

## *The Conference Board Privacy Policy*

Effective Date: 25 April 2026

This Privacy Policy supersedes all prior versions.

### WHO WE ARE

The Conference Board (collectively, TCB, “we,” “our,” or “us”) is the non-profit, 501(c)(3) Member-driven think tank that delivers *Trusted Insights for What’s Ahead*<sup>®</sup> to help our Members improve performance and better serve society. Your privacy and the protection of your personal data is important to us. This Privacy Policy applies to our “Platform,” defined as our website, located at <https://www.conference-board.org>, and our *myTCB*<sup>®</sup> accounts (“Membership Accounts”), as well as any associated websites, platforms, software, portals, databases, applications (“Apps”), APIs, and/or any other technology or interface employed by us for your access and use.

This Privacy Policy explains the types of personal data we collect; how we use that information; how we may share that information; and the security we employ to protect that information in connection with our collection of your personal data in connection with our Platform. Unless indicated otherwise, this Privacy Policy applies to our Platform in all geographies in which we offer our Platform. ***Some parts of this Privacy Policy may apply only to our Platform in particular geographies; please see the Jurisdiction-Specific Data Rights section below for additional information.***

In this Privacy Policy, “you” means anyone who uses our Platform, or communicates with us in connection with our Platform. Personal data means information that identifies, describes, or is reasonably capable of being associated with or linked to, directly or indirectly, an individual or household.

We also have [Terms of Use](#), which applies to your use and access of the Platform, and which you may access by clicking on the hyperlink. ***By using our Platform, you expressly acknowledge and agree that you have read, understand, and agree to the terms and conditions of our Privacy Policy and our Terms of Use.***

### TABLE OF CONTENTS

[Contact Us](#)

[Modification](#)

[Personal Data We Collect](#)

[How We Use Your Personal Data](#)

[How We Share Your Personal Data](#)

[How We Protect Your Personal Data](#)

[Retention of Personal Data](#)

[Cookies](#)

[Children's Privacy](#)

[Linked Sites \(Third-Party Sites\)](#)

[International Data Transfers](#)

[Data Subject Rights for U.S. Residents](#)

[Data Subject Rights for Canadian Residents](#)

[Data Subject Rights for Mainland China Residents](#)

[Data Subject Rights for Hong Kong Residents](#)

[Data Subject Rights for European Residents](#)

[Data Subject Rights for Singapore Residents](#)

## **CONTACT US**

You may contact us at The Conference Board, Inc., Attention: Legal Department, 875 Third Avenue, New York, NY 10022-6600. You also may email us at [privacy@tcb.org](mailto:privacy@tcb.org). You also may contact us by telephone (toll-free) at **1 800 676 7353**.

If you reside in the EEA, you also may contact us at The Conference Board, Inc., Attention: Legal Department, Chaussée de La Hulpe 178 - 6th floor, B-1170 Brussels, Belgium. You also may email us at [privacy@tcb.org](mailto:privacy@tcb.org). You also may contact us by telephone at +32 3 675 5405.

If you reside in Chinese Mainland, you may also contact us at TCB China (Beijing) Business Advisory Co., Ltd, Attention: Legal Department, 7/F, Tower AB, Office Park, No. 10, Jin Tong West Road, Chaoyang Dist., Beijing 100020, China. You may also email us at [privacy@tcb.org](mailto:privacy@tcb.org). You may also contact us by telephone at +86 18510281838.

If you reside in Hong Kong, you may also contact us at The Conference Board, Inc. Attention: Legal Department, 21/F, 14 Taikoo Wan Road, Taikoo Shing, Hong Kong. You may also email us at [privacy@tcb.org](mailto:privacy@tcb.org). You may also contact us by telephone at +852 2804 1000.

If you reside in Singapore, you may contact our Data Protection Officer at The Conference Board, Inc., Attention: Managing Director of Asia, Wework 21 Collyer Quay, #01-01, Singapore 048421 with a copy to the Legal Department (same address). You also may email us at [privacy@tcb.org](mailto:privacy@tcb.org). You also may contact us by telephone at +65 8298 3403.

