

# ***WORLD 2022***

## ***TERMS AND CONDITIONS***

The registration to MicroStrategy World is free of charge. With your registration you are entitled to:

- Full access to the virtual event platform
- Access to the keynote and all technical, customer, and partner sessions
- Network with attendees and book 1:1 meetings (attendees with visible profile only)
- Download available session material or material made available in any potential exhibit
- Admission to hands-on educational workshops

### **Social Media**

All of the social conversation and imagery shared during MicroStrategy World will be captured, moderated, shared with attendees, and possibly rebroadcast to MicroStrategy followers. Should you share socially about any MicroStrategy World and your experiences at the event you hereby irrevocably grant MicroStrategy permission to include your posts/imagery about the event both onsite as well as online. This includes all photos taken and shared on social media relating to MicroStrategy World.

### **Release of Contact Information to Third Parties**

By registering and submitting your contact information, you give MicroStrategy consent to share your contact information (e.g., name, title, phone number, e-mail, fax number) with MicroStrategy's contractors who may use such information solely in connection with the production of MicroStrategy World and will not be used for any commercial purposes. If you have any questions what this entails, please contact [events@microstrategy.com](mailto:events@microstrategy.com).

### **Privacy Information**

The data collected through the registration process for MicroStrategy World is stored and processed in the United States. However, we have put in place appropriate technological and organizational measures to ensure that your data is kept strictly confidential and will only use or process your personal data to the extent allowed by the applicable data protection laws governing your personal data including, without limitation, the EU's General Data Protection Regulation (GDPR). We will only use your personal data to provide you access to the event you register for, as well as to communicate with you about MicroStrategy World in general. Also, by consenting to these Terms, you are agreeing that your personal data may be shared with our sponsoring partners with whom you have interacted with during the event, including registering for and attending partner sessions, visiting sponsored booths, etc. In addition, and only if you have given your consent during the registration process to receive marketing material from MicroStrategy, we will use it for the purpose of distribution of publications, newsletters, invitations or other marketing information, or marketing or sales activities.

The virtual event platform includes a feature that allows audio, video, and textual information exchanged or viewed during the virtual online sessions to be recorded. If you choose to enter a session and enable the display of video and the playback of audio, the data from the microphone of your terminal device and from any video camera of the terminal device will be processed accordingly for the duration of the meeting. Further, by joining a session, you automatically consent to such recordings, including consent to have your image, voice, and/or any information submitted by you through the chat or text function to be recorded. However, prior to joining any online session, the event platform provides you with options to keep your profile private and to limit the amount of personal data you wish to share. You also have the option to mute your microphone or turn off your camera at anytime. Recordings of the sessions are intended to be used solely for follow-up as needed and to gather important feedback.

## Expectations for attendees

MicroStrategy expects all attendees and participants at MicroStrategy World to adhere to an appropriate standard of professionalism during the event. We expect the cooperation of everyone to help promote a safe environment and a productive conference experience for everyone.

### **Please do:**

- Maintain a respectful, considerate, and courteous attitude towards everyone you engage with online, at the conference
- If there is a situation that looks concerning or could be dangerous, notify conference organizers in a prompt manner
- Provide clear, valuable, honest information

### **Please do not:**

- Demean, discriminate, abuse, harass, or threaten those who you engage with online, at the conference,
- Spam conference participants
- Post content that is obscene or otherwise objectionable
- Use MicroStrategy World for commercial or advertising purposes. Conference organizers reserve the right to exclude any individual from the conference who is reported to be soliciting and who is not a MicroStrategy exhibitor at the conference.
- Post copyrighted content without permission from the owner

### **Reporting Violations of this Policy**

If you have been (or notice that someone else has been) impacted by someone failing to adhere to this Code of Conduct or have additional concerns, please contact a member of the MicroStrategy Events Team onsite or by emailing [events@microstrategy.com](mailto:events@microstrategy.com).

