



ZIMBABWE
SMART SUSTAINABLE CITIES

PRIVACY POLICY

In this Privacy Policy, the term “personal information” refers to the types of information we may collect and use, which includes:

- Contact details, such as your name, email address, postal address and telephone number;
- Educational, nationality and professional background information;
- Photographs (optional) should you create an online profile on our website
- Usernames and passwords;
- Payment information, such as a credit or debit card number;
- Comments, feedback, posts and other content you submit; and
- Interests and communication preferences including marketing permissions where appropriate
- Location information (e.g. through mobile apps).

❖ Personal Information

We collect and use your personal information in the following main categories:

- As customer / consumer data (transactional, prospect and analytics) including prospect data;
- As contact data which includes corporate customer contact data (i.e. contact details of account manager / key contact at corporate customers); and subscriber / user data;
- In connection with an event, for instance customer event and trade show visitors, exhibitors, speakers, conference visitors and attendee data.
- If collecting or storing sensitive personal data such as information relating to health, beliefs or political affiliation, we typically ask for your explicit consent. However, there are some situations where it will not be possible to request consent, such as if you have an accident at one of our events. If this does occur, we will ensure your privacy rights are protected.
- Our services and products are directed to academics and business professionals. They are not intended for children under the age of 13 and we do not knowingly collect personal data from this age group. If any information is collected from a child under the age of 13 without verification of parental consent, it will be deleted.

We collect personal information when you:

- Buy a product or service from us, including buying products online or over the phone
- Subscribe to newsletters, alerts or other services from us
- Ask us for more information about one of our events, including through live chat or by downloading a brochure, or contact us with a question or complaint
- Visit or browse websites owned and operated by KNect365
- Attend our events, if you are scanned by us or an exhibitor
- We may also collect information about you from other organisations, where appropriate. These include fraud-prevention agencies, business directories including public networks such as LinkedIn and credit reference agencies.

❖ ZimSmartCities Legal

As we collect and use personal information, the lawful bases we use for this activity in Europe, as required under Zimbabwean data protection laws, are:

- Where it is necessary for entering into or performing a contract with you
- Where we have a legitimate interest to do so, provided your rights do not override these interests
- Where you have consented to its use
- Where our colleagues believe it is in your vital interests to share your personal details, for example with emergency services
- Where required to comply with our legal obligations
- As part of a purchase, product enquiry, request for information and for account administration, we collect information such as your name, country, job title, company information or academic affiliation, postal address, e-mail address and telephone number.
- If you have made an enquiry about us or our products or services, either online or over the phone, we will use your personal information to respond to the enquiry or to take other steps at your request, before you enter into a contract. For example, we collect the e-mail addresses and additional contact details of those who send e-mails to request information. Where a sales representative speaks to you over the phone, the calls may be recorded for training and monitoring purposes only.
- If you have registered for or purchased a product or services, including on a trial basis, your personal information will be used to provide that product or service, communicate about it and handle payments, as is necessary for the performance of the contract entered into.
- For purchases, payment information, including credit/debit card number/bank details and billing addresses are also collected. Where payment card processors are used to facilitate payment card transactions on our websites, your data will be collected and used according to that data processors' privacy policy.
- If your personal information is relevant to certain products and is freely available through public sources, such as on a website related to your work or profession, we may use this

personal information for providing customers with our products, as part of our legitimate interests as a commercial organization.

❖ ZimSmartCities Symposium & Exhibition

- If you have agreed to participate in one of our events as a speaker, sponsor, exhibitor or attendee, personal information is used in connection with the running of the event, to handle payments or for other purposes, as is necessary for performing the contract entered into. We will also use your personal information to maintain our databases, assess your qualities as a speaker or sponsor/exhibitor, promote events and encourage further engagement at our events, as part of the legitimate interests we have as a commercial organization. At some of our events, your name badge may contain some of your personal information that you have provided to us, which may include your name, job title and company. When scanned, this information will be made available to us or the relevant exhibitor and processed in the manner as described above.
- In addition, we sometimes take photos and videos at our events, which may feature attendees, speakers, sponsors or exhibitors. Where photos and videos are taken that feature you as an attendee, sponsor or exhibitor, we may use those photos and videos for promotional purposes.

❖ ZimSmartCities Marketing

- We will use your personal information to send you newsletters, offers or other marketing emails to keep you up to date with our news, events and products that may be of interest. Depending on the nature of your interaction with us and the laws of the country where you live, you may have actively given your consent for this by opting in or we may be entitled to rely to legitimate interests to contact you with relevant marketing information. The opportunity to opt out of future marketing emails will always be provided, and information on how to do this is given when your personal information is collected and on every marketing email sent.
- We may use your personal information and contact you to maintain our customer database in order to keep your information accurate and up-to-date; as well as to carry out internal analysis of the usage of our products and services, in order to improve them, develop new products and events and predict future customer behavior, as is necessary for the purposes of our legitimate interests as a commercial organisation. This may include automated profiling and campaign management techniques.

- We may use the personal data we hold about you, combined with publicly available data and your demographic data to better understand our customers and to improve the products and services we deliver.
- As a Zimbabwean company providing you with services and products, we may share your information for specific reasons. This section explains how and why we share personal data with other companies within ZimSmartCities Network suppliers and other third parties.

We may share your personal information with third parties to assist in providing our products and services, including:

- Email marketing providers,
- Web hosting providers,
- Software development vendors,
- Registration companies, or
- Academic institutions for our distance learning and training courses

We only share personal information with such third parties to the extent necessary for them to provide such assistance.

- We will only retain your personal information for as long as is necessary and as permitted by applicable laws.
- We will retain your personal information while we are using it, as described in the section above and may continue to retain it after these uses have ended where we have a legitimate business purpose. For example, if you have opted out of marketing communications from us, we will retain limited details about you to ensure the opt-out request is honored. We may also continue to retain your personal information to meet our legal requirements or to defend or exercise our legal rights.
- The length of time for which we will retain personal information will depend on the purposes for which it is retained it. After we no longer need to retain your personal information, it will be deleted or securely destroyed.

To keep up with changing legislation, best practice and changes in how we process personal data, this Privacy Policy may be revised at any time without notice by posting an updated version on this website. Checking back periodically will mean you are aware of any changes.