

AT&T Event Guest Privacy Notice

This AT&T Event Guest Privacy Notice explains our commitment to compliance with the European Union's General Data Protection Regulation (GDPR). This Notice defines key terms and answers important questions, such as who is covered by GDPR, what GDPR requires, and how AT&T operates within those requirements.

AT&T's Commitment to Data Protection

AT&T is committed to fulfilling our responsibilities in relation to collection, retention, use, and other processing of personal data that is within the scope of the GDPR. Such personal data will be processed only for lawful and appropriate purposes. AT&T has implemented measures designed to ensure security of personal data and to prevent unauthorized or accidental access, erasure, or other misuse of personal data. AT&T will facilitate the exercise of your rights in an effective and transparent manner.

Who is covered by this Notice?

This AT&T Event Guest Privacy Notice applies to individuals invited to attend an AT&T event. AT&T maintains other notices, as well as the [AT&T Privacy Policy](#), that cover other data protection matters and audiences and may supplement this AT&T Event Guest Privacy Notice. Where another notice or policy conflicts with the purposes of this AT&T Event Guest Privacy Notice, this AT&T Event Guest Privacy Notice will prevail as to persons in the European Union (EU) or European Economic Area (EEA).

What Personal Data about you does AT&T Process?

To register you for an AT&T event, you will need to provide information including:

- Name
- Position Title
- Email Address
- Phone Number
- Dietary Selections

Additional information, such as mailing address, license plate, and guest name, may be needed to register for certain events. The registration website and grant of consent will specify this information. This information, collectively or individually, is referred to as "Personal Data" throughout this Notice.

Why does AT&T Process Personal Data about you?

Personal Data will be used to register you for and facilitate your participation at AT&T events. AT&T Processes Personal Data pursuant to established and appropriate lawful bases for Processing. These are:

- **Processing for one or more specific purposes for which you have given consent.** Your consent authorizes us to process your Personal Data for a specific AT&T event. You may withdraw your consent at any time, but this will impact our ability to provide you any further information.
- **Processing necessary for the legitimate interests pursued by AT&T.** AT&T has certain legitimate and lawful interests in Processing Personal Data; these could include Processing for internal administrative purposes, personal and network security, and other purposes such as sending you future invitations.

Throughout this Notice, "Processing" (and all variants) means any operation(s) performed on Personal Data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Who has access to Personal Data about you?

Personal Data will be disclosed, to the extent required for the above purposes, to appropriate and authorized recipients. Recipients may include AT&T personnel and third party service providers and subcontractors that support AT&T in staging events. Third parties may also collect and process Personal Data on AT&T's behalf.



Third parties given access to Personal Data will be required to use appropriate security measures consistent with legal requirements when Processing Personal Data and, where the third party is Processing such Personal Data on behalf of AT&T, to do so only pursuant to AT&T's instructions.

Personal Data will be disclosed if compelled to do so by a court of law or lawfully requested to do so by a relevant governmental authority using the appropriate means of request. Personal Data may be disclosed if determined necessary or appropriate to comply with the law or to protect or defend AT&T's rights, property or employees.

Where is Personal Data about you Processed?

AT&T has centralized administrative activities to better manage a global business. That centralization may result in the transfer of Personal Data to countries outside of the EEA. For example, your Personal Data may be transferred for Processing in the United States of America. Wherever Personal Data is Processed, AT&T uses appropriate security measures.

When is Personal Data about you deleted?

Personal Data will generally be retained as needed for business administration, tax, or legal purposes and as consistent with applicable law, including GDPR. The retention period for a specific event will be stated in the grant of consent. Grants of consent may be renewed or terminated, but termination will impact participation in the event.

How may you manage Processing of Personal Data?

You have certain rights regarding Processing of Personal Data. AT&T is committed to honoring these rights and has established clear and accessible policies and procedures. Your rights with respect your own Personal Data include:

- **Right to Notice.** AT&T provides you with this AT&T Event Guest Privacy Notice, detailing how Personal Data is Processed.
- **Right of Access.** You may obtain from AT&T confirmation as to whether or not Personal Data concerning you is being Processed and, if it is, access to the Personal Data and additional information about the Processing of that data.
- **Right to Rectification.** You may have AT&T correct inaccurate Personal Data about you, as well as to have incomplete Personal Data made complete.
- **Right to Erasure.** You may have AT&T erase Personal Data concerning you in certain circumstances.
- **Right to Restriction of Processing.** You may have AT&T temporarily prohibit additional Processing of Personal Data while your challenge to the accuracy or Processing of the Personal Data is contested.
- **Right to Data Portability.** You may be able to receive from AT&T the Personal Data concerning you for the purpose of providing that Personal Data to another controller, either by you or directly by AT&T.
- **Right to Object.** You may object, at any time and on grounds relating to his or her particular situation, to AT&T's Processing of Personal Data.
- **Right to Avoid Automated Individual Decision-Making.** AT&T's Processing of Personal Data generally does not include automated decision-making that produces legal effects concerning you or similarly significantly affects you.

Whether and how a right applies will depend on the lawful basis pursuant to which Personal Data is Processed, the nature of the Personal Data requested, and AT&T's ability to determine we hold responsive Personal Data. AT&T's provision of Personal Data in response to your request shall not adversely affect the rights and freedoms of others.

Additional Information

You may file a complaint with a data protection regulator, also known as a "supervisory authority." The relevant supervisory authority would most likely be, but is not necessarily limited to, the supervisory authority of the country in which you are located. You may additionally or alternatively seek judicial redress for alleged infringements of applicable law. For any of the above matters, AT&T may be contacted at globalmarketing@att.com.

