

AltsGlobal London *Privacy Policy*

Last Updated: September 2026

This Privacy Notice explains how the Institute for Portfolio Alternatives (“**IPA**”, “**we**”, “**us**”) uses the personal data that it collects or generates in connection with registrations for, and attendance at, the AltsGlobal London conference and related activities, including use of the event website including IPA.com and the event mobile application (together the “**Event Services**”).

1. Background

- 1.1 The Institute for Portfolio Alternatives is a membership association with its principal office at 1455 Pennsylvania Avenue, NW, Suite 400 Washington D.C. 2000. IPA acts as the “controller” of the personal data that it collects and uses in connection with the AltsGlobal London conference and the Event Services.
- 1.2 IPA is responsible for ensuring that it uses personal data in compliance with applicable data protection laws, including the UK General Data Protection Regulation (“**UK GDPR**”) and the Data Protection Act 2018, to the extent these laws apply to our processing of personal data of individuals in the United Kingdom.
- 1.3 We respect the privacy of our attendees, speakers, sponsors and other contacts and are committed to keeping personal data secure. This Privacy Notice governs the handling of personal data by IPA in the course of organising and administering the AltsGlobal London conference and providing the Event Services.

2. The Event Services we provide

- 2.1 This Privacy Notice concerns the information that we collect about you when providing the Event Services in connection with the AltsGlobal London conference, including:
 - a) Information we receive through our conference registration process (including via online forms and email);
 - b) Information we receive through our event website including IPA.com and the event mobile application (the “**Event App**”);
 - c) Information we receive as part of your participation in the conference (for example, attendance at sessions, interactions with sponsors and networking tools); and
 - d) Information we receive through our ongoing relationship with you following the conference (for example, where you opt in to receive future IPA communications).

3. The types of personal data we collect

- 3.1 Information that you provide to IPA
 - a) The nature of the Event Services you use will determine the kind of personal data we collect from you, but this may include (by way of non-exhaustive list):
 - (i) **Basic identification and contact information (such as first name, surname, job title, organisation, business email address, business phone number);**
 - (ii) Information you provide when completing registration forms (including your preferences regarding participation, networking, dietary or accessibility requirements, and your consent choices for marketing or sponsor communications);
 - (iii) Information you choose to share in the Event App or on IPA-hosted networking platforms, which may be considered personal data;
 - (iv) Payment-related information (if you pay to attend the conference), such as transaction details and billing contact information. Please note that payment card information is typically collected directly by our payment service provider and not retained in full by IPA; and

- (v) Any other information you choose to provide to us in connection with your participation in the conference (for example, in correspondence with us, responses to post-event surveys, or speaker biographies).
- b) Where we ask for information that is necessary to register you for the conference or to deliver the Event Services, we will make this clear at the time. If you do not provide this information, we may not be able to process your registration or allow you to attend the event.
- c) If you provide us with personal data relating to other individuals (for example, colleagues you register as attendees), you are responsible for ensuring that they are aware of this Privacy Notice and that you have a lawful basis to share their information with us.

3.2 Information that we collect or generate about you

- a) We may also collect or generate information about you in connection with your use of the Event Services, including (by way of non-exhaustive list):
 - (i) Information about your registration and attendance (for example, which sessions or social events you attend, in-person or virtually);
 - (ii) A record of your communication and contact history with us for enquiry handling and relationship management;
 - (iii) Information relating to your use of the Event App, such as login details, profile information, your participation in in-app messaging or networking tools, usage analytics, online identifiers, device and browser information, and information collected through cookies, pixels, web beacons and similar technologies (for example, which pages or features are accessed and when);
 - (iv) Records of any preferences and consents you give, including your marketing preferences and sponsor communication choices; and
 - (v) Professional photography and videography captured at the conference, in which you may be incidentally included.

3.3 Information we obtain from other sources

- a) We may also obtain personal data about you from third-party sources where permitted by law, for example:
 - (i) From your employer or organisation where they register you to attend the conference;
 - (ii) From our sponsors or partners where they provide us with information about individuals they have invited to the event;
 - (iii) From publicly available sources (such as LinkedIn or corporate websites) in order to confirm or supplement professional details; and
 - (iv) From our service providers who operate the Event App, registration platforms or other event-related tools.

3.4 Cookies and similar technologies

- a) When you visit the event website or use the Event App, cookies and similar technologies may be used to collect technical information about the services that you use and how you use them. For more information, please see Section 8.3 (***Cookies and similar technologies***).