## MODIFICATION

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this notice, we will provide an appropriate notice under applicable law. The date at the top tells you when we last updated this Privacy Policy. Changes to this Privacy Policy are effective when posted. By continuing to use our Platform, or otherwise providing us with information following notification of any changes, you affirmatively acknowledge and confirm that you have read, understood, and agreed to the updated Privacy Policy. *If you do not agree, you may not use our Platform or submit information to us.*

## PERSONAL DATA WE COLLECT

We may collect personal data about you from you directly, from Membership Account holders or other users of our Platform, through technology that automatically collects information from your browser or device, and from third party sources. We provide examples below. These examples are not exhaustive and we may collect personal data that is not specifically listed below, which we will do so in a manner consistent with this Privacy Policy. We also may provide supplemental information about our data collection or privacy practices in disclosures about specific products, services, Platform capabilities, other circumstances, or in some cases, at the time we collect personal data from you. Any personal data that we collect will be used and processed in a manner consistent with this Privacy Policy.

***Personal Data You Provide to Us.*** Personal data we may collect from you includes information you choose to submit to us by mail, phone, email, or any other means, or in connection with your access to and use of our Platform. Such information might include:

- Contact information like your name, business email address, business address, phone number, and other similar information we may use to contact you, identify/verify who you are, establish an account with us, or to address customer service-related aspects, like how to improve our Platform, and services for you and to respond to your inquiries;
- Account information: business email address, password, and other authentication and security credential information when you establish a Membership Account;

- Payment card information (which is given by you directly to a third-party payment processor, like Stripe or PayPal) when you pay us membership fees or make a purchase from our Platform;
- If you seek employment from us, we will seek employer-related information, such as background, work experience, and education, for hiring purposes; and
- Other personal data which you might submit to us in connection with our research, surveys, or products and services.

***Personal Data We Collect Automatically.*** We collect data, which may include personal data, from you automatically when you interact with us or engage our Platform, or other products or services, including:

- Your device and browser (such as browser type and version) data, and geolocation, through the use of cookies, for identity and security purposes, and also to improve user experience;
- Your online activity like the dates, times, and duration you visited or accessed our Platform, the browser you used, URLs you come from and go to. For example, online activity data may include how and when you navigated within our Platform, and which links or features you clicked on.
- Network and connection information, such as the Internet protocol (IP) address used to connect your computer or other device to the Internet and information about your Internet service provider;
- Authentication and security credential information; and
- Metrics, such as Platform usage, occurrences of technical errors, diagnostic reports, backup information, API calls, and other logs.

Please see our [Cookie Policy](#) for more information.

### ***Sensitive Data for Event Registration***

If you wish to attend one of our events, we may ask you for information about dietary restrictions (e.g. allergies, religious or philosophical dietary requirements), specific access requirements (e.g. wheelchair access), or sensory accommodations (e.g. closed captioning) during event registration (if any). This information may constitute special categories of personal data (also known as sensitive data) under applicable data protection laws, including health data or data revealing religious or philosophical beliefs.

The provision of such information is entirely voluntary and is only requested to facilitate the event and your accommodations, coordinate meals with dietary needs, and to arrange venue accessibility. We will only collect and process this information with your explicit consent, which will be requested at the point of collection (for example, by asking you to tick a box confirming your consent to the processing of your dietary restrictions and/or accessibility needs for the purposes of event organisation and accommodation).

***Personal Data We Collect from Third Parties.*** We also may collect or receive information from the internet, social media, third parties (including, without limitation, sponsors, affiliates, vendors, data brokers, websites, publicly accessible sources), or referrals. The information we typically collect from such third parties may include your business contact information (e.g., name, affiliation, business contact information, etc.). If you are seeking employment, we may also receive additional information about you from third party employment agencies (e.g., employment history, references, referrals, etc.). We also may receive data from other providers for analytic purposes, such as Google Analytics. TCB may verify or update contact information obtained from third parties to ensure accuracy (e.g., checking if an email address is current).

