

THE Spirit OF GDPR

The GDPR Guide to Best Practice Event Management

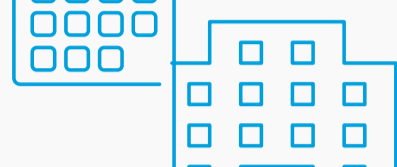
GDPR giving you a headache? Well grab a seat and take a break, because in true Cvent style, we've done all the legwork for you. With over 300,000 professionals using our platform to organise thousands of events each week, we've created a practical step-by-step guide to GDPR compliance.

For us GDPR is all about trust and transparency – a chance for you to run the absolute best events you can. Let's go!

PRE-EVENT

1 Set your date and find a venue

It doesn't matter where your venue is – if any of your attendees are EU citizens or residents, their personal data is protected under GDPR. Choose a venue that's got GDPR compliance sorted to keep your attendee information safe. If you use a good venue-sourcing tool you can customise your RFP template and add any criteria you like, including GDPR compliance.



2 Check your suppliers

If you are sharing attendees' Personally Identifiable Information (PII) with any third parties such as travel and transport providers, you need to check they are fully GDPR-compliant. When it comes to data about your attendees, you are the Data Controller, wherever it is stored in your supply chain. That means you are liable for any breach, anywhere – even if it's down to a supplier's error or oversight.



3 Agree deliverables with sponsors and exhibitors

Under GDPR, you can't capture, store or process data without a legitimate interest or someone's explicit consent. Many traditional in-event lead-capture activities, such as business-cards-in-a-fishbowl, don't comply with GDPR's requirements for consent or security.

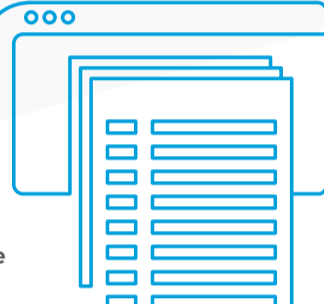
4 Create your agenda and call for speakers

Under GDPR, speaker contact details are considered PII. So if your speakers are EU citizens or residents, you'll no longer be able to store and share their information on spreadsheets without encryption or password protection. Using a call-for-papers tool gives you a secure hub for collecting and storing bios, headshots and presentations.



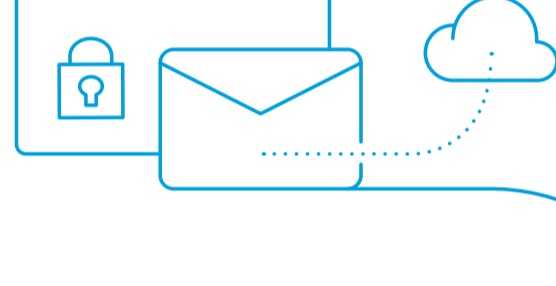
5 Create your website and registration forms

You'll obviously need to collect essential contact data that helps you register each attendee but unless you have a good reason for collecting additional data, don't do it. GDPR doesn't allow the collection and storage of data without any legal basis, so only ask for the information you actually need. An event management platform can give you a traceable, consent history.



6 Send event emails

You don't need separate consent for operational emails, such as confirmations and thank-yous, as these emails are required to run your event and manage attendance. If you're renting or buying prospect lists, you'll be legally obliged to ensure they include consent. Also, you won't be able to send or receive lists in spreadsheet form without encryption.



7 Offer travel and housing to attendees

Under GDPR, emailing spreadsheets containing PII without encryption or password protection is illegal. Look for event management platforms that include a centralised room block and reservation management tool that hotels can log into directly, avoiding the need to send sensitive attendee PII via spreadsheets.



IN-EVENT

8 Register walk-ins

Capturing registration information on paper sign-in sheets is not secure and could leave you exposed to a data breach. Choose an on-site registration solution that allows delegates to self-register, pay fees and check themselves in. To help with GDPR, choose one that allows you to add consent questions and syncs data automatically with an event management platform.



9 Print badges

Leaving name badges out for collection constitutes a data breach under GDPR rules. Equally, paper sign-in sheets fail to meet GDPR's strict privacy requirements. Get delegates to print badges before arrival or consider tablet-based check-in tools that delegates can use to print their own badges.



10 Engage attendees with a mobile app

If you're using an in-event app, you'll need to capture consent for attendee information to be shared with other attendees. Get consent at registration, or set the attendee profile to private by default and encourage delegates to set their contact preferences upon download.



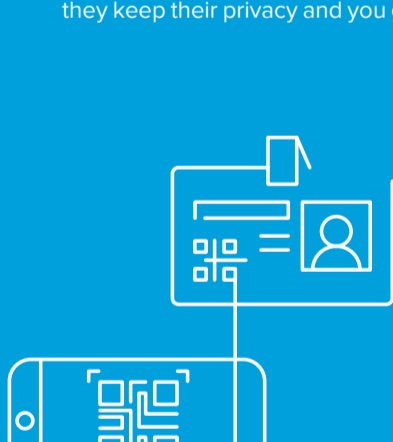
11 Track session attendance

If you track delegates by scanning their badge or using remote tracking such as RFID, you will need to ask for consent at registration or arrival. For attendees who don't want to be tracked, make their tracking code anonymous, so you'll still see where they go but won't be able to identify who it is. This way, they keep their privacy and you get your metrics.



12 Scan leads for exhibitors

If you share attendee data with event sponsors as part of their sponsorship package, you will need to get consent. If your exhibitors want to scan badges of people they meet at your event, you need to let individuals choose if they want to be scanned or not – and collect consent.



POST-EVENT

13 Collate event feedback, analytics and ROI

Precise measurement and a deep understanding of key metrics and trends will allow you to make informed decisions about how to improve your events. But you'll need consent to capture, store and export any event feedback linked to individuals. For most event analysis and reporting you can use anonymised/pseudonymised data that doesn't involve any PII.



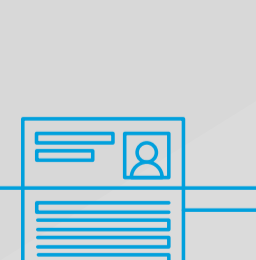
14 Respond to an access request

Under GDPR, people have the right to see all the data you hold on them – and you have to provide it within one month. If you use an integrated event management platform, you can ask your solution provider to give you a single file with all the information you hold on any attendee. If you use several different systems this will be trickier and may take longer.



15 Respond to a request to erase

Under GDPR, people have the right to ask you to delete all the information you hold on them. You have to do this and confirm that you have done it within a month. Not all information has to be deleted though – you can keep financial or transactional details for legal reasons.



For more detail on GDPR at every stage of event management, try our interactive infographic.

So that's it, you've completed another great event, and you've made every effort to be GDPR compliant! This isn't an exhaustive list of everything you need to consider, but these are the key areas. And if keeping in line with GDPR seems like hard work, remember you're an event marketer – you can handle it! Especially when you know it's all about building attendee trust, running best practice campaigns and delivering top quality events.

Contact Cvent

Share

Ask us how Cvent's event management platform can make compliance easier.

Share The GDPR Guide to Best Practice Event Management with your network.

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