

GDPR

GDPR - The four-letter magic word adopted on 14th of April 2016 & became enforceable on 25th May 2018. It was in January 2012 when the European Commission set out plans for data protection reform over & across the European Union to make Europe 'fit for the digital age'. It took four years, for the agreement to reach what that involved and how it will be enforced.

But what does general data protection regulations really mean for you, your trade & your customers?

What is GDPR & all the hype around it?

Ever since its approval on 14th of April 2016, GDPR has been causing anxiety among professionals in the field of data protection, data marketing, and security. As GDPR served as a stimulant for several investments of millions of dollars to reach compliance on 25th May 2018.

General data protection regulation is the set of requirement that's set forth by European Union Parliament to give citizens more control over their personal data. Its objective is to simplify the restrictive environment for business to protect the citizens from privacy & data breaches and to ensure that both citizens and businesses in the EU can benefit from the digital economy.

The reforms are crafted to match the world we're living in today, which has become frequently threatened with the advancement of malware, data-breaches, cyber-security & hacking activity. GDPR lays out a long list of requirements which are to be complied by organizations to ensure that the personal data is collected legally & under strict conditions and those who gather & manage it will be compelled to protect it from misuse & exploitation or face penalties for not doing so.

To whom does the GDPR apply?

Before going berserk on GDPR- ask yourself first, whether & to what extent GDPR applies to you. The concept of GDPR will apply to you if your organization is acknowledged within the EU, you are handling data on individuals in the EU with whom you want to do business or if you are tracking the behavior of individuals in the EU. This simply put states that, all major organizations across the globe must be GDPR compliant or risk the penalties.

There are also two distinct types of data-handlers the GDPR applies to- Data Controllers & Data Processors.

Data controllers are the individuals, public authority, agency or other bodies which, alone or jointly with others who supervise & are accountable for gathering & using personal data. It's important for you to understand whether these regulations apply to your organization as a whole, as these data controllers come with great legal responsibilities.

Data processors are individuals, public authorities, agencies or other bodies which, alone or jointly with others who process personal data on behalf of the controller. Examples include accounting or payroll management companies.

The distinction is important because under GDPR, a controller will hold most of the liability if the organization experiences a breach while the responsibility of a processor is making sure all the controllers they work with are GDPR compliant.

GDPR & pseudonymization

At the core of GDPR lies the concept of personally identifying information & any personal data, which is defined as “information relating to an identified or identifiable natural person ‘data subject’,” is in the extent of the regulation. But however, GDPR does not apply to data that “does not relate to an identified or identifiable natural person or to data rendered anonymous in such a way that the data subject is no longer identifiable.”

“Pseudonymization”- is one of the top ten operational impacts of the GDPR in European data protection law. Pseudonymization refers to the disconnection of data from direct accessories so that the linkage to an individual’s identity is impossible without the additional information that’s held separately. Hence, pseudonymization can notably reduce the risks that’s associated with data processing, while maintaining the data’s utility. For this to happen, GDPR also devises incentives to pseudonymize the data that they gather.

Even though pseudonymization is suggested it shouldn’t be used to split up identifiers from the data subjects concerning privately identifiable information in order to circumvent other commitments. What marketers should keep in mind is that pseudonymized information comes under GDPR and it is meant for decreasing the risk of data subject, not some inside trick to bypass other rules.

GDPR impact on customers?

Much of the focus has been on how GDPR will be influencing businesses but the new regulation is also crafted to have a big impact on consumers, especially in terms with improving customer journey. Since winning the customer experience is going to decide the winners of the future, data is the main weapon of the battleground & GDPR is the perfect opportunity for organizations to rethink their data approach & the enhanced customer relationships & experience it allows.

By complying with GDPR, organizations will need to better understand what data they hold, why they hold it, how they gained permission for it & whom they are sharing the information with. They also need to ensure that they are being upfront while communicating regarding this with customers, as well as granting individuals the chance to manage their own data.

GDPR has categorized 8 fundamental rights for European citizens which are:

- The right to be informed
- The right of access
- The right of rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object

- Rights of automated decision making and profiling

So what's it going to be since GDPR is already here?

GDPR is already in force with the days & weeks prior to it seeing a rush in organizations sending emails to their customers requesting them to opt-in to new privacy and consent policies. Perhaps the greatest changes with the impact of GDPR are the restrictions in relation to the transfer of data to countries outside the EU.

