MeetMax Privacy Policy

Date: November 16, 2018

This is the main privacy policy for meetmax.com and MeetMax, a software platform service provided to Hosts of conferences, trade shows and events, to allow them to take registration from Attendees, collect payment, allow Attendees to network with other companies and Attendees, listen to presenters, join activities, and provide other information about a specific event.

General Principles

MeetMax does its best to protect users' privacy by using security technology appropriately. We employ appropriate security measures to protect their information, consistent with our purpose of providing an event registration platform.

We respect users' privacy. MeetMax does not send marketing content to Attendees of Host events, directly or via 3rd parties.   The only users MeetMax will contact are non-event users who explicitly request more information about MeetMax itself, or a demo of the software.

MeetMax to function adequately requires minimal information about Attendees. However MeetMax clients are Hosts of events and they normally request more information from Attendees for the purposes of running a successful event.   Attendee data, some part of it, may be shared with other Attendees, of the same event only, at the discretion of the Host.

Role of MeetMax vs Role of Event Host

MeetMax is a software platform to allow Hosts to run events, including taking registration, payment, gathering contact and profile information, conducting a 1-on-1 meeting process, assigning booths, listing speakers, taking attendance at receptions and meals, issuing physical tickets onsite and other related functions.

MeetMax does not use Attendee data for any commercial purpose and does not share such data with 3rd parties.

The event Host is able to configure MeetMax to its own purposes.   This can include requiring certain field at registration, asking for profile data, and other kinds of information.   The Host, through MeetMax, is able to output such information to their own PC as a spreadsheet.

Therefore it is important for Attendees to ask the Host for its own policy with regard to privacy (and GDPR).

This document relates to MeetMax's policy.   MeetMax requires first name, last name and company name in order to function adequately.   Data beyond these items are required by the Host to allow them to improve the running of the event.   If in any doubt, any Attendee should ask their Host why such data is requested and/or request the Host's privacy policy.

What data is collected about Attendees and what they can do about it.

At a minimum, first name, last name and company name are the only pieces of data MeetMax requires. Any other information gathered about Attendees is for the purpose of the Host to better run the event, at the Host's own discretion. This can include:

- Address and email data in order to communicate with Attendees with information about the event

- Telephone, cellphone data to be able to call you if needed

- Profile-type information such as sector, work interests, website, geography - in order to enable Attendees to better participate in a managed networking process. Such profile information, at the discretion of the Host, may be shared with other Attendees.

- Payment or Credit Card information. Such data is only requested when the Host event requires payment to participate. MeetMax does not see or store such information, and transmits it directly and in encrypted form to payment processors for immediate processing. There is no storage of data related to credit cards or e-checks, but there is storage of the transaction information that were generated.

- Personal information. If an Attendee is unsure of why personal information is being requested - they should ask the Host for its purpose. MeetMax does not request such information. Emergency contacts, travel details may get requested by some Hosts for the purpose of running the event.

What does MeetMax do with the data?

- MeetMax does not sell or distribute Attendee data to any 3rd party. We do not aggregate data for any purpose beyond helping the Host run that specific event. MeetMax does not send marketing messages for its own commercial purposes to Attendees .   All communications are originated by the Host and relate to the event for which the Attendee has registered.

Who has access to this data?

- The Host has access to all Attendee information, other than payment form details.

- The Host may choose to share Profile information with other Attendees to the event. If an Attendee is in doubt - they should ask the Host. The Host may communicate with you by email through MeetMax on matters related to that event. If the content or frequency are undesirable - please contact the Host, and if necessary, ask to be deleted from the event.

- Attendee information is not normally shared by a Host beyond the Attendees to the event. Company information, about presenters or exhibitors may be shared to the public, but not Attendee information, though it is technically possible to provide Attendee profile information on publicly accessible web pages. If in doubt, ask the Host. Some events allow Attendees to message each other using MeetMax. Attendee email addresses are not shared and emails are managed through MeetMax. If this is not desirable, contact the Host and ask to be removed from networking.

