



BJSMLIVE Privacy Policy

In order for BMJ to offer events, we have to process some information about you. We use the information that you provide us in order to provide you with access to the event, and to facilitate networking opportunities with other participants and sponsors. You can read further about how we handle your data or accept [here](#).

You can find information about sponsors, and control who you'd like to hear from <<here>>.

BMJ will collect and use some information about you in order for you to be able to engage in the event and to create opportunities for networking. You can find our contact details [here](#) if you would like to discuss this with us.

What do BMJ collect and why?

Type of information	What it is used for	Lawful basis
Your name and contact details	To arrange for you to access and participate in the event	Necessary for contract
Payment details (if applicable)	BMJ charges for some events. Where payment is required, we will need details of payments and any discounts.	Necessary for contract
Recordings of physical events, livestreams, and electronic chats	We make these records available to delegates and sponsoring organisations. This is so that people can understand the matters raised and discussed at events, to raise public awareness of those matters, and to provide feedback to sponsors.	Legitimate interests
Your photograph, professional interests, and links to your online profiles (e.g. LinkedIn)	For some events, you can choose to provide extra information about yourself. This can help you to find individuals and organisations with similar interests. You can withdraw your consent at any time.	Consent
Analytics of interactions during the event	We use personal data to understand what works and what doesn't with our events, and to find out what interests people most. We also share that information with event exhibitors and sponsors.	Legitimate interests
Email address (corporate subscribers only)	If you register with an email address provided by an organisation such as a hospital or business ('corporate subscribers'), we share that contact data with event sponsors and exhibitors for networking opportunities and direct marketing purposes. If you would like to object, please contact us .	Legitimate interests
Email address (individual subscribers)	If you register with an email address that you created, and consent to organisations contacting you for networking opportunities and direct marketing purposes. You can also contact organisations of interest directly.	Consent



For some processing, our '[legal basis](#)' under data protection law is that we have to use that information in order to carry out our contractual obligation to you. If you don't provide the information, we won't be able to complete our contract with you for a place at the event.

Do you share my data?

For in-person events, we will share your data with the venue. This is so that access and dietary requirements can be met, and for the security of the event. Where events are jointly owned or operated by BMJ and another organisation, we will share your data with that organisation to run the event. We also share personal data (contact details, records of interaction, and feedback) with sponsors. Sponsors for events typically include public and private health providers, health education providers, medical technology companies, pharmaceutical companies, public health bodies, and trade associations.

We use other companies to provide the technical means for us to stream sessions from the event. They only handle your data under our specific direction. Where any of your data is handled overseas on our behalf, we have strict contractual terms with our providers to make sure that your data is only used to provide event facilities and functions to you and that it is handled safely.

How long will you keep information about me?

We'll keep information about you for these periods:

Registration details and communications	Anonymised after 60 months
Participation in events	Anonymised after 60 months
Analytics	60 months
Payment information	60 months
Event feedback	60 months
Professional body membership	60 months

What are my rights?

You have rights over your data. You can [contact us](#) if you would like to:

- Have a copy of your personal data
- Correct inaccurate information about you
- Erase information about you
- Restrict how your data is used
- Object to our use of your data
- Have your data ported to another organisation

You can find [advice about your rights](#) on the website for the Information Commissioner's Office (the regulator for data protection law in the UK).

Questions or complaints

If you have any concerns or complaints, we'd like it if you [contacted us](#) in the first instance. If you are interested in how BMJ handles personal data more broadly, there is also an overarching privacy notice that you can find [here](#). You also have the right to complain to the [Information Commissioner's Office](#) if you'd like to.



EU representative

Wherever you are in the world, you can get in touch with BMJ in the first instance through our email address: dataprotectionlead@bmj.com. However, in accordance with the requirements of the GDPR (Article 27), BMJ has a data protection representative in the EU:

activeMind.legal Rechtsanwaltsgesellschaft m.b.H.

Geschäftsführer: RA Klaus Foitzick

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