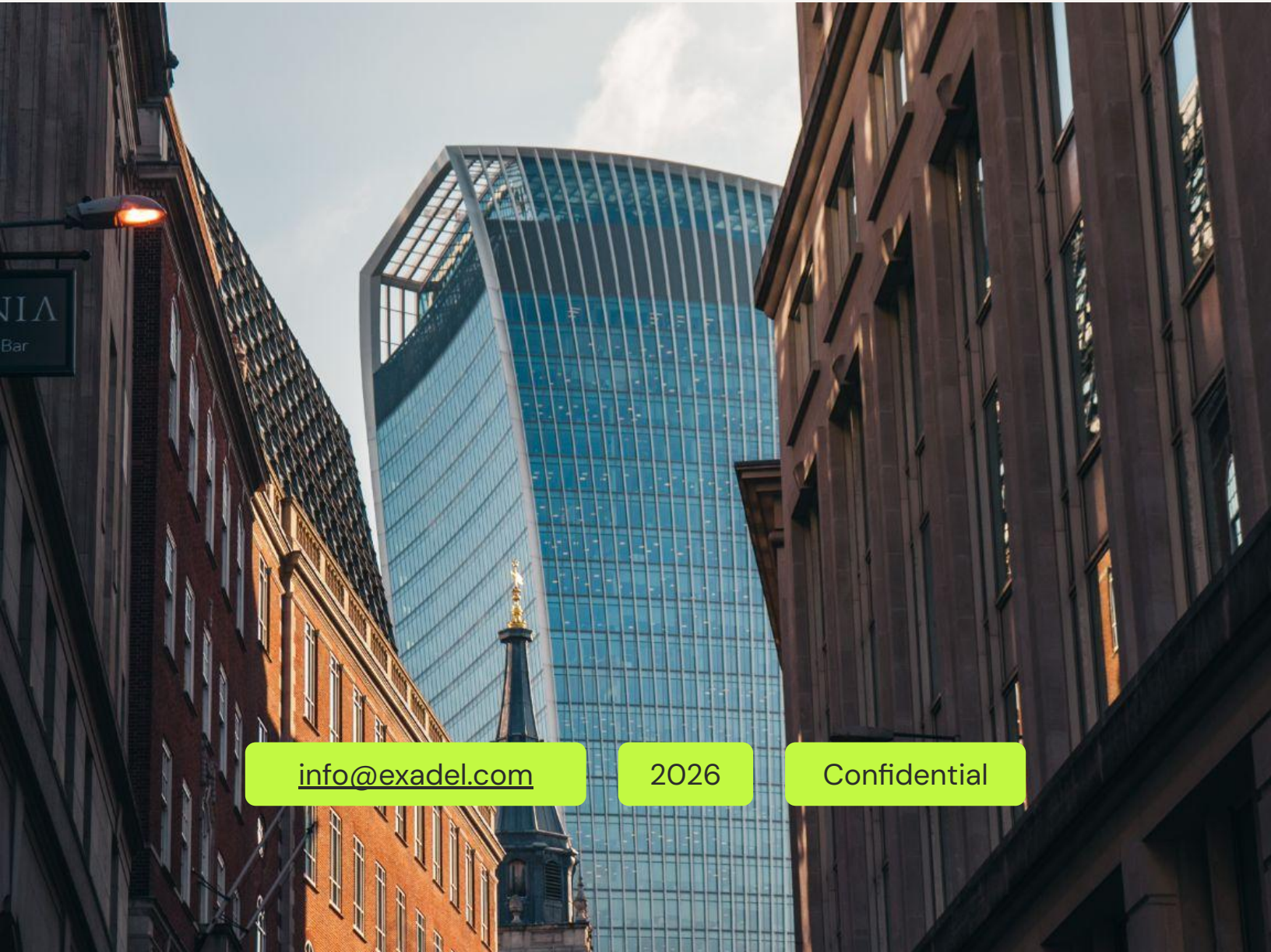




Privacy Notice – Event London Marketing and Prize Draw



info@exadel.com

2026

Confidential

1. Data controller and contact

The Data Controller is Exadel Incorporated, 101 E Kennedy Blvd, Suite 2320, Tampa, FL 33602, USA. For inquiries regarding your privacy rights, please contact privacy@exadel.com.

2. Data we collect

- **Identifiers:** Full name, Job title, Company, and Business email.
- **Professional insights:** Your feedback on AI adoption barriers.

3. How we process your data (purpose and legal basis)

We process your personal information for the following purposes:

1

Prize draw

(Contractual/Legitimate interest):

To facilitate a fair draw while protecting your privacy, we use pseudonymized data (unique entry IDs) with the third-party platform AppSorteos. Your direct identity (name/email) is not shared with AppSorteos.

2

Marketing

(Consent):

If you opt-in, your data will be stored in our Salesforce CRM to send you AI insights and promotional updates.

3

Internal analysis

(Legitimate interest):

To understand industry barriers to AI adoption.

4. Global data sharing & transfers

Exadel is a global organization. Your data will be shared within the Exadel Group (USA and Europe).

- **International safeguards:** data is transferred to the USA using Standard Contractual Clauses (SCCs) and the UK International Data Transfer Agreement (IDTA) to ensure your information remains protected to the same standards as in your home country.
- **Third parties:** We use Google Forms (collection), AppSorteos (prize draw), and Salesforce (marketing CRM).

5. Data retention

- **Prize draw data:** Identifiers are kept until the winner is verified.
- **Marketing data:** Kept until you withdraw consent via the "unsubscribe" link.

6. Your rights



UK/EU

Right to access, rectify, or erase data; right to data portability; to object to or restrict certain processing and the right to lodge a complaint with the ICO or your local Supervisory Authority.



California

You have the right to know what personal information is collected, the right to delete it, and the right to opt-out of the "sale or sharing" of your information. Exadel does not sell your personal data.



Marketing opt-out

You can withdraw consent at any time via the "unsubscribe" link in our emails.

Thank you!

Contact our team to Become a Digital Leader.

info@exadel.com

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