4. How we use your information and our legal bases

Your personal data may be stored and processed by us for the purposes set out below and on the legal bases described.

Purpose	Processing Activity	Legal Basis
Administering registrations and running the conference	Register you for the AltsGlobal London conference and process your attendance; Communicate with you about your registration, including sending confirmations, joining instructions, program updates and logistical information; Manage on-site access control and security; Provide you with access to the Event App and website, and enable their functionality; and Manage any fees or payments in connection with your attendance.	This processing is generally necessary for the performance of a contract or to take steps at your request prior to entering into a contract (Article 6(1)(b) UK GDPR), and in some cases is necessary for our legitimate interests in organising and administering the conference (Article 6(1)(f) UK GDPR).
Facilitating networking and delegate visibility	Maintain an attendee and contact list in connection with the conference; Include your professional details in delegate lists and within the Event App (for example, showing your name, organization and role to other attendees, speakers and sponsors) to facilitate networking and engagement; and Enable in-app or other networking tools that allow attendees to identify and contact each other during the event.	We rely on our legitimate interests in facilitating professional networking and promoting the value of the conference (Article 6(1)(f) UK GDPR). You may object to the inclusion of your details in delegate lists or the Event App - see Section 8 (Your rights).
Photography, videography and event promotion	Professional photography and videography will take place at the conference. Your image may be incidentally included in photographs or recordings used by IPA for institutional marketing and archival purposes (for example, on our website, in promotional materials for future events, or in internal records).	We rely on our legitimate interests in documenting and promoting our events and activities (Article 6(1)(f) UK GDPR).
Marketing communications from IPA	If you choose to opt in, we will use your contact details to send you email updates about future IPA events, related industry news, IPA membership opportunities, committees and other IPA marketing communications.	Where required under UK e-privacy rules, we will rely on your consent (Article 6(1)(a) UK GDPR).
Sponsor-related communications	If you consent to IPA sharing your professional contact details with event sponsors for their own marketing, we will share limited professional information (typically your name, job title, organisation and business contact details) with those sponsors so that they may contact you about their products and services.	We rely on your consent to share your details with sponsors for this purpose (Article 6(1)(a) UK GDPR).
Relationship management and internal administration	Maintaining our association management and contact databases, which we use to record information about attendees and to manage our membership and events; Understanding attendance patterns and feedback in order to improve future conferences and services; Managing and administering our business and internal operations; and Exercising or defending our legal rights, or dealing with complaints.	We rely on our legitimate interests in effectively managing and developing our events and association activities, and in protecting our organisation (Article 6(1)(f) UK GDPR). In some cases we may also process data to comply with legal obligations (Article 6(1)(c) UK GDPR).

Purpose	Processing Activity	Legal Basis
Website, Event App analytics, advertising technologies and cookie management	To operate and secure the Event Services, prevent fraud, remember preferences and settings, understand how individuals interact with our website and Event Services, analyse performance, improve functionality, deliver or measure advertising and content, and manage cookie preferences.	We rely on our legitimate interests in operating, securing and providing the Event Services (Article 6(1)(f) UK GDPR). Where required by law, we will obtain consent before placing or using non-essential cookies or similar technologies, including advertising and analytics cookies, pixels or similar tools (Article 6(1)(a) UK GDPR).

5. Sharing your information with third parties

- 5.1 We may share your personal data with the following categories of recipients, where necessary and in accordance with this Privacy Notice:
- a) **Within IPA:** IPA staff and officers who need access to your information for the purposes described in this Privacy Notice;
 - b) **Service providers:** Third party vendors who provide services to us in connection with the conference and Event Services. These may include event registration platforms, event app providers, venue operators, IT and communications providers, payment processors, professional photographers, videographers, marketing and logistics agencies, analytics providers and advertising technology providers such as Microsoft advertising products. These third parties may act as processors on our behalf and, in some cases, as independent controllers in respect of their own processing, and will handle personal data in accordance with applicable data protection requirements and, where relevant, their own privacy notices;
 - c) **Sponsors and partners:** Where you consent, we may share your professional details with event sponsors so they may contact you about their products and services. Sponsors will use your data as independent controllers under their own privacy notices;
 - d) **Professional advisers:** Our legal, tax, insurance and other advisers where required for the purposes described above; and
 - e) **Public authorities and other third parties:** To the extent required by law, regulation or court order, for example where we are under a duty to disclose your personal data in order to comply with legal obligations or to establish, exercise or defend our legal rights.
- 5.2 We do not sell your personal data.

