

# Privacy Policy

## INTRODUCTION

Profirst International SA ("Profirst," "we," "us," "our") respects your privacy and is committed to protecting the personal data of our clients, partners, and website users in compliance with the General Data Protection Regulation (GDPR) (EU) 2016/679. This policy outlines how we collect, use, store, and protect your data and your rights concerning this information.

## DATA CONTROLLER

Profirst is the controller of your personal data.

Profirst International SA  
42 Chaussée de Lasne  
1330 Rixensart  
Belgium  
Company Number: BE0628745684

## DATA PROTECTION OFFICER (DPO)

If you have any questions regarding the processing of your personal data, you can contact our Data Protection Officer at the following email address:

Pierre Colaiacovo  
Email: [pierre.colaiacovo@profirst.com](mailto:pierre.colaiacovo@profirst.com)

## DATA WE COLLECT

The personal data Profirst collects varies depending on the purpose, the service Profirst provides, or that you provide to Profirst.

In the course of providing event services, Profirst collects and processes only business-related personal data.

The types of data we may collect include:

- Business Identification Information: Name, business email address, phone number, and professional role.
- Company Information: Company name, address, industry, and other relevant business information.
- When the contact form is filled out, the following information is collected: country, name, first name, name of the company, and email address.
- Browsing history, such as the pages visited, the date of the visit, the location during the visit, or the IP address

Data is processed based on consent, contractual obligations, legal requirements, or legitimate business interests.

## HOW WE USE YOUR DATA?

Profirst processes business-related personal data for the following purposes:

- To provide, manage, and enhance our event services.
- To facilitate transactions and manage invoicing.
- To communicate important updates about our services or policy changes.
- To conduct analysis and improve our service offerings.
- To comply with legal requirements and obligations.

## SHARING YOUR DATA

We may share business-related personal data with:

- Service Providers: Third parties assisting in providing our services (e.g., payment processors, hosting providers), in compliance with this policy.
- Legal Authorities: As required by law, to protect our legal rights or in the case of litigation

Profirst does not sell, rent, or trade personal data with third parties for marketing purposes.

## DATA SECURITY

We implement appropriate technical and organizational measures to secure your personal data against misuse, interference, damage, unauthorized access, alteration, disclosure, or destruction.

However, no data transmission over the internet can be guaranteed to be completely secure, so please take precautions when sharing information online.

## YOUR RIGHTS

Under the GDPR, you have certain rights concerning your data. These include:

- Access: The right to obtain information about the processing of your personal data
- Rectification: The right to correct any inaccurate or incomplete data.
- Erasure: The right to request deletion of your data, where applicable.
- Restriction: The right to restrict processing of your personal data
- Portability: The right to obtain a copy of your data in a structured, machine-readable format.
- Objection: The right to object to data processing.

To exercise any of these rights, please contact our Data Protection Officer at [pierre.colaiacovo@profirst.com](mailto:pierre.colaiacovo@profirst.com).

## DATA RETENTION

Profirst retains business-related personal data only for as long as necessary to fulfill the purposes outlined in this policy or as required by law. When data is no longer needed, we will securely delete or anonymize it.

## CHANGES TO THIS POLICY

We may update this GDPR Privacy Policy as needed to reflect changes in our practices or legal obligations. Any updates will be posted on our website, and we encourage you to review this policy periodically.

## COOKIES POLICY

Profirst uses cookies to ensure that its website functions properly, to analyze its traffic, and to offer the best possible user experience to its visitors.

For more information, please refer to the [Cookie Policy](#).

## INTERNATIONAL TRANSFERS OF YOUR DATA

Personal data may be processed outside the European Economic Area (EEA) in countries that have received an adequacy decision from the Commission (i.e., countries offering a level of protection for personal data similar to the level of protection offered by the GDPR).

## CONTACT US

If you have questions about this GDPR Privacy Policy or our data protection practices, please contact us:

**Data Protection Officer (DPO): Pierre Colaiacovo**

**Email: [pierre.colaiacovo@profirst.com](mailto:pierre.colaiacovo@profirst.com)**

**Address: 42 Chaussée de Lasne, 1330 Rixensart, Belgium**