

# MicroStrategy Event Badge Privacy Notice

*Last modified: February 1, 2019*

## 1 Introduction

This privacy notice (the “Notice”) is provided by MicroStrategy Incorporated and its subsidiaries (collectively, “MicroStrategy”, “Company”, “we” or “our”). MicroStrategy respects your privacy.

The Company uses the MicroStrategy Identity enterprise security platform (“MicroStrategy Identity”) during the MicroStrategy Symposia, MicroStrategy World and certain other MicroStrategy conferences and events (the "MicroStrategy Events") for event administration, security, product demonstration and for the other purposes set out in this Notice. After you register for a MicroStrategy Event, you will receive an email inviting you to download your Identity badge. In order to obtain and use your Identity badge, you will first need to download the appropriate mobile application (MicroStrategy Badge or an event-specific mobile application (each, a "Badge App") to your mobile device. Participants will use the Badge App to register for and check-in at the MicroStrategy Event, to receive information during the MicroStrategy Event and for the other purposes set out in this Notice. If you do not agree to the terms in this Notice, please do not obtain your Identity badge for the MicroStrategy Event.

This Notice describes: (i) what personal information relating to MicroStrategy Event participants (“Participants” or “you”) is collected through use of MicroStrategy Identity and the Badge App; (ii) how the Company may use such information; (iii) who has access to such information; (iv) to whom we may disclose such information; (v) your rights to review your information; (vi) the measures we have taken to keep your personal information secure; and (vii) how you can contact us about our privacy practices.

Note that this Notice only covers data collected through MicroStrategy Identity and the Badge App. Other privacy notices or terms may apply to information collected during the process of registering online to attend the MicroStrategy Event. The Company is the data controller for the purposes of this Notice.

## 2 Personal Information MicroStrategy Identity Collects About You

In order to use your Identity badge, you must first download the Badge App and be invited to join the Identity network for the MicroStrategy Event by an administrator of the Identity network. When an administrator sends you an invitation to join the Identity network or when you accept and download your Identity badge, the Identity server will initially collect the following information about you (the “User Information”):

- Basic personal details (e.g., your name, title, and gender);
- Contact details (e.g., your email address postal address, and phone number);
- Professional details (e.g., your company or organization name and any professional organization memberships);

- the unique device identifier of the mobile device (“Device ID”), and
- photo (if provided by you).

In addition to the User Information collected when you initially join the Identity network, the Identity server will automatically collect the following further information (the “Transaction Data”) from your mobile device when you use Identity to register for or check-in to a MicroStrategy Event, perform peer validation, request a new one-time password from the Identity server, scan a barcode, upload a photo to your Identity badge, receive or respond to a message, survey or questionnaire sent through the Badge App, interact with a beacon, download or recover an Identity badge on a mobile device, or delete an Identity badge from a mobile device (each of the foregoing, an “Identity Transaction”):

- name,
- type of Identity Transaction,
- time and date of the Identity Transaction,  
the model and operating system of the mobile device that was used to perform the Identity Transaction,
- the Device ID of the mobile device that was used to perform the Identity Transaction,
- for peer validation Identity Transactions, the name of the individual(s) that were validated,
- for Identity Transactions involving responding to a survey or questionnaire, your response to the survey or questionnaire,
- for beacon interactions, the beacon’s identification number (which provides information regarding the location of the beacon),
- for Identity Transactions involving scanning a barcode, the item that was scanned, and
- your location when the Identity Transaction occurs.

In addition, the Badge App will collect and process information about your actual location (the “Location Data” and together with the User Data and the Transaction Data, the “Identity Data”), including while you are not using the Badge App. We use various technologies to determine location, including GPS and other sensors that may provide the Company with information on nearby devices. The Badge App will collect the Identity Data beginning on the date you download the Identity badge for the MicroStrategy Event and will continue to collect such data until you remove the Identity badge for the MicroStrategy Event (or delete the Badge App). To stop the collection of Identity Data at any time, please remove the Identity badge for the MicroStrategy Event or change the location settings on your mobile device.

### **3 How the Company Uses the Identity Data**

We use your Identity Data only for the following purposes:

- to administer the Identity service (e.g. Identity needs to know the operating system of your mobile device so that it can interact with your mobile device properly, and it needs your identity information in order for the Identity badge to serve as an identity credential and control access to the MicroStrategy Event),
- to expedite registration/check-in for the MicroStrategy Event,

- to enhance the safety of Participants, including investigating and responding to security threats and issues at the MicroStrategy Event,
- send marketing communications;
- to provide technical support in connection with your use of the Badge App,
- to perform analytics regarding the Identity network,
- to perform testing and development work for Identity (e.g. we may run test or example reports using Identity Analytics or we may run reports to determine how Participants use various features of the Badge App),
- to perform product marketing and demonstration of Identity (including demonstrations regarding features and reporting capabilities of Identity, the Badge App, Communicator, and Identity Analytics),
- to enable you to share your User Information with other members of the Identity network when you perform peer validation or with a sponsor of the MicroStrategy Event when you scan such sponsor's QR code at the MicroStrategy Event, and
- to communicate with you during the MicroStrategy Event, and
- to facilitate communication among Participants of the MicroStrategy Event through the Badge App.

