

IRU Privacy Policy for New Industry Shapers

The IRU Privacy Policy explains how we collect and use your personal data and which rights and options you have in this respect in accordance with all applicable laws on data protection and more particularly with the Swiss Federal Act on Data Protection of 19 June 1992 (FADP) and the General Data Protection Regulation (2016/679, GDPR).

This IRU Privacy Policy applies to individuals who submit pictures, video testimonials and any other information to IRU.

1. What type of personal data do we collect

We collect basic identification information that you provide about yourself, such as:

- Identifying information (name, age, nationality, languages spoken).
- Contact information (e.g., address (incl. city, country, zip code), phone number, email address and social media profile details)).
- Professional information (title, position, company name, field of work, information about your practice, years of experience).
- Pictures, audio and video recordings.

In addition to the above and the information below, we may also collect special categories of personal data such as race or ethnicity. Any use of such information is based on your consent.

2. How do we collect your personal data?

We collect your personal information within the scope of the 75@IRU, when you provide it to us, interact with us directly, for instance when engaging with our staff, or when registering on our digital application.

3. Personal data about other people which you provide to us

If you provide personal data to us about someone else, you must ensure that you are entitled to disclose that personal data to us. In particular, you must ensure the individual concerned is aware of the content of this Privacy Policy, as those matters relate to that individual, including our identity, how to contact us, our purposes of collection, our personal data disclosure practices (including disclosure to overseas recipients), the individual's right to obtain access to the personal data and make complaints about the handling of the personal data, and the consequences if the personal data is not provided (such as our inability to provide services).

4. How we protect your personal information

We will take appropriate technical and organisational measures to help protect your personal information from unauthorised access, use, disclosure, alteration, or destruction consistent with applicable data protection laws.

We will apply specific restrictions and/or additional safeguards to protect your sensitive data.

5. Who do we share your personal data with?

5.1 Transfers to third parties

We may transfer or give access to your personal data to third parties outside IRU to complete the purposes listed below, to the extent they need it to carry out the instructions we have given them. Such third parties may include:

- Third parties who process personal data, such as, our (IT) systems providers, website designers and hosting provider, social medias (such as Twitter, Facebook, YouTube etc.), event organisers (e.g. for shareholders' meetings), email delivery service providers, database and cloud providers and consultants;
- any third party to whom we assign or novate any of our rights or obligations under a relevant agreement.
- our advisors and external lawyers in the context of the sale or transfer of any part of our business or its assets; and
- any national and/or international regulatory, enforcement or exchange body or court where we are required to do so by applicable law or regulation or at their request.

The above third parties are contractually obliged to protect the confidentiality and security of your personal data, in compliance with applicable law.

5.2 Transfers outside the European Economic Area

The personal data transferred by IRU may also be processed in a country outside the European Economic Area ("EEA"), which covers the EU Member States, Iceland, Liechtenstein and Norway, in particular United States, Australia and in countries where IRU and the IRU's members are located. Non-EEA countries may not offer the same level of personal data protection as EEA countries. If your personal data is transferred outside the EEA, we will therefore put in place suitable safeguards, in particular standard or ad hoc contractual clauses, to ensure such transfer is carried out in compliance with the applicable data protection rules. You may request additional information in this respect and obtain a copy of the relevant safeguard by exercising your rights as set out below.

6. For which purposes do we process personal data?

We may use your personal data for the following purposes only:

- assessing and selecting the candidates for 75 new Industry Shapers.
- managing and administrating your profile.
- communicating with you and responding to your requests.
- conducting surveys, marketing campaigns, or other promotional activities or organising events.
- IT and communication systems, online platforms, websites and other systems, preventing and detecting security threats, fraud or other criminal or malicious activities.

- to comply with our legal and regulatory obligations, including court orders and exercises and/or defend our legal rights, reporting to and/or being audited by regulatory bodies, record keeping obligations (e.g., to keep records for tax purposes).
- for any purpose related and/or ancillary to any of the above or any other purpose for which your personal data was provided to us.
- because the processing is necessary to perform our contractual obligations towards you or to take pre-contractual steps at your request.
- because processing is necessary for purposes of our legitimate interest or those of any third-party recipients that receive your personal data, provided that such interests are not overridden by your interests or fundamental rights and freedoms.

Where you have expressly given us your consent, we may process your personal data also for the following purposes:

- communicating with you through the channels you have approved to keep you up to date on the latest legal developments, announcements, and other information about IRU services, products and technologies, events and projects.
- conducting surveys, marketing campaigns, market analysis or other promotional activities or events; and/or
- collecting information about your preferences to create a user profile to personalise and foster the quality of our communication and interaction with you (for example, by way of newsletter tracking or website analytics).

7. How do we use cookies and other similar technology on our websites?

A cookie is a package of data containing a string of text that identifies you as it travels between your computer and ours. This helps ensure the right information is delivered to the right destination. IRU uses cookies only to remember your language preferences and to simplify your use of the website. It also uses Google Analytics for the purposes of managing the website (including measuring the usage of the website and drawing up statistics) as well as for the modification and improvement of the website. You can choose to refuse cookies or tell your browser to let you know each time that a website tries to set a cookie. However, refusing cookies means some sections of the Website will not work properly. For more information see: <http://www.allaboutcookies.org>.

8. For how long do we retain your personal data?

Your personal data will be deleted when it is no longer reasonably required for the permitted purposes defined above or you withdraw your consent (where applicable) and we are not legally required or otherwise permitted to continue storing such data. We will, in particular, retain your personal data where required for IRU to assert or defend against legal claims until the end of the relevant retention period or until the claims in question have been settled.

9. What are your rights regarding your personal data?

Subject to certain legal conditions, you have the right to request a copy of the personal data about you which we hold, to have any inaccurate personal data corrected, to request that your personal data be deleted and to object to or restrict our using your personal data, by sending an email to gdpr@iru.org. If you object to the processing of your personal information, or withdraw your consent previously given, we will respect that choice in accordance with our legal obligations. Your objection (or withdrawal of any previously given consent) could mean that we are unable to perform the actions necessary to achieve the purposes set out above or that you may not be able to make use of the services and products offered by us. Please note that even after you have chosen to withdraw your consent, we may be able to continue to process your personal data to the extent required or otherwise permitted by law, in particular in connection with exercising and defending our legal rights or meeting our legal and regulatory obligations. We must ensure that your personal data is accurate and up to date. Therefore, please advise us of any changes to your information by sending an email to gdpr@iru.org.

10. Updated on this Privacy Policy

This IRU Privacy Policy for New Industry Shapers may be subject to amendments. Any future changes or additions to the processing of personal data as described in this IRU Privacy Policy for New Industry Shapers affecting you will be communicated to you through an appropriate channel, depending on how we normally communicate with you. The changes will take effect as soon as they are posted on this website.