Tradenexpos is dedicated to GDPR compliance & our B2B contact database will satisfy all personal data privacy requirements. We also recommend that associates & customers who use, process or control the personal data of individuals within EU prepare for GDPR.

PRIVACY POLICY

Tradenexpos. “Tradenexpos” provides variety of Data Driven Marketing products and services.

We are deeply committed to privacy, and want our users and customers to understand how we collect information and our commitment to privacy, copyright laws and similar laws that deal with data and data driven communications.

1. Source of Information

At Tradenexpos, we are dedicated towards empowering businesses to engage meaningfully with their customers. For this we collect and store “data” (personally identifiable information, contact details, Company details, Social Information, publicly available financial information and filings and other such distinguishing information) in a variety of ways to enable our clients to reach their customers effectively.

1. We collect data when users visit our website, and engage in activities like creating an account, downloading content, registering for a webinar, signing up for a newsletter or email, we may request for some information which we may use in accordance with this Privacy Policy
2. We have partnered with data suppliers, data providers, data agencies, and other strategic business partners who are similarly advised to adhere to relevant and applicable privacy and copyright laws. We do not partner with any company, individual or organization who willfully collects and supplies data without proper regulatory, privacy or copyright compliance.
3. We also collect data from a number of sources such as public databases, social media, publications, surveys, subscriptions to enhance our ability to provide better marketing services
4. We also gather permission based data when you download, and use applications developed by Tradenexpos or when you permit us gather such contact information stored on your Device, Application or Service.
5. We collect data when users and customers participate in Information Exchange programs or opt-in campaigns
6. We collect data from Contact Signature Cards, Email signatures, Email Headers, and Visiting Cards shared or exchanged during participation in public or private Events, Lectures, Conferences and Promotions.
7. We also collect data from Websites by our proprietary search and web crawling mechanisms and other such web data extraction tools from public web sites and permitted web pages..

2. Information we collect

People, Personnel or Personal information refers to data that can be used to identify or contact an individual. We might ask you to provide your personal information anytime you are in contact with Tradenexpos or any other affiliated company. This information includes,

but is not limited to name, title, company name, job function, expertise, postal address, telephone number, email address, Work location, Cell Phone number, company number and extension and more. We collect the content and other information you provide when you use our Services, including when you sign up for an account, use our products or services, provide other information related to other people or company, etc. Tradenexpos and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. We may also combine it with other information to provide and improve our products, services, content, and advertising.

WE DO NOT COLLECT, COMPILE OR STORE ANY PERSONALLY IDENTIFIABLE INFORMATION (PII) OR SENSITIVE PERSONAL INFORMATION (SPI). WE BELIEVE THIS VIOLATES THE PRINCIPLES OF PRIVACY AND IS UNETHICAL AND WE DISCOURAGE ANY INTENTIONAL USE OF SUCH INFORMATION.

WE CONSIDER THE FOLLOWING LIST AS PII/SPI AND WE ROUTINELY CLEANSE AND PURGE OUR DATABASE OF SUCH INFORMATION IF IT EXISTS.

- i. NAMES USED TO IDENTIFY THE INDIVIDUAL IN PRIVACY
- ii. PSEUDONYMS OR ALIASES
- iii. HOME ADDRESS
- iv. PRIVATE EMAIL ADDRESSES (YAHOO, GMAIL, HOTMAIL ETC.)
- v. SSN OR OTHER SUCH NATIONAL ID'S
- vi. DRIVING LICENSE OR OTHER SUCH STATE ISSUED ID'S
- vii. VEHICLE REGISTRATION NUMBERS
- viii. FINGERPRINTS OR IRIS SCANS OR SUCH BIOMETRIC IDENTIFIERS
- ix. CREDIT CARD NUMBERS OR OTHER SUCH FINANCIAL INFORMATION EXCEPT FOR TRANSCATIONS ON OUR SITE
- x. GENETIC OR OTHER BIO MARKERS

We also collect data that is not directly associated with any specific individual. This might include, but is not limited to, browser and device information, IP address, system activity, location, information collected using server logs, cookies, pixel tags, HTTP Referrer or similar technologies. We do this to improve services we offer you and help you with targeted marketing and lead generation, and improve our website's usability. We may also use this information to display information which we think may be of interest while you browse through websites

We also collect Company Information as is available on the Internet or any such public sources including Filings, Utilities, and stock data from 3rd Party API providers, Vendor relations, Press Releases, White Papers, Announcements, Organizational Changes, Insider Trading, and Install Base.

