement indicating the Attendee's intent to opt out of third-party Sponsor data sharing, internal Company marketing communications, or both.

The Company shall process all valid written opt-out requests within a commercially reasonable timeframe, not to exceed thirty (30) days from the date of receipt.

Please direct all written opt-out requests, formal notices, or inquiries regarding this Privacy Policy or the Company's data governance practices to:

SMS Strategy Inc. dba CIOarena

CIOarena.com

Email: stavros@cioarena.com

Mailing Address: SMS Strategy Inc. dba CIOarena, 4829 RFD, Long Grove, IL 60047