



7 Pennies Privacy and Data Protection Statement

May 21, 2018

Dear Reader,

Through this letter, I would like to express the principles and guidelines that 7 Pennies Consulting is using with respect to privacy and data protection:

- 7 Pennies provides business development services in high-tech and this includes the organization of marketing events such as workshops or training events.
- 7 Pennies strives to provide high quality in all its activities and aims to do so using sound business ethics practices.
- Specifically with respect to privacy and data protection, 7 Pennies adheres to the following principles:
 - Newsletters will be informative, well laid out, and at a frequency that is appropriate for the intended goal, but not more than strictly needed.
 - Readers of newsletters can unsubscribe from newsletters at any time and are given control over their subscription data.
 - While the newsletter service that 7 Pennies is using provides 'click through' statistics and we feel that this is useful in order to more effective follow-up, subscribers can turn this tracking off through the preference setting in each newsletter.
 - The 7 Pennies website uses https format rather than http in order to provide better security.
 - When participants register for an event organized by 7 Pennies Consulting, registration info will only be used for the proper organization of the event and/or for providing follow-up (such as informing participants about new events).
 - The registration information will also be shared with sponsoring organizations or companies (co-organizers) to the event. For each event, the list of sponsoring organizations are clearly posted.
 - 7 Pennies will not collect more data than needed.
 - While 7 Pennies Consulting LLC is a US company, it will do its very best to fully comply with the European GDPR Regulation ("General Data Protection Regulation").
 - A layered privacy notice is used, i.e. this privacy document is available on the website, while at the same time, privacy statements are posted whenever registration information is requested.
 - The provisioning of information to us and/or the reception of information from us will be based on consent.

We very much appreciate your interest and/or willingness to work with us. In case of any questions or concerns regarding this policy, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in blue ink, appearing to read 'E. Pennings', is placed over a white rectangular area.

Engelbertus Pennings

General Manager and Principal
7 Pennies Consulting LLC