## HOW WE USE YOUR PERSONAL DATA

We use the personal data we collect about you to render our services for you and your company, namely to operate and improve our Platform and related technologies and infrastructure; to improve our services and your experiences; to coordinate with others to provide services and experiences for you; to contact and communicate with you; for event management and professional networking (e.g. a registered attendee list or event app for use by event participants); to conduct direct marketing; to administer contests, raffles, promotions or surveys; to protect our rights; to protect the rights of Membership Account holders and users and/or other third parties; to enforce our [Terms of Use](#) or [Event Code of Conduct](#); to review and assess your job application; and/or to prevent fraud and abuse of our Platform or our other systems or networks.

By accessing and using our Platform, you have given us your consent to respond to your contact requests and other submissions, to contact you to otherwise render our Platform and to share your information as described in this Privacy Policy. You also have given us your consent to use your information to improve our Platform, including to conduct analytics and generate internal reports about its use, and to assist with security and fraud prevention, including to detect, investigate and prevent activities that may violate our [Terms of Use](#), be harmful to others or be illegal, and to make suggestions and draw inferences about you. We may use your information for our own marketing purposes. We may use your information to improve the quality and/or your personal experience with our Platform, products, and services. At times, we may collaborate with others to provide products and services, including, without limitation, informational experiences. By accessing and using our Platform, you have given us your consent to use your information for such ventures.

We may use your information to enforce our rights or to comply with applicable law; or to detect or prevent fraud (financial or otherwise), intellectual property infringement, potential misuse of our Platform, or breach of our Terms of Use. We may use your information to manage third-party risks or other risks to our business, and to protect the reputation of our business.

We may anonymize, aggregate, or combine information we collect online or elsewhere for the above purposes or other purposes, to improve our Platform to develop new products or

services, and/or to analyze statistics on usage and trends. Please note that aggregated or de-identified data may not constitute personal data or information under applicable law. Where required by applicable law, you may be asked to provide separate consent for certain processing activities before we process your personal data.

### ***Use of Sensitive Data for Event Registration***

We use sensitive personal data collected for event registration (such as dietary restrictions and accessibility needs) solely to facilitate the event and your accommodations, coordinate meals with dietary needs, and to arrange venue accessibility. This information will only be processed with your explicit and/or separate consent and will not be used for any other purpose.

## **HOW WE SHARE YOUR PERSONAL DATA**

We may share the personal data we collect about you in the providing of our Platform, or other products and services, and in the rendering of our business operations, including the sharing of information with third-party service providers, vendors, affiliates, fellow event participants for professional networking purposes, or other organizations we may collaborate with. Where required by applicable law, you may be asked to provide separate consent for such provision of your personal data.

***Third-Party Service Providers.*** We may share your personal data with our service providers, which are third parties who help us operate our Platform, help us offer other products or services, perform services which further our research or business, and/or help us with our business operations. Examples can include payment processing, marketing, customer service, conducting surveys, verification of contact information, email delivery, and other technology service providers such as cloud-infrastructure companies who provide services and assist us with the operation of our Platform and business. The information we share can include identifiers like your name, address, email, online identifier, a unique account number, or IP address, or other information like Internet or other electronic network activity information, inquiry and browsing history, and/or your interaction with us and our Platform, products, or services.

These service providers may have access to personal data needed to perform their functions but may not use it for other purposes. Further, they must process that information in accordance with this Privacy Policy, any associated data processing agreement, and as permitted under applicable data protection law.

***Third-Party Collaborators.*** Sometimes, we team up and collaborate with other organizations to conduct research, field surveys, or provide services via our Platform or another company's website or platform. These collaborations can include outreach to selected research participants to schedule and conduct research interviews or surveys, the

co-creation of content, or simply providing TCB content to other organizations' members and vice versa. Any such third-party collaborator, to the extent we share your information with them, must process that information we provide in accordance with this Privacy Policy, any associated agreement, and as permitted under applicable data protection law.

