

PRECISION MEDICINE FORUM

DATA SHARING AGREEMENT

Short-form sponsor terms for follow-up marketing and PMF-managed one-to-one meetings

PMF	Arch Events Limited trading as Precision Medicine Forum
Sponsor	The sponsor identified in the main Agreement
Version	1.0
Date	9 September 2026

This DSA is designed to be read with the sponsorship, partnership, exhibition, order form or other event agreement between the parties (the “Agreement”). It avoids repeating general contract terms already contained there.

1. Parties, status and scope

1.1 This DSA is between Arch Events Limited, trading as Precision Medicine Forum (“PMF”), company number 08241689, registered office 3rd Floor The Coade, 98 Vauxhall Walk, London, SE11 5EL, and the sponsor identified in the Agreement (the “Sponsor”).

1.2 It forms part of the Agreement and applies only to: (a) sponsor follow-up marketing; and (b) the PMF-managed one-to-one meeting programme. Permission for one activity is not permission for the other.

1.3 Each party acts as an independent controller for its own processing. Neither party acts as the other’s processor or joint controller. Each party is responsible for its own lawful basis, privacy information, records, security and handling of individual rights under the UK GDPR, Data Protection Act 2018 and PECR (“Data Protection Law”).

2. Attendee choices and PMF’s responsibilities

2.1 Sponsor follow-up marketing requires the attendee’s freely given, specific, informed and unambiguous affirmative choice. It must be separate from acceptance of event terms, acknowledgement of the privacy notice, PMF’s own marketing and participation in the meeting programme; it must not be pre-ticked or required for registration. Where consent is relied on, it must be as easy to withdraw as to give.

2.2 Unless the registration page expressly states otherwise, confirmed attendees are automatically included in the PMF-managed one-to-one meeting programme. PMF must explain this prominently at registration and in its Privacy Policy, document the applicable lawful basis and balancing assessment, and provide a clear way to opt out without affecting general Event registration.

2.3 PMF will keep an auditable record of the wording shown, the attendee’s marketing choice and any meeting-programme opt-out, the date and Event, the Sponsor or accessible sponsor list, the data fields shared and the permitted contact channels. No recorded marketing choice means no marketing-data sharing.

2.4 PMF will use reasonable steps to provide accurate and current data at transfer, disclose only the minimum fields in Schedule 1, and transfer them securely.

3. Sponsor follow-up marketing

3.1 Where the attendee has selected the sponsor marketing choice, PMF may share only: first and last name, job title, organisation, business email address and—only where the choice expressly covers telephone contact—business telephone number.

3.2 The Sponsor may use that data only for proportionate follow-up connected with its involvement in the Event and relevant products or services. Each communication must identify the Sponsor and provide a clear, easy way to opt out. The Sponsor must comply with Data Protection Law, including the rules applicable to the contact channel used.

3.3 The Sponsor must stop using and securely delete the marketing data no later than 90 days after the Event unless the attendee has positively engaged and the Sponsor has established its own lawful basis and provided its own privacy information. An email open, passive attendance or no response is not positive engagement.

4. PMF-managed one-to-one meetings

4.1 PMF may give the Sponsor the name, job title and organisation of attendees included in the meeting programme so the Sponsor can tell PMF whom it would like to meet. PMF must exclude anyone who has opted out before the relevant list is shared and action later opt-outs promptly.

4.2 A Sponsor selection is only a request. PMF—not the Sponsor—will contact the attendee, identify the Sponsor, invite an accept or decline response, and coordinate any accepted meeting. PMF does not guarantee a meeting.

4.3 PMF will not share email addresses or telephone numbers for this activity. The Sponsor must not use other sources to find or contact a selected attendee, or use the meeting list for marketing, profiling or enrichment. Taking part in or attending a meeting is not consent to marketing.

4.4 The Sponsor must securely delete its meeting list, selections and working copies within 30 days after the later of the Event or PMF’s final meeting outcome, unless PMF instructs earlier deletion.

