

Privacy Policy

Last updated: [19 February 2025]

1. Introduction

CA&S Group ("we," "us," or "our") operates the event registration and check-in platform available at www.africabeyondborders.co.za (the "Platform"). This Privacy Policy explains how we collect, use, and protect your personal data when you use our Platform to register for and attend **CA&S Client Experience, Africa Beyond Borders** (the "Event").

By using our Platform, you agree to the collection, processing, and sharing of your personal information in accordance with this Privacy Policy.

2. Information We Collect

We collect personal data to facilitate event registration, check-in, and participation. This includes:

- **RSVP & Registration Information:** Name, surname, email address, company, job title, and any other details submitted via the registration form.
- **Event Check-In Data:** Time and date of check-in for in-person and virtual events.
- **Livestreaming & Virtual Event Participation Data:** Data related to session attendance and interactions, such as questions submitted during livestreams and polling responses.
- **Communication Data:** Emails exchanged with us, including confirmation emails, reminders, and post-event follow-ups.
- **Device & Usage Data** (if applicable): IP address, browser type, and engagement with virtual events for technical support and event analytics.

3. How We Use Your Information

We process your data to:

- Facilitate event registration and manage RSVPs.
- Send event-related emails, including confirmations, reminders, event details, and post-event follow-ups.
- Manage event attendance, including check-ins for in-person and virtual events.
- Provide virtual event access through livestreaming and interactive tools.
- Share necessary attendee information with the event organiser.
- Improve our services and ensure smooth event experiences.
- Comply with legal and regulatory requirements.

4. Legal Basis for Processing (GDPR & POPIA Compliance)

We process personal data under the following legal grounds:

- **Consent:** When you voluntarily provide information by registering for an event.
- **Contractual Obligation:** When registration is necessary to attend an event.

- **Legitimate Interest:** To communicate event updates, manage participation, and support event organisers.
- **Legal Compliance:** If required by law or regulatory authorities.

5. Data Sharing & Event Organisers

We do not sell, rent, or trade personal data. Your details are shared only with:

- **Event Organisers:** Your registration data is shared with CA&S Group for event planning and management.
- **Third-Party Service Providers:** We use external tools such as email marketing platforms, cloud storage services, and analytics tools.
- **Legal Authorities:** If required by law.

We do not send promotional emails unrelated to the event you registered for.

6. Third-Party Tools & Services

Our events platform integrates with third-party tools for livestreaming, audience interaction, and event management.

Livestreaming & Interactive Platforms

We may use the following platforms at our discretion to provide livestreaming and audience interaction:

- Slido (for Q&A, polls, and audience engagement)
- Yolo Live (for livestreaming)
- YouTube, LinkedIn, Facebook, and other streaming or networking platforms

When using Slido, your **name, surname, and company details are shared with the Slido platform**. Slido may also place third-party cookies on your device. Your data is processed according to Slido's Privacy Policy.

Communication & Collaboration Tools

We may also use:

- Google Sheets (for event data management)
- Microsoft Teams and Zoom (for virtual meetings and webinars)

These third-party services may collect and process data in accordance with their respective privacy policies.

7. Email Communications & Opt-Out Policy

We send event-related emails, including:

- Confirmation emails upon registration
- Reminder emails before the event
- Aide memoire emails with key event details
- Thank you emails after the event

You may opt out of non-essential communications at any time by clicking the "Unsubscribe" link in an email. However, opting out may prevent you from receiving essential event details.

8. Cookies & Tracking Technologies

We use cookies and similar tracking technologies to:

- Improve website functionality and user experience
- Track engagement in virtual events
- Analyze how users interact with event pages

Some third-party tools (such as Slido) may place additional cookies on your device. You can manage cookie preferences through your browser settings.

9. Your Rights Under GDPR & POPIA

You have the right to:

- Request access to your personal data
- Request correction or deletion of your data
- Withdraw consent for communications
- Object to data processing in certain circumstances

To exercise these rights, contact us at **info@cas.group**.

10. Data Retention

We store personal data only as long as necessary for event management and legal compliance. Once the event concludes, we delete or anonymize attendee data unless otherwise required for record-keeping purposes.

11. Security Measures

We implement appropriate security measures to protect your personal data. Our platform is hosted on **Wix**, which is GDPR compliant and provides secure data storage.

12. Third-Party Links

Our platform may contain links to external websites (e.g., livestream providers, event pages). We are not responsible for their privacy practices.

13. Updates to This Privacy Policy

We may update this Privacy Policy as needed. The latest version will always be available on our platform.

14. Contact Information

For privacy-related inquiries, contact:

- **Company Name:** CA&S Group
- **Website:** www.africabeyondborders.co.za
- **Email:** info@cas.group
- **Telephone:** 012 425 3200
- **Address:** 254 Hall St, Die Hoewes, Centurion, 0157