6. International transfers of personal data

- 6.1 IPA is headquartered in the United States and uses US-based systems to manage its event and association activities. Your personal data will be transferred to and stored in the United States and may be accessed by our staff and service providers located outside the UK.
- 6.2 Where we transfer your personal data to other organisations located outside the UK (including to the US), we will ensure that it is protected in a manner consistent with legal requirements, for example by:
- a) Using the UK International Data Transfer Agreement or the UK Addendum to the European Commission's standard contractual clauses with relevant recipients; and/or
 - b) Relying on any other appropriate safeguards or derogations permitted under the UK GDPR.
- 6.3 You can obtain more details of the protection given to your personal data when it is transferred outside the UK (including a copy of the relevant contractual safeguards) by contacting us using the details in Section 10.

7. How long we keep your personal data

- 7.1 How long we will hold your personal data for will vary and will be determined by the following factors:
- a) The purpose for which we are using it - we will keep your personal data for as long as is necessary for that purpose; and
 - b) Legal and regulatory requirements - laws or regulations may set a minimum period for which we must retain your personal data.

8. Your rights

- 8.1 If the UK GDPR applies to our processing of your personal data, you may have the following rights, which you can exercise free of charge:
- a) Right of access: To obtain information about how we process your personal data and a copy of the personal data we hold about you;
 - b) Right to rectification: To request that we correct any inaccurate or incomplete personal data;
 - c) Right to erasure: To request that we erase your personal data in certain circumstances. Please note that there may be circumstances where we are legally entitled or required to retain it;
 - d) Right to restriction: To request that we restrict the processing of your personal data in certain circumstances;
 - e) Right to object:

to our processing of your personal data where we rely on legitimate interests, including our use of your information in delegate lists, the Event App and event photography/videography, and we will consider your objection and stop processing unless we have compelling legitimate grounds which override your interests, rights and freedoms; and

to our processing of your personal data for direct marketing purposes, in which case we will stop such processing;

- f) Right to withdraw consent: Where we rely on your consent (for example, for IPA marketing communications or sharing your details with sponsors), you may withdraw that consent at any time, without affecting the lawfulness of processing before withdrawal; and
 - g) Right to data portability: In some circumstances, to receive personal data you have provided to us in a structured, commonly used and machine-readable format and to request that we transmit that data to another controller, where technically feasible.
- 8.2 You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) or another relevant data protection regulator if you believe that your rights have been infringed. Further information can be found on the ICO's website at www.ico.org.uk.
- 8.3 You can exercise your rights by contacting us using the details in in Section 10.

9. Cookies and similar technologies

- 9.1 Relevant pages of IPA.com and the Event App may use cookies and similar technologies, such as pixels, web beacons and tags. These technologies may collect information such as online identifiers, device and browser information, information about how you interact with our website or Event Services, and information about the pages or features you access.
- 9.2 IPA.com does not currently use first-party cookies for its own website functionality. However, IPA uses Microsoft advertising products on IPA.com, which may use cookies, pixels, web beacons and similar technologies to help deliver and measure advertising, analyse how users interact with our websites and content, understand the performance of advertising campaigns, combat fraud and support other legitimate purposes. Microsoft affiliates, partners and other third parties may also use cookies or similar technologies in connection with these services.

- 9.3 The Event App is hosted through Cvent. When attendees first visit the Event App, they are presented with a cookie banner. The banner remains until a selection is made and can be configured to allow visitors to opt out of non-essential cookies.
- 9.4 Where required by law, we will obtain your consent via a cookie banner or similar mechanism before setting non-essential cookies or using similar technologies. You can control cookies and similar technologies through your browser settings and, where available, through the cookie controls made available on the relevant website or Event App.
- 9.5 To the extent that cookies or similar technologies collect personal data, we will process that data in accordance with this Privacy Notice.

10. Contact details

- 10.1 If you have any questions about how we process your personal data in connection with the AltsGlobal London conference, or if you wish to exercise any of your rights, please contact us at:
Email: privacy@ipa.com
- 10.2 If you are not satisfied with our response, you have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) or another relevant data protection regulator. Upon request, we can provide you with the contact details for the appropriate regulator.

11. Updates to this Privacy Notice

- 11.1 We may update this Privacy Notice from time to time to reflect changes in our practices, technologies, legal requirements or other factors.
- 11.2 We will post any updates on <https://www.ipa.com/events/altsglobal/altsglobal-2026> and, where appropriate, notify you by email. The date of the most recent update will appear at the top of this notice.