***Social media.*** If you use a social media account (e.g. LinkedIn, Google, or Meta), we may collect certain personal data from your social media profile, including your name, email address, profile picture, and any other information you authorise the social media provider to share with us. We may also share information about your use of our Platform with a relevant social media provider, as permitted by your privacy settings with that provider.

The collection, use, and sharing of your social media data will be conducted in accordance with this Privacy Policy and applicable law. Please refer to the "Exercising Your Rights" section below for further information on how we obtain your consent and your choices regarding your personal data.

***Business Transfers.*** We might sell or buy businesses or services. In such transactions, personal data generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Policy (unless, of course, the individual consents otherwise). Also, in the event that TCB or substantially all of its assets are acquired, your personal data will of course be one of the transferred assets.

***Direct Marketing.*** We do not share any of your personal data with third parties for the third party's direct marketing purposes without your consent.

***Protection of Us and Others.*** We release account and other personal data when we believe release is appropriate to comply with the law, enforce or apply our accompanying Terms of Use, comply with our agreements as a data processor or service provider, or to protect the rights, property, or security of TCB, our clients/members, our Membership Account holders or users, or other third parties. This includes exchanging information with other companies and organizations for fraud prevention and detection, and risk reduction.

***Sharing of Sensitive Data for Event Registration.*** To facilitate the event and your accommodations, we may share sensitive personal data (such as dietary restrictions and accessibility needs) with third parties who are directly involved in the organisation of the event, such as hotels, caterers, and venue staff. These third parties will only receive the information necessary to provide the relevant accommodation and are required to process your data in accordance with this Privacy Policy, applicable data protection laws and our instructions.

## **HOW WE PROTECT YOUR PERSONAL DATA**

We employ reasonable physical, technical, and administrative safeguards designed to protect the security of personal data that we collect in connection with our Platform. Safeguards we employ include building security, firewall barriers, TLS, encryption techniques, multi-factor authentication procedures, antivirus/anti-malware solutions, and

access controls to help protect personal data against loss, theft, misuse, and unauthorized access, disclosure, alteration, or destruction. These safeguards vary depending upon a variety of factors including the sensitivity of the information. Your personal data is accessible to our staff in departments such as marketing, development and information technology that require access to perform their designated functions.

Sensitive personal data collected for event registration (such as dietary restrictions and accessibility needs) is stored in encrypted form and is only accessible to select TCB personnel who require access to coordinate event details and accommodations.

Despite all reasonable practices, no security method is infallible. We cannot guarantee the security of the networks, systems, servers, devices, and databases we operate, that are operated on our behalf, or which you employ to access our Platform. Nor can we guarantee the security of third-party networks, including any cellular networks and storage servers, used in connection with our Platform.

## **RETENTION OF PERSONAL DATA**

We retain personal data only for as long as we have a legitimate purpose to do so. We may need to retain personal data for commercial and legal purposes, and the length of such retention will depend on the specific personal data. We keep personal data to enable your continued use of our Platform and any other products or services, and/or for as long as it is required in order to fulfill our obligations. We keep data for as long as required for the relevant purposes described in this Privacy Policy, or as may be required by law (including for tax and accounting purposes), contract, or as otherwise communicated to you. We will delete your personal data in accordance with applicable law and/or our contractual agreement.

Personal data related to dietary and/or access requirements *for event registration* will be deleted once it is no longer needed for the event's purposes, or if consent is withdrawn. In any case, this data will be deleted within a reasonable period after the end of the event.

## **COOKIES**

Please see our [Cookie Policy](#), which you may access by clicking on the hyperlink.

## **CHILDREN'S PRIVACY**

Our Platform is not designed to attract children under the age of 18 years. In fact, you must be eighteen (18) years old or older to use it (or any of our products or services, for that matter). If we learn we have collected or received personal data from a child under 18 without verification of parental consent, we will delete that information, including any associated account, and prohibit use of our Platform. If you believe we might have any

information from or about a child under 18 without parental consent, please contact us via the contact methods above.

