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# PUBLIC POLICY PROJECTS

— INSIGHT • ANALYSIS • INTELLIGENCE —

## Data Sharing Agreement – Version 2.1 - (Created 15<sup>th</sup> September 2026)

### 1. Parties

This Data Sharing Agreement is entered into between:

- (a) Public Policy Projects Ltd ("PPP"); and
  - (b) The Sponsor (as identified in the Agreement),
- (together, the "Parties").

### 2. Status of the Parties

The Parties acknowledge that, in respect of the personal data shared under this Agreement, each Party acts as an independent data controller in accordance with applicable data protection legislation.

### 3. Purpose of Data Sharing

PPP may share personal data with the Sponsor for the following purposes: (a) sharing limited professional information so the Sponsor can identify and propose relevant one-to-one meeting opportunities through PPP; and (b), where the individual has opted in, enabling the Sponsor to undertake pre-event preparation and communications to invite the individual to, arrange and coordinate relevant meetings, and relevant post-event follow-up communications concerning the Sponsor's services that are reasonably related to the event or the Sponsor's participation in it and, where the individual positively expresses an interest in further engagement, developing a prospective or actual relationship with the individual or their organisation (the "Permitted Purpose").

The Sponsor shall not use personal data received from PPP for any purpose other than the applicable part of the Permitted Purpose and shall observe the distinction between Limited Professional Data and Contact Data set out below.

#### 4. Categories of Personal Data

The personal data shared may comprise either of the following:

- “Limited Professional Data”: first name, last name, job title and organisation. PPP may share this information where necessary to identify potentially relevant meeting opportunities, whether or not the individual has opted into direct sponsor contact.
- “Contact Data”: email address and telephone number, together with the individual’s name, job title and organisation. PPP shall share Contact Data only where the individual has opted into sharing with participating event sponsors and direct sponsor contact.

The Sponsor may use Limited Professional Data only to identify and propose relevant meetings through PPP. Limited Professional Data does not authorise the Sponsor to contact an individual directly, add or enrich the individual’s record in its systems, or undertake marketing.

The Sponsor may contact an individual directly using Contact Data only where PPP has confirmed that the individual provided the relevant opt-in.

PPP shall apply data minimisation and shall ensure that the data supplied is limited to what is reasonably necessary for the applicable Permitted Purpose.

#### 5. Lawful Basis and Consent

For Limited Professional Data, PPP may rely on its legitimate interests in administering the meeting programme and identifying relevant meeting opportunities, provided that it has completed and kept under review an appropriate legitimate interests assessment and has informed individuals of the processing and their right to object.

For Contact Data and direct sponsor communications, PPP shall ensure that the relevant individual has positively opted into: (a) the sharing of their name, job title, organisation, email address and telephone number with participating event sponsors; and (b) being contacted directly by those sponsors for the applicable Permitted Purpose.

The Sponsor shall document and comply with its own lawful basis for processing as an independent data controller, provide any privacy information required by law and promptly honour objections, withdrawals of consent and opt-outs.

PPP may ordinarily contact individuals and arrange meetings on the Sponsor's behalf. The Sponsor shall use Contact Data for direct communications only where the relevant opt-in has been obtained and communicated by PPP.

## 6. Use of Personal Data

The Sponsor agrees that it shall:

- (a) use Limited Professional Data only to identify and propose relevant meetings through PPP and use Contact Data only for the Permitted Purpose;
- (b) not use personal data received from PPP for unrelated marketing, profiling or data-enrichment activities, or combine Limited Professional Data with other information for the purpose of identifying contact details;
- (c) ensure that all communications are relevant to the event or the Sponsor's participation in it and comply with applicable data protection and electronic marketing laws; and
- (d) identify itself, explain why the individual is being contacted and include a clear and accessible option to opt out of further communications in each direct contact.

## 7. Restrictions on Disclosure

The Sponsor shall not:

- (a) sell, rent, licence or otherwise commercially exploit personal data received from PPP;
- (b) disclose personal data received from PPP to any third party, other than authorised personnel and processors who need access for the Permitted Purpose and are bound by appropriate confidentiality and data-protection obligations, without PPP's prior written consent; or
- (c) use personal data received from PPP, including Limited Professional Data, to locate additional contact details or otherwise identify or contact an individual outside the applicable Permitted Purpose. Nothing in this Agreement restricts the Sponsor from processing information obtained independently and lawfully, provided that it was not derived from, matched against or prompted by personal data received from PPP and the Sponsor otherwise complies with applicable law.

## 8. Data Retention

The Sponsor shall retain personal data received from PPP only for as long as reasonably necessary for the applicable Permitted Purpose and shall periodically review and securely

delete or anonymise it when no longer required. Limited Professional Data that has not resulted in an accepted or active meeting opportunity shall be deleted or anonymised once the relevant meeting-selection process has concluded, subject to any minimum record required to honour an objection. Where an individual positively expresses an interest in further engagement or develops a genuine ongoing relationship with the Sponsor, the Sponsor may retain relevant information for as long as necessary for that relationship under its own lawful basis and privacy notice. The Sponsor may also retain the minimum information necessary to demonstrate compliance or honour an objection, withdrawal or opt-out.

## 9. Data Security

The Sponsor shall implement appropriate technical and organisational measures to protect personal data against unauthorised or unlawful processing and against accidental loss, destruction or damage. The Sponsor shall notify PPP without undue delay of any personal data breach affecting data received under this Agreement and provide reasonable information and assistance required for investigation, notification and remediation.

## 10. Individual Rights

Each Party shall be responsible for handling requests from individuals relating to its own processing in accordance with applicable data protection legislation. Where a request, objection, withdrawal or opt-out relates to the other Party's processing, the receiving Party shall promptly notify the other Party and provide reasonable assistance. The Sponsor shall cease direct communications promptly when an individual withdraws consent or opts out.

## 11. Liability

Each Party shall be responsible for its own compliance with applicable data protection legislation and shall be liable for any breaches arising from its own processing of personal data.

## 12. Precedence

In the event of any conflict between this Data Sharing Agreement and the main Agreement, this Data Sharing Agreement shall prevail in respect of personal data matters.