

# Privacy Policy

Last updated: October 2026

## Who we are

Lexpo'27 and the website [lexpo.com](https://lexpo.com) are organised and run by Asfour, Korteling 1, 1679 VH Midwoud, the Netherlands. Asfour is the controller for the personal data described in this policy. For questions about this policy, contact us at [info@lexpo.com](mailto:info@lexpo.com).

## What data we collect

When you register for Lexpo'27, we collect your name, email address, job title and company name.

## How we use your data

We use your data to process your registration, send you event-related communications, and manage your attendance at Lexpo'27.

## Ticket sales

Tickets for Lexpo'27 are sold through Eventbrite. When you buy a ticket, Eventbrite processes your order and payment details under its own privacy policy and passes your registration details on to us.

## Sharing with sponsors

As part of your attendance at Lexpo'27, and subject to your consent given during registration, we may share your name, email address, job title and company name with Lexpo'27 sponsors for event-related follow-up communications. You can withdraw your consent at any time by contacting us at [info@lexpo.com](mailto:info@lexpo.com).

## Badge scanning

Sponsors and other attendees may scan your badge using the Lexpo event app. By attending the event, you acknowledge that your basic contact details may be collected in this way by third parties. You are free to decline a badge scan at any time.

## Our website

### Cookies and consent

We only place cookies and similar technologies that are needed for [lexpo.com](https://lexpo.com) to work, unless you give your consent through the cookie banner. You can change or withdraw your consent at any time via Manage consent on the website. Our cookie policy at [lexpo.com/cookie-policy-eu](https://lexpo.com/cookie-policy-eu) lists the cookies we use.

### Statistics (only with your consent)

We use Statcounter and Metricool to see how many people visit [lexpo.com](https://lexpo.com) and which pages they read. Statcounter does not store full IP addresses. We use these figures only to improve the website.

### Marketing (only with your consent)

We use the LinkedIn Insight Tag to measure the results of our LinkedIn advertising for Lexpo'27, for example how many visitors from an advertisement reach our ticket page, and to show our advertisements on LinkedIn to people who visited [lexpo.com](https://lexpo.com). LinkedIn Ireland Unlimited Company receives information such as the pages you visit, your IP address and browser details, and may link this to your LinkedIn profile. LinkedIn may transfer this data to the United States. LinkedIn's own privacy policy applies to its use of this data.

**Embedded content**

The ticket checkout on [lexpo.com/tickets](https://lexpo.com/tickets) is provided by Eventbrite. The video on our homepage is hosted by Vimeo and loaded with Vimeo's do not track setting. Some fonts are loaded from Google Fonts, which receives your IP address when the page loads.

**Data retention**

We retain your registration data for a maximum of two years after the event, after which it is deleted. Cookies are kept for the periods stated in our cookie policy.

**Your rights**

Under the GDPR you have the right to access, correct or delete your personal data, to object to or restrict its processing, and to withdraw any consent you have given. To exercise these rights, contact us at [info@lexpo.com](mailto:info@lexpo.com). You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

**Applicable law**

This policy is governed by the laws of the Netherlands and the General Data Protection Regulation (GDPR).