

# PRIVACY POLICY

Effective Date: 1 September 2025

This Privacy Policy explains how **MB CRAConnect** (“we,” “our,” “us”) collects, uses, and protects your personal information when you visit the CRAConnect Live 2026 website and register for the conference.

MB CRAConnect

Company number: 306690326

Registered address: Girulių g. 20, LT-12123, Vilnius, Lithuania

Email: [hello@craconnect.so](mailto:hello@craconnect.so)

We are committed to protecting your privacy in accordance with the **General Data Protection Regulation (GDPR)**.

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## 1. What Data We Collect

We may collect the following personal information when you use our website or register for CRAConnect Live 2026:

- Full name
  - Email address
  - Job title and company
  - Billing address
  - Payment details (processed via secure third-party platforms)
  - Country of residence
  - IP address and browser data (for website analytics and optimization)
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## 2. How We Use Your Data

We process your personal data for the following purposes:

- To register and manage your attendance at CRAConnect Live 2026
- To send you event-related communications (confirmations, updates, reminders)
- To provide access to networking tools and attendee directories (if applicable)
- To manage payments and invoices
- To comply with legal obligations
- To improve our website and user experience through anonymized analytics

We will never sell or rent your data to third parties.

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### 3. Legal Basis for Processing

We process your data based on:

- **Performance of a contract** (e.g. registering you for the event)
  - **Legitimate interest** (e.g. improving services, marketing similar events)
  - **Consent** (e.g. optional newsletter subscriptions)
  - **Legal obligation** (e.g. invoicing, accounting)
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### 4. How Long We Keep Your Data

We retain your data only for as long as necessary to fulfill the purposes described above or as required by law. Typically, we keep registration and billing data for up to 5 years.

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### 5. Sharing Your Data

We may share your data with trusted third-party providers only as necessary for:

- Payment processing
- Email communications
- Event platforms and registration tools
- Legal and financial compliance

All service providers are GDPR-compliant and bound by confidentiality agreements.

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### 6. Your Rights

Under GDPR, you have the right to:

- Access your data
- Correct inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Data portability
- Withdraw consent at any time

To exercise your rights, please contact us at [insert contact email].

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### 7. Cookies

Our website uses cookies to ensure basic functionality and to improve your browsing experience.

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## 8. Data Security

We take appropriate security measures to protect your personal information against unauthorized access, loss, or misuse.

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## 9. Changes to This Policy

We may update this Privacy Policy from time to time. Any significant changes will be communicated via email or website notification.

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## 10. Contact Us

If you have questions or concerns about this Privacy Policy, or if you want to exercise your rights under GDPR, please contact us at:

**MB CRAConnect**

Giruliy g. 20, LT-12123

Vilnius, Lithuania

Email: [hello@craconnect.so](mailto:hello@craconnect.so)