### **LINKED SITES (Third-Party Sites)**

Our Platform may contain links to other websites (“Linked Sites”) for your convenience and information. If it does, these Linked Sites may be operated by organizations that are not affiliated with us. Linked Sites may have their own privacy policies or notices, and we strongly encourage you review them if you visit any linked site. We are not responsible for the content of any Linked Site not affiliated with us, any use of those Linked Sites, or the privacy practices or processing of personal data of them.

### **INTERNATIONAL DATA TRANSFERS**

We operate internationally, and your personal data may be transferred to and processed on servers outside the jurisdiction where you live. Depending on where you live, your personal data may be transferred to jurisdictions other than your home province/state and country, including the United States, and those other jurisdictions may have different or less protective data protection laws than the jurisdiction where you live. In addition, the rights of authorities to access your personal data in other jurisdictions may not be the same as in your home jurisdiction. We will take steps to ensure that your personal data continues to receive a standard of protection that is at least comparable to that provided by law in the jurisdiction where you live by means of contractual agreements or otherwise. We typically transfer personal data to the United States, which is where we are headquartered and where operation of our Platform is based, to our other office locations, and to India.

By continuing to use our Platform, you understand and consent to the transfer and processing of your personal data outside your home province/state and country, which may have data protection rules that are different or less protective from those of your home country, including the United States. We will only transfer personal data as permitted by law, and we will only process personal data in accordance with this Privacy Policy. We will take steps designed to ensure appropriate protection of your personal data. If you have questions about international transfers of personal data, please contact us using the information above. For residents of Canada, Mainland China, Hong Kong, Singapore, Europe or countries with aligned data protection laws, additional information is provided in the jurisdiction-specific sections below.

Where required by law—including for sensitive data, sharing with third parties, or cross-border transfers—we will seek your explicit or separate consent. You may withdraw your consent or exercise your rights at any time. Additional rights or requirements may apply in certain countries, including Mainland China and Hong Kong; please refer to the relevant sections for details.

## DATA SUBJECT RIGHTS FOR U.S. RESIDENTS

We are a controller when processing your information. Depending upon where you live, you may have certain rights regarding your personal data, including have the right to access and correct your data, disclosure to whom your data is shared or sold, and/or other rights, or the right to additional specific notices about our privacy practices.

In the United States, some states recognize data subject rights over your personal data. If you live in one of those states, you may make the following requests, subject to certain conditions or exceptions as set forth under applicable law. We may be required or permitted by law to decline your request. Also, we cannot process your request if you do not provide us with sufficient detail to allow us to understand and respond to it.

- You may request to confirm whether or not we have or are processing your personal data, and to access and obtain a copy of your personal data (rights of access and portability).
- You may request to correct inaccuracies in your personal data (right of correction).
- You may request to have your personal data deleted (right of deletion).
- You may opt-out of the sale of your personal data, targeted advertising, and profiling. **Currently we do not sell personal data, or engage in targeted advertising or profiling.**

**No Discrimination.** We will not discriminate against any consumer for exercising their data subject rights over their personal data under applicable law.

Please note that you may be located in a jurisdiction where we are not obligated, or are unable, to fulfill a request regarding your personal data. In such a case, your request may not be fulfilled.

You may submit a data subject request to [privacy@tcb.org](mailto:privacy@tcb.org).

**Right to appeal.** If we decline to take action in any request that you submit in connection with the rights described above, you may ask that we reconsider our response by sending an email to [privacy@tcb.org](mailto:privacy@tcb.org). You must ask us to reconsider our decision within 45 days after we send you our decision. We will respond to your appeal in accordance with the timeline set forth under applicable law.

**Nevada.** We do not sell “covered information” for monetary consideration. However, Nevada law requires us to post the following:

Nevada consumers may opt out of the sale of “covered information” for monetary consideration to a person for that person to license or sell such information. “Covered information” means any one or more of the following items of personally identifiable information about a consumer: first and last name, home or other physical address which

includes the name of a street and the name of a city or town, e-mail address, telephone number, social security number, an identifier that allows a specific person to be contacted either physically or online, or other information maintained in combination with an identifier that makes the information personally identifiable.

