

## DATA USE AGREEMENT: PERSONAL INFORMATION, SOCIAL MEDIA, IMAGE USE, & COPYRIGHT

**PERSONAL INFORMATION**: I consent to Cisco collecting personal information that I elect to provide about me for the purpose of associating that information with my Event registration badge. Data collected and processed by the Event includes individual identifying and contact information, session recordings, and job-related information. The data will be used for administration and management of the Event. The data may also be used for ongoing program activations, evaluations and improvement. Cisco will not sell or share your information without your agreement.

Attendee data may be shared with vendors providing services that support the Event. Generally, data is shared with Event vendor partners to enable the delivery of a supporting service. There are some instances where data provided will be returned to Cisco in an anonymized format. All attendee data is secured/protected according to the Cisco data protection policies and according to relevant contractual agreements between Cisco and partnering third-parties.

Attendee data will also be processed internally such that teams supporting the Event will have access based on a business need to know and for the purposes outlined above. Additionally, attendees will have access to view and modify their own profile information.

Please contact <u>partnersummit@ciscoevents.com</u> inquiries about the event and how your data may be used or processed. For general data protection questions or concerns, you may submit to <u>https://privacyrequest.cisco.com</u>

For more information on how Cisco collects and uses personal information and how you may access and correct such information or initiate a complaint, please see Cisco's Online Privacy Statement at <a href="http://www.cisco.com/web/siteassets/legal/privacy\_full.html">http://www.cisco.com/web/siteassets/legal/privacy\_full.html</a>.

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**IMAGE USE:** I understand that Cisco or its authorized representatives may conduct interviews and may take photographs and/or videotape at the Event. I hereby grant to the Cisco and its authorized representatives the absolute right and permission to use my name, likeness, biographical information, voice, content of any interview, image and/or photograph and any other indicia of persona ("Persona") or to refrain from doing so, in any manner or media whether existing now or hereinafter developed (including without limitation the World Wide Web and the Internet), worldwide, for trade, advertising and/or promotional purposes. I agree I shall have no rights of review or approval, no Claim to compensation, and no Claim arising out of or resulting from the use, alteration, blurring, distortion or illusionary effect (whether intentional or otherwise) or use in any composite form of my Persona and agree to release and hold Cisco and its authorized representatives harmless for any and all such use(s).



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## PASSIVE TRACKING, PARTNER SCANNING & GENERAL

**PASSIVE TRACKING DISCLOSURE:** Cisco may employ a number of passive tracking measures in order to monitor the safety of the event, including security cameras, Open Roaming, and <u>Cisco Spaces</u>. All data is anonymous and used solely for the purposes of the Event. Located on the back of some badges, you will find a small wearable beacon. This device sends a unique signal allowing the Event to view traffic patterns to enhance the attendee experience. Please note this does not extend outside of the Event area and Cisco will not share information with any third party.

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