5. Restrictions applying to all shared data

The Sponsor must:

- use the data only for the applicable purpose in clauses 3 or 4 and limit access to personnel who need it and are bound by confidentiality;
- not sell, rent, license, publish or commercially exploit the data, and not disclose it to a group company or other third party without PMF’s prior written approval and a valid lawful basis;
- not append information from other sources, build unrelated profiles, upload the data to advertising audiences, or cross-use the marketing and meeting datasets; and
- never expect or receive dietary, accessibility, health or other special-category information under this DSA.

6. Security, suppliers and international transfers

6.1 Each party must use appropriate technical and organisational measures proportionate to the risk, including controlled access, confidentiality and training, secure transfer and storage, multi-factor authentication where available, managed devices, and secure deletion. Shared data must not be placed in a public folder, personal cloud account or unprotected mass email.

6.2 A party may use a processor only under a compliant written contract and remains responsible for that processor. It must not transfer the data outside the UK unless Data Protection Law permits the transfer and any required safeguard and transfer-risk assessment are in place.

7. Breaches, withdrawals and individual rights

7.1 A party discovering an actual or suspected personal data breach affecting shared data must notify the other without undue delay and, where practicable, within 24 hours. It must provide available details, contain and investigate the incident, preserve relevant evidence and cooperate. Each party remains responsible for deciding whether its own processing requires notification to the ICO or affected individuals.

7.2 If either party receives a withdrawal, objection, correction, deletion request or complaint affecting the other's processing, it must tell the other within two business days. Each party must promptly stop affected processing where required, correct or delete data as applicable, and handle the rights requests for which it is responsible. A minimal suppression record may be retained where necessary to honour an opt-out.

8. Accountability, suspension and responsibility

8.1 Each party must keep records sufficient to demonstrate compliance. On a credible concern, complaint or incident, it must provide reasonable relevant compliance information to the other, subject to confidentiality and security safeguards.

8.2 PMF may suspend or stop sharing immediately where it reasonably suspects unlawful use, a security risk or a breach of this DSA. The Sponsor must follow any reasonable instruction to quarantine, return or securely delete affected data.

8.3 Each party is responsible for its own acts and omissions. Any liability or indemnity is governed by the Agreement, except that nothing excludes or limits liability where the law does not permit it.

8.4 This DSA continues while either party retains shared data. The Agreement governs notices, assignment, governing law and dispute resolution. If terms conflict, this DSA prevails in relation to personal-data sharing. A later written amendment that expressly refers to this DSA and is agreed by authorised representatives of both parties shall prevail to the extent of that amendment.

8.5 The parties will review this DSA if the activities or data materially change, or following a significant complaint, breach or relevant change in law or regulatory guidance.

Schedule 1 — What may be shared and why

Activity	Data PMF may share	Sponsor's permitted purpose	Contact and deletion
Sponsor follow-up marketing	First and last name; job title; organisation; business email. Business telephone only if expressly covered by the choice.	Proportionate Event-related follow-up about the Sponsor's involvement and relevant products or services.	Sponsor may contact only through selected channels. Delete within 90 days after the Event unless positive engagement supports a new direct relationship.
PMF-managed one-to-one meetings	Name; job title; organisation only, for attendees who have not opted out. No email or telephone number.	Return selections to PMF so PMF can invite the attendee and arrange any accepted meeting.	Sponsor must not contact the attendee independently. Delete within 30 days after the later of the Event or PMF's final outcome.

Excluded in every case: dietary, accessibility, health and other special-category information.

Execution

This DSA does not require separate signature. It is incorporated into and forms part of the Agreement where the Order or other Agreement document identifies this DSA by version and states that the Sponsor agrees to comply with it.

By entering into the Agreement, each party confirms that it accepts and agrees to comply with this DSA. This DSA takes effect on the effective date of the Agreement.