If you are a Nevada resident who has purchased goods or services from us, you may submit a request to opt out of any potential future sales under Nevada law by emailing us at [privacy@tcb.org](mailto:privacy@tcb.org). Please use “Nevada Do Not Sell” in the subject line. Note we will take reasonable steps to verify your identity and the authenticity of your request.

### **DATA SUBJECT RIGHTS FOR CANADIAN RESIDENTS**

If you are a resident of Canada, the following information applies to you.

***Your Rights.*** Under Canadian privacy laws, including the Canadian *Personal Information Protection and Electronic Documents Act* (PIPEDA) and applicable provincial privacy legislation, you may have the following rights regarding your personal data:

- You may request access to the personal data we hold about you, including information about: (a) the categories of personal data concerned; (b) the purposes for which the personal data is processed; (c) the parties to whom your personal data has been or will be disclosed; (d) how long we retain your personal data; and (e) if we did not collect the information directly from you, information about the source.
- You may request the correction of inaccuracies in your personal data in our custody and control, subject to certain exceptions prescribed by law.
- You may withdraw your consent to the collection, use, or disclosure of your personal data at any time, subject to legal or contractual restrictions and upon reasonable notice.

***Additional Rights for Quebec Residents.*** If you are a resident of Quebec, under Quebec’s Act respecting the protection of personal information in the private sector (Law 25), you also have the following rights:

- You may request that we delete your personal data, where the data is outdated or not justified by the purpose of collection.
- You may request a copy of your personal data in a structured, commonly used, and machine-readable format. Where technically feasible, you may also request that this information be transmitted directly to another organization (right of portability).

***Questions or Report a Problem.*** For questions about our Privacy Policy, to make choices about receiving promotional communications, to update your personal data, or to exercise your rights, you can contact our Privacy Officer as per the Contact Us section above.

## DATA SUBJECT RIGHTS FOR CHINESE MAINLAND RESIDENTS

If you are a resident of Chinese Mainland, you have the following data subject rights, including the right to know and make decisions on the handling of your personal data, the right to restrict or refuse others to handle your personal data, the right to access and copy of your personal data except for the circumstances provided under the applicable laws, the right to request transfer your personal data to a designated personal information handler, the right to request for corrections and supplements of your personal data where you find it inaccurate or incomplete, the right to request our explanations of personal information processing rules, and the right to withdraw consent.

You may exercise these rights by contacting [privacy@tcb.org](mailto:privacy@tcb.org).

## DATA SUBJECT RIGHTS FOR HONG KONG RESIDENTS

Hong Kong residents have the right under the Personal Data (Privacy) Ordinance to request access to personal data we hold about them and to request correction of any inaccurate data. We will respond to data access requests within 40 days of receipt and, if we hold the relevant data, inform you accordingly and provide a copy. For correction requests, if we agree that the data is inaccurate, we will make the correction within 40 days; if we cannot comply within that period, we will notify you of the reasons and comply as soon as practicable thereafter. We may ask for information to verify your identity and to help us locate the data, and we may charge a reasonable fee for handling a data access request; no fee is charged for a correction request.

## DATA SUBJECT RIGHTS FOR EUROPEAN RESIDENTS

If you are a resident of the European Economic Area (all members of the European Union, Iceland, Liechtenstein, Norway) (“EEA”), the United Kingdom, or Switzerland, the following information also applies to you.

***Purposes of processing and legal basis for processing.*** As explained above, we process personal data in various ways depending upon your use of our Sites and services. We process personal data on the following legal bases:

- (1) with your consent;
- (2) as necessary to perform a contract; and
- (3) as necessary for our legitimate interests in providing the Sites and services, where those interests do not override your fundamental rights and freedom related to data privacy.

***Disclosures and Transfers.*** Personal data we collect may be disclosed to third parties as described in How We Share Your Personal Data above or transferred to, and stored and

processed in, the United States or any other country in which we or our affiliates or subcontractors maintain facilities. Transfers of personal data to a third country or an international organization are subject to appropriate safeguards as described in Article 46 of the General Data Protection Regulation (GDPR).