#### **4 Disclosure of Your Identity Data**

In order to carry out the purposes outlined in Section 3 of this Notice, the Identity Data will be disclosed to certain MicroStrategy IS/IT, security and technology personnel, marketing and event staff working at the MicroStrategy Event or performing work related to the MicroStrategy Event and may also be disclosed to certain MicroStrategy senior executives (the "Allowed Personnel"). The Allowed Personnel will not use your Identity Data other than for the purposes outlined in Section 3 of this Notice. Your Identity Data may also be disclosed to other Participants in connection with demonstrations of Identity (including demonstrations regarding features and reporting capabilities of the Identity Platform, the Badge App, Communicator and Identity Analytics) at the MicroStrategy Event.

Your name, title, organization, mobile phone number, and email address will also be available to other Participants through the Communicator application. Through the location filters available in the Communicator application, Participants will also be able to discover other Participants within Bluetooth range (varies from about 20 – 50 feet) and view Participants that have had an Identity Transaction within a specified distance from them (300 feet or five miles) within a specified time period (30 minutes, 24 hours or 1 week).

We may also disclose your Identity Data to third party service providers who perform services on our behalf in connection with the MicroStrategy Event (e.g. if we hire a third party to provide event management or administration in connection with the MicroStrategy Event, we may need to provide that third-party access to the Identity Data in connection with performing that service). Except as set forth in the previous paragraph, we do not authorize these service providers to use or disclose your Identity Data except as necessary to perform services on our behalf or to comply with legal requirements. We require these service providers by contract to safeguard the privacy and security of your Identity Data that they

process on our behalf.

You may have the opportunity to share your User Information with sponsors at the MicroStrategy Event by scanning a sponsor's QR code or with other Participants by engaging in peer validation. If you choose to share your User Information in this manner, we will disclose it to the sponsor or Participant, as applicable.

In addition, we reserve the right to disclose any Identity Data if we are compelled to do so by a court order or to comply with law.

## **5 Updating or Accessing Your Personal Information**

Where required by applicable law, upon your request (pursuant to Section 9 of this Notice), we will provide you with access to the Identity Data we have retained about you and you will be given the opportunity to review such Identity Data and request corrections, updates or deletions of inaccurate Identity Data.

We reserve the right to charge you a fee, where permitted under applicable law, which is usually approximately \$20, for processing each such request. Where you make more than one request in quick succession, where permitted under applicable law we may respond to your subsequent request by referring to our earlier response and only identifying items that have changed materially.

## **6 International Data Transfers**

We transfer the Identity Data to certain of our affiliates and to a server hosting provider ("Host"). The affiliates and the Host are located in the U.S. The laws in the U.S. may not offer the same level of data protection as the country in which the Identity Data was initially provided. The purpose of the transfer of the Identity Data to our affiliates and the Host is that the servers that store the Identity Data are located in the U.S. and some of the Allowed Personnel are employees of our affiliates. When we transfer the personal data to our affiliates and the Host, we will protect the data as described in this Notice and in accordance with applicable law. If you are located in the European Union ("EU") or Switzerland, we comply with applicable legal requirements regarding providing adequate protection for the transfer of your personal information to countries outside of the EU or Switzerland. We have data transfer agreements based on the EU's model clauses in place for our subsidiaries located in the EU.

## **7 How We Hold and Protect Your Personal Information**

The security of your personal information is important to the Company. We are committed to protecting the information we collect. We maintain administrative, technical and physical safeguards designed to protect the personal information you provide or we collect against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. We use encryption when we transfer the Identity Data between the Badge App and the Identity server.

In order to fulfill the purpose for which it was collected, the Company stores the Transaction Data for one hundred and eighty days (180) days from the date it is collected, unless otherwise required or authorized by applicable law. We take measures to destroy or permanently anonymize personal information if required by law or if the personal information is no longer required for the purpose for which we collected it.

## **8 Changes to this Notice**

The Company will notify you of any significant changes to this Notice and at the top of this Notice we will state the date it was most recently updated.

## **9 Requests for Access to Information / Questions**

If you have any questions about this Notice or if you would like to submit a request (in the manner described in Section 5 above) for access to the Identity Data we maintain, you may contact us by sending an email to [privacy@microstrategy.com](mailto:privacy@microstrategy.com). Questions or comments submitted through other means may not be received or addressed.