

Privacy Policy – People Inc. World’s Best London

Date last updated: 6/4/26

1. Who We Are

People Inc. ("we", "us", "our") is the organiser of the Travel + Leisure's World's Best Summit event taking place in London, United Kingdom. For the purposes of UK data protection law, including the UK General Data Protection Regulation ("UK GDPR") and the Data Protection Act 2018, People Inc. acts as the data controller in respect of the personal data collected through and in connection with this event and its associated website at <https://worldsbestsummit.com/> (the "Site").

If you have any questions about how we handle your personal data, please contact us using the details set out in Section 10 below.

2. What Personal Data We Collect

We collect your personal data in the following ways:

- **Directly from you**, when you register for the event, complete forms on the Site, or communicate with us by email, telephone, or otherwise
- **From your employer**, where your organisation registers you to attend on its behalf
- **Automatically**, when you browse the Site (see Section 6)

In connection with your registration and attendance at the event, we collect the following categories of personal data:

Registration and Employment Information

- Full name
- Job title and seniority
- Employer / organisation name
- Business email address
- Business telephone number
- Any other professional information you provide at the point of registration

Attendance Data

- Registration and check-in records
- Session and workshop attendance
- Badge scanning data (where applicable)
- Dietary or accessibility requirements you voluntarily provide (which may constitute special category data — see Section 4 below)

Payment Information

In most cases, payment information will relate to your employer and therefore will not be your personal data. If you are a sole trader or pay using your personal payment card, then your payment details will be processed on our behalf.

Payment for event tickets registrations is processed by our third-party payment processor, SquadUP, Inc. We do not collect, store, or hold your payment card details at any point. We have entered into a

data protection agreement with SquadUP which ensures your personal data is processed only on our instructions. For more information on SquadUP and its data security measures you should refer to their privacy policy: <https://www.squadup.com/privacy>.

Website and Technical Data

When you access the Site, we and our third-party partners may automatically collect certain information from your device or web browser using tools such as cookies, web beacons, and other data collecting and tracking technologies, to help us understand how visitors use the Site. The information collected automatically may include the following:

- **Browser and Device Information**, such as your IP address, characteristics of your operating system, information about your browser and system settings, data about the computer or mobile device you use to access the Site, and device identifiers; and
- **Website Analytics and Usage Data**, such as the path taken to, through, or when exiting the Site, pages you are on or have visited, links clicked, videos or other content viewed, other activity in relation to the Site, mouse movements, scrolls, clicks, keystroke activity, and browsing or search behaviour.

This information may be received from our third-party partners and may also be combined with other information that we collect. For further details of the technologies used to collect this information, including your choices, please see Section 6 (Cookies).

3. How We Use Your Personal Data

We use your personal data for the following purposes:

- To process your event registration and confirm your attendance
- To provide you with logistical and administrative information about the event (including schedules, venue details, and any changes)
- To manage check-in and on-site attendance at the event
- To accommodate dietary or accessibility requirements you have disclosed
- To respond to your queries and correspondence
- To understand how visitors use and interact with the Site, using automatically collected browser, device, and analytics data, and to improve the Site's content, functionality, and user experience
- To perform data analytics in relation to visitors and usage of the Site (including trend analysis and assessment of Site performance)
- To ensure the safety and security of our event, venue, and Site (including identifying and guarding against fraud, criminal activity, and technical faults)
- To comply with applicable legal obligations
- To analyse and improve our events (using aggregated or anonymised data where possible)

4. Our Lawful Basis for Processing

Under the UK GDPR, we are required to have a lawful basis for processing your personal data. The lawful bases we rely on are as follows:

Purpose of Processing	Lawful Basis
Processing your event registration and managing your attendance	Performance of a contract (or steps taken at your request prior to entering into a contract)

Purpose of Processing	Lawful Basis
Sending you event-related communications (logistical updates, schedule changes, etc.)	Legitimate interests: it is in our legitimate interest to keep you informed about the event you have registered for
Maintaining records for administrative and legal purposes	Compliance with a legal obligation and/or legitimate interests: it is in our legitimate interests to run a safe event
Processing dietary or accessibility requirements (where provided)	Explicit consent: you have the right to withdraw your consent at any time although this may impact our ability to cater for your dietary needs
Improving the event experience	Legitimate interests: we have a legitimate interest in analysing the attendance and engagement with the event to identify improvements to its organisation and management in future years

We will not use your personal data for marketing purposes, nor will we share or sell your details to third parties for their own marketing purposes. The attendee list will not be passed to sponsors, exhibitors, or any other third parties for marketing use.

Without us processing your personal data for event registration, you will not be able to attend the event.