**Individual Rights.** If you are a resident of the EEA, the United Kingdom, or Switzerland, you are entitled to the following rights:

- you have the right to access the personal data we keep about you - this is because we want you to be aware of the personal data we have about you and to enable you to verify whether we process your personal data in accordance with the applicable data protection laws and regulations;
- you have the right, under certain circumstances, to block or suppress further use of your personal data. When the processing is restricted, we can still store your personal data, but we can no longer use it;
- if your personal data is inaccurate or incomplete, you have the right to request the rectification of your personal data;
- you have the right, under certain circumstances, to request the deletion or removal of your personal data from our systems;
- you have the right to lodge a complaint about the way we handle or process your personal data with your national data protection authority (Contact details for data protection authorities are available [here](#));
- if our processing of your personal data is based specifically on your consent, you have the right to withdraw that consent at any time. This includes your right to withdraw consent to our use of your personal data for direct marketing purposes;
- you have the right to obtain from us, under certain circumstances, your personal data in a structured, commonly used and machine readable form so you can reuse it for your own purposes across different services. For example: if you want to work with a different service provider, this enables you to move your personal data easily and in a secure manner to this new service provider.

You also have the right to object to certain types of processing, including processing for direct marketing purposes.

However, note that we may need to retain certain information, for example for legal or administrative purposes (e.g. keeping of accounting records).

**Exercising Your Rights.** In many instances, you have choices about the information you provide and limiting how we use your personal data. For example, when you create an account or register for an event through our Platform, you are required to provide us with an accurate email address through which we may contact you. The choices you make during registration constitutes your express consent of our use, processing, and transfer of your

data. While you cannot opt-out of receiving notifications and other communications regarding your account or your transactions, you can always withdraw your consent to receive marketing communications from us by: (1) selecting the “unsubscribe” feature where available, (2) logging into your account and updating your preferences, or (3) contacting [privacy@tcb.org](mailto:privacy@tcb.org). You may additionally limit data provided to us by modifying or disabling the location service settings on your mobile device and the cookie settings on your browser.

We take steps to ensure that the personal data we collect is accurate and up to date and that you have the ability to access and make corrections to it. This includes giving you the ability to see, review, and change your personal data by emailing [privacy@tcb.org](mailto:privacy@tcb.org) with the subject line “Data Privacy Request” and honoring any legal right you might have to access, modify or erase your personal data. To request access and to find out whether any fees are permitted by applicable law, please contact [privacy@tcb.org](mailto:privacy@tcb.org). We will respond to your request as soon as practically possible. If we need more than one month (from receipt of your request) to respond to your request, we will come back to you and let you know.

We may not be able to delete your personal data without also deleting your user account. You will not be permitted to examine the personal data of any other person or entity. To help us prevent unauthorized individuals from accessing, changing or deleting your personal data, you may be required to provide us with personal data sufficient to prove your identity prior to accessing any records containing information about you. We may not accommodate a request to change or delete personal data if we believe doing so would violate any law or legal requirement or cause the information to be incorrect.

**Data Retention Policy.** The information we hold about you will be retained in a manner consistent with the applicable data protection legislation. We consider the amount, nature, and sensitivity of your personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data, etc. In any event, your personal data shall not be kept longer than is necessary to achieve the purposes stated in this Privacy Policy.

For example:

- We will generally retain your profile and related personal data for as long as you have an account with us. If you wish to request the deletion of your personal data from The Conference Board and The Conference Board website, you will need to contact [privacy@tcb.org](mailto:privacy@tcb.org). If you delete your account, to the extent permitted by applicable law, we will retain and use your personal data as necessary to comply with our legal obligations, resolve disputes, maintain appropriate business records, and enforce our agreements.
- We will retain personal data relating to a job application for two (2) years.
- We will delete inaccurate email information when we receive a notification that such email address is no longer valid or working.