How long does data persist in MeetMax?

- MeetMax deletes events after 15 months from its servers. This is long enough for a Host to be able to operate the following years event while still having access to the outcome of the prior year. But in that time frame, any Attendee can request the deletion of their own data, by information the Host, or if that fails, contacting privacy@meetmax.com.

Options for an Attendee to change or delete data

- If an Attendee wants to correct any information relating to their attending an event - they can do it themselves, or contact the Host and have it done for them. If they wish to have their information deleted - so that their profile information is no longer available - they can do so after the event is over if they still wish to attend the event. They can contact the Host or MeetMax and their records will be deleted.

What does MeetMax do with Attendee Data?

MeetMax does no sell or distribute Attendee data or any User data to any 3rd party. We do not aggregate data for any purpose beyond helping the Host run that specific event.

MeetMax has no commercial use for Attendee data at all. Data is collected solely for the purpose of allowing our Host client companies run events. Any Host will have a Privacy Policy

of its own, and MeetMax allows Hosts to easily post their policy to the registration site for their event.   This Policy covers only MeetMax use of data.

Users of MeetMax general marketing site.

On the general marketing site for MeetMax - separate from any specific event platform, MeetMax provides a form through which prospective clients can request more information about MeetMax and a demo of the software.   Users filling in that form will be contacted by email or phone. But information gathered in this way will not be shared with any other 3rd party or used for any other purpose.

Data Accuracy and Appropriateness

MeetMax provides no data related to Attendees for any event.   All data is supplied by either the Host, from its separate marketing and contact database, or the Attendees themselves on registration.

MeetMax does not edit, review, or observe such information, unless requested to do so by the Host for functional support purposes or the Attendee for privacy reasons.   Specifically, the following may become included in data records for Attendees
   - Inappropriate images of any kind
   - Links to 3rd party sites. This can include links to social media sites such as Facebook or LinkedIn. We advise Attendees to use caution in clicking on such links and be aware of what data they may share if they are already logged in to such services.   MeetMax cannot control such data sharing.
   - Incorrect or misleading information about Attendees or companies
   - Incorrect product or service information or claims
   - Information concerning a 3rd party where the 3rd party wishes it removed

If such content is brought to MeetMax's attention, by contacting privacy@meetmax.com, MeetMax will promptly remove such content.

Technical Details:

Data security

MeetMax takes various technical measures in accordance with data protection laws to prevent abuse from outside, including firewalls, intrusion detection and firewalls, anti-hacking programs and other security measures. Data on MeetMax servers are backed-up in real-time on

replication servers and MeetMax does everything it can to avoid any loss of data. In the very unlikely case that data are lost MeetMax excludes liability for deleted files or any lost data. In the event of a known data breach meetMax will contact affected users at its first opportunity.

DOS events or other network issues.

MeetMax cannot guarantee constant accessibility or functionality of the website in the event of DOS (Denial of Service) attacks, DNS outage or other network issues. MeetMax is not liable for any defects that may exist or for any costs, losses of profit, losses of data or consequential losses arising from your use of or inability to access the Web site

Log files

For technical reasons (security reasons and protection of this website) MeetMax automatically collects server log data which are transmitted from your browser. The log data are automatically deleted after 14 days. Such data is not available to hosts or Attendees, but is for the purpose of the MeetMax Technical team to improve the service.

Where data is stored

The collected data, business profiles (if inserted) and all other event related information is stored on the servers of MeetMax in highly secure data servers in Michigan, USA.

Cookies

Cookies are small text files stored by the users browser on their phone or computer. They allow a website like MeetMax to know what a user is logged in and permitted to go to pages for logged in users only, and allow MeetMax to track which pages people go to.

MeetMax uses "cookies". We use 2 types of cookie:
-   Anonymous analytics cookies (issued by Google)
-   Registration cookies (issued by MeetMax)

Anonymous analytics cookies

Whenever someone visits out main website at meetmax.com or the pages of a Host Event site on MeetMax, an anonymous analytics cookie is issued by Google. This allows us to see how many people visit different pages, and in what general sequence. We do not use these cookies to identify individuals, nor do these cookies interact in anyway with our own cookies. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States.