5. How We Share Your Personal Data

We may share your personal data with the following categories of recipients, strictly for the purposes set out in this policy:

- **Event suppliers and service providers** acting as our data processors (e.g., venue operators, badge printing providers, catering companies, AV providers), who process data only on our instructions;
- **Our third-party payment processor** in connection with ticket purchases (see Section 2);
- **IT and platform providers** who support the operation of the Site and registration systems, acting under data processing agreements with us;
- **Regulatory or law enforcement authorities**, where we are required to do so by law, regulation, or court order; and
- **Professional advisers** (e.g., lawyers, auditors) bound by duties of confidentiality.

We do not sell, rent, or otherwise share your personal data with third parties for marketing or commercial purposes. We do not share the attendee list with sponsors, exhibitors, or any other commercial third parties.

Other than law enforcement bodies, in each case we have entered into a data processing agreement with the third party to ensure that they process your personal data in accordance with our instructions, the information in this Policy and the applicable legislation.

6. Cookies

The Site uses cookies and similar tracking technologies to operate effectively and to improve your experience. When you first visit the Site, a cookie banner will be presented to you, allowing you to review and manage your preferences in relation to non-essential cookies.

We use cookies for the following broad purposes:

- **Strictly necessary** – to enable the Site to function and to support secure access and registration processes
- **Performance and analytics** – to understand how visitors interact with the Site and to help us improve its content and functionality
- **Functional/preference** – to remember your settings and preferences across visits

The lawful basis we rely on depends on the category of cookie:

- **Strictly necessary cookies** are placed on the basis of our **legitimate interests** in maintaining a functioning and secure website. These cookies do not require your consent and cannot be disabled via the cookie banner.
- **Non-essential cookies** (including analytics and functional cookies) are placed only on the basis of your consent, provided via the cookie banner when you first visit the Site. You may withdraw or amend your consent at any time by accessing the cookie preference centre through the banner.

For full details of the cookies we use, their individual purposes, durations, and the third parties involved, please refer to the information accessible via the cookie banner and the link in the footer of the Site.

7. Data Retention and Security

We retain your personal data only for as long as is necessary for the purposes for which it was collected, or as required by applicable law. In general:

- Registration and attendance records are retained for 6 months following the event, after which they are securely deleted or anonymised
- Records required for financial, legal, or regulatory compliance purposes may be retained for longer periods in accordance with applicable requirements

If you would like further details about our specific retention periods, please contact us.

We take the security of your personal data seriously and have implemented appropriate technical and organisational measures designed to protect your personal data against unauthorised access, accidental loss, alteration, disclosure, or destruction.

However, please be aware that no method of transmission over the internet and no method of electronic storage is completely secure. Whilst we take all reasonable steps to protect your personal data, we cannot guarantee its absolute security. In the event of a personal data breach that is likely to result in a risk to your rights and freedoms, we will notify the Information Commissioner's Office and, where required, affected individuals, in accordance with our obligations under the UK GDPR.

8. Your Rights Under UK GDPR

As a data subject under UK data protection law, you have the following rights in respect of your personal data:

- **Right of access** – to obtain a copy of the personal data we hold about you
- **Right to rectification** – to request correction of any inaccurate or incomplete data
- **Right to erasure** – to request deletion of your personal data in certain circumstances
- **Right to restriction of processing** – to ask us to limit the way in which we use your data
- **Right to data portability** – to receive your personal data in a structured, commonly used, and machine-readable format (where processing is based on consent or contract and is carried out by automated means)
- **Right to object** – to object to processing based on legitimate interests, including where you do not wish us to process your data for a particular purpose
- **Right to withdraw consent** – where we rely on your consent as the basis for processing, you may withdraw that consent at any time, without affecting the lawfulness of processing carried out before withdrawal

To exercise any of these rights, please contact us using the details in Section 11. We will respond to your request within one calendar month (which may be extended by a further two months in complex cases, with notice to you).

You also have the right to **lodge a complaint** with the UK's supervisory authority:

Information Commissioner's Office (ICO) Website: www.ico.org.uk Telephone: 0303 123 1113

You also have the right to complain to us directly using the contact details in Section 12 and we will handle your complaint in accordance with our internal complaints procedure. We would welcome the opportunity to address your concerns directly before you contact the ICO, so please do get in touch with us in the first instance.

9. International Transfers

People Inc. and some of our service providers are located outside the United Kingdom. Where we transfer personal data to countries not deemed to provide an adequate level of data protection, we ensure that appropriate safeguards are in place, such as:

- An adequacy decision by the UK Secretary of State;
- The International Data Transfer Agreement (IDTA) or the UK Addendum to the EU Standard Contractual Clauses, in accordance with UK GDPR requirements;
- Binding Corporate Rules; or
- Such other transfer safeguards as applicable in the circumstances.

If you would like more information on our international transfers then please contact us using the details in Section 11.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Where we make material changes, we will update the effective date at the top of this policy and, where appropriate, notify you by email or via the Site. We encourage you to review this page periodically.

11. How to Contact Us

If you have any questions about this Privacy Policy, wish to exercise your data subject rights, or have any concerns about how we handle your personal data, please contact us at:

People Inc. – Data Privacy privacy@people.inc