- Where processing your personal data is necessary in connection with any actual potential dispute (e.g. establishing or defending legal claims), we will keep your personal data until all matters relating to the dispute are resolved.
- Where retention is necessary for us to comply with any legal or regulatory obligation (e.g. for tax purposes), we will keep your personal data for as long as required by that obligation.

**Questions or Report a Problem.** For questions about our Privacy Policy, to make choices about receiving promotional communications, to update your personal data, or to exercise your rights, you can contact The Conference Board Inc. as per the Contact Us section above.

The Conference Board, Inc. is the data controller for personal data we collect through the Platform.

## **DATA SUBJECT RIGHTS FOR SINGAPORE RESIDENTS**

**Direct Marketing.** If you supply us with your consent to use your Contact Data, you may receive marketing-related mailings, calls, e-mails, messages or faxes (“**Marketing Communications**”) from us that may include, among other things, information about new products and services or upcoming events. We will always obtain your express consent specifically for Marketing Communications where we are required to do so by law and if we intend to disclose your Personal Data to any third party for direct marketing purpose. If you no longer wish to receive such Marketing Communications, you may withdraw your consent. Please see the section “**Exercising Your Rights**” below to find out more about consent withdrawal requests.

**Disclosures and Transfers.** Personal data we collect may be disclosed to third parties as described in the section “**How We Share Your Personal Data**” above or transferred to, and stored and processed in, the United States or any other country in which we or our affiliates or subcontractors maintain facilities. Transfers of personal data to a third country or an international organization are subject to safeguards comparable to that provided under the Singapore Personal Data Protection Act 2012.

**Individual Rights.** If you are resident in Singapore, you have the following rights under the PDPA and its regulations:

- you have the right to access and be provided with a copy of your personal data, and with information on how your personal data has been, or may have been, used or disclosed by us within a 12-month period before the date of request;
- you have the right to require us to correct an error or omission in your personal data that is in our possession or under our control where the personal data we have is incorrect;
- you have the right to withdraw consent at any time, with reasonable notice provided to us, in relation to our processing of your personal data for any purpose. Please see

the section “**Exercising Your Rights**” below to find out more about consent withdrawal requests. However, there may be consequences to such withdrawal, and we can continue to retain your personal data for legal purposes in accordance with applicable laws; and

These rights are not absolute and are subject to exceptions and conditions provided in applicable laws.

**Exercising Your Rights.** In many instances, you have choices about the information you provide and limiting how we use your personal data. For example, when you create an account or register for an event through our Platform, you are required to provide us with an accurate email address through which we may contact you. The choices you make during registration constitutes your express consent of our use, processing, and transfer of your personal data. You can withdraw your consent to receive Marketing Communications from us by: (1) selecting the “unsubscribe” feature where available, (2) logging into your account and updating your preferences, or (3) contacting us at [privacy@tcb.org](mailto:privacy@tcb.org).

We take steps to ensure that the personal data we collect is accurate and up to date and that you have the ability to access and make corrections to it. This includes giving you the ability to see, review, and change your personal data by emailing [privacy@tcb.org](mailto:privacy@tcb.org) with the subject line “Data Privacy Request” and honouring any legal right you might have to access and modify your personal data. To request access and to find out whether any fees are permitted by applicable law, please contact [privacy@tcb.org](mailto:privacy@tcb.org). We will respond to your request as soon as practically possible. If we need more than 30 days (from receipt of your request) to respond to your request, we will come back to you and let you know.

We may not be able to delete your personal data without also deleting your user account. You will not be permitted to examine the personal data of any other person or entity. To help us prevent unauthorized individuals from accessing, changing or deleting your personal data, you may be required to provide us with personal data sufficient to prove your identity prior to accessing any records containing information about you. We may not accommodate a request to change or delete personal data if we believe doing so would violate any law or legal requirement or cause the information to be incorrect.

For any information on your personal data, kindly contact our Singapore Data Protection Officer at [privacy@tcb.org](mailto:privacy@tcb.org) or +65 8298 3403.