

GENERAL DATA PROTECTION REGULATION UPDATES



Below, please find the updates Cvent has made to help our customers become GDPR compliant when using this product.

RIGHT TO BE FORGOTTEN

If a data subject makes a request to have his or her personal information removed in accordance with their “right to be forgotten,” authorized members of your account will be able to submit this request to Cvent via an online form.

Cvent will then have the data subject’s personal information permanently removed from Cvent data stores and a confirmation that the request has been completed will be sent to the member of your account who submitted the request.

Personal Information removal will be accomplished by obfuscating the data subject’s personal information. This includes:

- ▶ Standard contact field data.
- ▶ Custom contact field data.
- ▶ Survey question Answers.

The anonymized record will remain. This will allow your account to comply with the data subject’s request to be forgotten while maintaining your legitimate interest in retaining accurate information about your surveys, including for example, respondent counts, response rates, etc.

DATA PORTABILITY/RETRIEVAL

If a data subject requests an account of all his or her personal information in a “machine-readable format,” as allowed by GDPR, authorized members of your account will be able to submit this request to Cvent via an online form.

Cvent will then retrieve all personal information of the data subject and deliver it to the member of your account who submitted the request in a JSON formatted file.

This will generally include the following information:

- ▶ Standard contact field data.
- ▶ Custom contact field data.
- ▶ Survey question answers.

CONSENT

Deciding if consent is necessary from survey respondents is ultimately the decision of the Survey Author (i.e., the Data Controller). For example, collecting respondent personal information for the purpose of administering the survey may be considered legitimate interest, in which case, consent may not be required.

If obtaining consent is determined to be necessary, Cvent will provide the survey author with configuration options, depending on your needs.

SURVEY CONSENT QUESTION

You will be able to create a new type of question to display to survey respondents. These “consent” questions will allow you to enter your own text to which your respondents may agree by ticking a checkbox.

You may create one or more consent questions depending on your needs. Like other survey questions, you will be able to display these fields to respondents in your survey, on the identity confirmation page, in the order of your choosing.

You will then be able to run reports to see which respondents have consented to each of your consent questions. Any consent given or withdrawn will be tracked at the respondent level and will not apply to other surveys in your account.

REQUIRING CONSENT

By default, any consent field or consent question created will be optional during survey response. This means that respondents will be able to proceed whether or not they choose to give consent to that particular option. If consent is given, respondents will be able to withdraw consent by editing their survey response.

If you have any stipulations which must be agreed to for survey submission, a consent field or consent question may be marked as required, and respondents will not be able to proceed with survey submission unless consent has been provided.

If a consent question is required and a respondent wishes to withdraw consent, he or she will need to contact the survey author so that appropriate measures can be taken (including initiating a right to be forgotten request).

REPORTING

Consent audit reports will be offered for both address book-level consent custom fields and respondent-level consent questions. For each instance where consent was collected, you will be able to see:

- ▶ The contact information of the individual
- ▶ The specific text to which they have given consent (at the time consent was given)
- ▶ The date/time at which consent was given

COOKIES

Cvent users will have the option to enable a cookie banner on the web survey. When enabled, a banner will display to visitors when they arrive at the site.

The banner will inform the visitor that functional cookies are used so that the site may function properly.

The banner will include a link to the Cookies section of the Cvent privacy policy which provides detailed explanations of the cookies used on our sites. The visitor may consent to the use of these cookies by dismissing the banner or continuing to use the site.

Cvent users will be able to customize the language of the cookie banner if desired.

Cvent web surveys do not use any cookies for profiling or marketing purposes. Additional information about the cookies used on Cvent surveys can be found in our privacy policy.

PRIVACY POLICY

By default, the Cvent Privacy Policy is always displayed in the footer of all Cvent web surveys to inform respondents how their data will be stored, processed, and protected by Cvent.

In addition, Cvent users will be able to add a link to their organization's privacy policy in the footer of the web survey.

The URL and link text of the privacy policy can be specified in the planner side survey configuration.

The link will then be displayed at the bottom of each web survey page so respondents may learn more about how their data will be stored, processed, and protected.

The material provided herein is general and in summary form and is not intended to be comprehensive. Further, it is not intended to be legal advice and should not be construed as such. Nothing herein should be relied upon or used without consulting a lawyer, data protection officer, or other professional advisor who will consider your specific circumstances, possible changes to applicable laws, rules and regulations, and other legal and privacy issues. Receipt of this material does not establish an attorney-client relationship.