We also collect Company web traffic and related data including but not limited to Search Engine Optimization Data, Web Analytics Data, Traffic, Software stack used to build the website, Web technology used to build the website, traffic patterns of the website, typical sources of traffic to the website and more. We may collect this ourselves or via 3rd party service providers.

3. Use of Information:

The Data provided on our website as a product or as a service is provide as is to our clients. Our customers may use the information in ways that are appropriate and legal for their country and we encourage full legal adherence to all rules, laws and regulations of the land in use of our data. Tradenexpos are not responsible on how the data is used by our end users/customers and Tradenexpos assumes no obligation or responsibility on how this information is finally used.

For complaints, or other enquiries write to us at info@tradenexpos.com

4. Policy Amendments:

We may change our Privacy Policy from time to time. We will post the changed version of our privacy policy changes on this page. Please review this website every now and then to understand any changes as use of this website subsequent to changes implies that you accept the revised privacy policy.

5. Opt-Out:

Our users may unsubscribe from our email list or newsletters at any point by following the instructions at the end of the email If you would like to have your profile updated, edited, changed or deleted please contact us at

6. Third Party:

We work with our partners to ensure that we bring best in class products and services to our customers. We share information with our partners who help us provide customer care service, facilitate payments, conduct research and surveys, measure ad effectiveness, provide technical services etc. These partners are bound by strict legal and confidentiality obligations to control any shared information, governed by the contracts and agreements we entered with them. However, neither Tradenexpos nor the affiliates, partners or resellers have control over or obligated herein to control the eventual use of the data.

Our websites may allow you to link to other websites, either through direct links or through social media icons like “Like”, “Share” buttons. Likewise, other websites might have link to Tradenexpos or its affiliate’ websites. The information or content collected on their websites is governed by the Privacy Policy of those websites, and not by our Privacy Policy. We encourage you to review such third-party Privacy Policy to understand the how they handle such information.

7. Others

1. We commit to adhere to laws laid out by the government. It may be required by law, legal process, litigation, or request from government bodies to share information, in which case such information will be disclosed.
2. Any violation of Tradenexpos terms and conditions may lead to an investigation to enforce the terms and conditions. Also, if a fraud, security breach or technical issue is detected, any required information might be made available to the investigators.

8. Updating Information:

Access, Correct, Remove:

We believe in maintaining the highest level of security for any information that we hold. If we have any information that you want to update, you may review, update or delete any information we might hold by logging in using your secured credentials and modifying your information.

9. Data Transfer and Storage

Any information that we collect may be stored and processed in any country where we have our official business facilities and engage in business operations. Please note that the data governing policies of these countries might be different from the Privacy Policy in the country where you reside and from where the information was collected. We will retain any information for the period required to fulfill the goals outlined in this Privacy Policy, or as required by law.

10. Integrity and Internal Monitoring:

We take measures to ensure that data is handled, protected and transmitted securely. For this reason, we have built a secure infrastructure surrounded by firewalls and encryptions.

Also, all employees are made aware of security guidelines and are mandated to adhere to practices that are consistent with this Privacy Policy.

11. EU-U.S. Privacy Shield Policy and U.S.-Swiss Safe Harbor Framework

Tradenexpos participates in, and is committed to compliance with, the EU-U.S. Privacy Shield Framework (“Privacy Shield Framework”) as set forth by the U.S. Department of Commerce

Tradenexpos seeks to comply with the principles of the U.S.-Swiss Safe Harbor Framework regarding Notice, Choice, Onward Transfer, Security, Data Integrity, Access and Enforcement. If there is any conflict between the policies in this privacy policy and the Safe Harbor Privacy Principles, the Safe Harbor Privacy Principles shall govern. To learn more about the US-Swiss Safe Harbor, please visit <http://www.export.gov/safeharbor>.

In compliance with the US-Swiss Safe Harbor Principles, Tradenexpos is committed to resolving complaints about your privacy as well as our collection or use of your personal information. Swiss citizens with questions or complaints regarding this privacy policy should first contact at info@tradenexpos.com

12. Contact Us:

For any questions or to know more about our Privacy Policy, you may contact us at info@tradenexpos.com