Registration cookies.

The purpose of such cookies is to allow Attendees to navigate from page to page without having to log in each time and to facilitate the experience for Attendees saving information to MeetMax. When a user registers, the MeetMax form will often ask for a username and password. We would recommend using a unique username and password. This allows Attendees to log back in later to review and edit their information.

MeetMax does not host advertisements, or other marketing messages, or use cookies in any way with regard to 3rd party services. We therefore do not issue any kind of marketing or advertising cookies. Event Hosts do not have access to cookie information, nor do they issue their own cookies.

How can a user turn cookies off?

MeetMax does not provide a way for users to elect not to receive cookies. Preventing registration cookies would make MeetMax impossible to use as a registration site for events, and therefore would negate its purpose.

All users, however, can choose to stop accepting cookies from a particular website such as meetmax.com. The settings in the options or preferences of the browser allow for this. But doing so will make it impossible to use MeetMax as a registration site.

The GDPR Specifically

What is the General Data Protection Regulation (GDPR)?

It is an EU law coming into effect May 25, 2018, and applies to organizations and residents located within the EU.

Why is MeetMax complying?

MeetMax has many Host clients in the EU who run events in the UE, as well as EU residents who use MeetMax to register for events.

How does it impact users of MeetMax?

Users of MeetMax have a right to know what data is being collected from them, who has access to it, how it is being used, how they can review and update it, and how they delete it if they wish.

What is MeetMax's position?

MeetMax provides technology solutions to market and execute events for Hosts, and as such is Data Processor (party that processes the data on behalf of the Data Controller) not a Data Controller for the purposes of GDPR.

The Data Controller for any event utilizing MeetMax is the Host of the event - the party that determines the purposes for which any personal data is processed, and which is responsible for ensuring the collection, usage and storing of data is GDPR compliant.   MeetMax attempts to provide the Host, in its role as Data Controller, with tools, support and help to do what is required for it to be compliant with GDPR.

MeetMax, itself, does not share any user data with any third party, and does not use such information to communicate with users at all for its own benefit - to market its own or third party services. MeetMax, as a tool, requires only first name, last name, company as its minimum data requirement to function adequately.

An event Host will most likely request other data items from users as part of the registration process.   This information allows them to understand their Attendees better. Hosts may also share Attendee profile information with other Attendees for the purposes of facilitating networking.   Hosts are also able to save lists of Attendee data from MeetMax to their own computers as spreadsheets.   MeetMax does not control such Hosts subsequent use of that data.

MeetMax removes data by course from its production systems 15 months after an event is complete.   MeeMax provides access to Attendees to login, review and edit their information. Attendees can delete fields, though they cannot delete their entire record.   But Attendees can contact the Host or MeetMax, each of whom can delete an Attendees record.

If in doubt, MeetMax encourage users to contact the Host of any event about the Host's own use of data (separate from MeetMax), before providing any data that they would not wish to share with other Attendees.

Legal Information and how to contact us:

The 'data processor' of the MeetMax sites is meetmax.com, and the organization that owns MeetMax is Wall Street Transcript Corporation, 622 Third Avenue, New York, NY 10017.

Contact us at privacy@meetmax.com to request changes to Attendee data or start a resolution of any disputes.

Changes to Privacy Policy

Significant changes to the Privacy Policy will be noted here:

This version: November 16, 2018. Clarified role as Data Processor..

Prior version: May 1, 2018. Added more detailed explanation of GDPR.   Added a direct contact email address for allowing Attendees to contact MeetMax regarding privacy issues.

Prior version: July 15, 2017. Added the more general ability to anonymously track usage with Google Analytics in order to let MeetMax and Hosts understand general usage of the site.

Prior version: September 1, 2003. MeetMax Privacy policy has been the same throughout its history.