

Privacy Policy for Aurora Live Members and potential Aurora Live Members

Last updated: 21.4.2024

The purpose of this Privacy Policy is to inform our Aurora Live Members and potential Aurora Live Members (hereinafter “Member” or “potential Member”) about how we process their personal data when they engage in our Services. We take seriously our commitment to comply with the General Data Protection Regulation (“GDPR”) of the European Union, as well as other applicable legislation concerning the processing of personal data. We ensure that the processing of your personal data is secure, and our data protection practices enable the full realization of the rights of the data subject.

1. Controller

Aurora Live International Oy Ltd (hereinafter “we”)
Porkkalankatu 20a A, 00180 Helsinki, Finland

2. Contact person for register matters

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

Aurora Live International Oy Ltd
Address: Porkkalankatu 20a A, 00180 Helsinki, Finland
Email: dataprotection@auroralive.com
Phone: +358 40 654 6088

3. What data do we process and what is the purpose and the legal basis of processing personal data?

Data subjects are the Aurora Live Members and potential Aurora Live Members of Aurora Live International Oy Ltd. Providing personal data marked with an asterisk is a requirement for our contractual and customer relationship. Without the necessary information we are not able to provide the Service.

PERSONAL DATA	PURPOSE OF PROCESSING	LEGAL BASIS
Basic information such as First Name, Last Name, Job Title, Company Contact information such as e-mail address, mobile number, address information, direct number (if applicable), and company address.	Delivering and improving our products and services according to your needs	Legitimate interest
	Fulfilling our contractual and other promises and obligations Billing	Performance of a contract
	Direct marketing	Consent (private persons) or legitimate interest (companies)
Possible direct marketing opt-outs	Serving member’s interest of not receiving direct marketing	Legitimate interest in being able to fulfil our legal obligation to ensure opt-out from direct marketing in accordance with the law
Information you provide in connection with the following events we host:	Organizing, hosting, facilitating and managing virtual and live meetings and events between participants Members and Service Providers	Legitimate interest in being able to host events.

<p>Networking at events live or virtual: First name, last name, title and company name.</p> <p>Networking at events live or virtual, with Aurora Live platform: First name, last name, title, industry and country of location, images and areas of interests and responsibilities.</p> <p>Pre-booked 1-to-1 meetings with Service Providers: First name, last name, title, company name, function title, industry, and country of location</p> <p>To be able to facilitate pre-booked 1-to-1 networking both inside and outside of our virtual solutions: First name, last name, company, title, switchboard number of Company HQ and email</p>	<p>Organizing, hosting, facilitating and managing virtual and live meetings and events between participants Members and Service Providers</p>	<p>Legitimate interest in being able to host events.</p>
		<p>Consent regarding health data (e.g. allergies)</p>
<p>Information of the membership such as information of past and current memberships, event participations, correspondence with you and other communication</p>	<p>Compliance with our contractual and other promises and obligations</p>	<p>Performance of a contract</p>
	<p>Managing the customer relationship</p>	<p>Legitimate interest in managing and developing the customer relationship</p>
<p>Data of the connection and terminal device you are using such as the browser type, IP address, device ID or other device identifier and cookies</p>	<p>Targeting advertising in our online services</p>	<p>Consent</p>
	<p>Analyzing and profiling behavior,</p>	

4. From where do we receive data?

We receive information primarily from following sources:

- Publicly available sources: We may gather information from publicly accessible sources such as social media platforms, public directories, and company switchboards.
- Information provided to us by you: When you subscribe to our services, participate to our events or interact with us, we store records of your activities.
- Information collected through technical means: We collect information through technical methods, such as cookies, when you use our services. When visiting our sites, we collect technical information such as IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, information about your visit including URL and products you viewed. You can find more information on our [Cookie Policy](#).
- Regarding potential Members we gather information from third parties to identify people who may have an interest in our services. We license information from business partners who own established and trustworthy directories. These third parties include:
 - LinkedIn Sales Navigator
 - Lusha
 - GetProspect

- Cognism
- Hunter
- Grok AI
- Claude ai
- Preplexity
- Gemini
- n8n
- make.com
- hugging face

For the purposes described in this privacy notice, personal data may also be collected and updated from publicly available sources and based on information received from authorities or other third parties within the limits of the applicable laws and regulations. Such updating of data is performed manually or by automated means.

5. To whom do we disclose data, and do we transfer data outside of EU or EEA?

We share your personal data with third-party service providers who perform services on our behalf, such as e-mail and payment service providers, information analyzers and business intelligence providers. We may also share your data with Aurora Live Group. We take appropriate measures to safeguard your personal information by contractual measures according to data protection legislation and protect it from unauthorized access or disclosure.

When you become a Member, your profile including your first name, last name, company, job title, images and areas of interests and responsibilities will be visible to all Solution Providers. Your profile is used to facilitate networking with peer groups based on industry or position. We use the profile to find and offer you the most relevant content from us, and organize your networking meetings with potential partners, and peer groups based on industry or position. We use this data in anonymized and aggregated form to create reports of interest and investment trends and group profiles of the event attendees. These reports are used for insights shared with the club members, marketing, and other use.

We transfer personal data outside the EU/EEA to countries that may not have the same data protection laws as the EEA. However, we will ensure that such transfers are made in compliance with applicable data protection laws and that appropriate safeguards are in place. When personal data is processed outside the EU/EEA, we make sure that the subcontractor has committed to use the EU Commission's standard contractual clauses (SCCs). You may request a copy of the SCCs by contacting us using the details provided in this Privacy Policy.

We always ensure the proper processing of your personal data when we are involved in a merger, corporate restructuring, or the sale of business or its part.

We will not share your information with third parties for marketing purposes without your explicit consent.

6. How do we protect the data and how long do we store it?

We are dedicated to maintaining the security and protection of your personal data. To achieve this, we implement a variety of technical and organizational measures designed to safeguard your data from unauthorized access, alteration, disclosure, or destruction.

Only those of our employees, who on behalf of their work are entitled to process customer data, are entitled to use the system containing personal data. Each user has a personal username and password to the system. The data is collected into databases protected by firewalls, passwords and other technical measures. The databases and their backup copies are in locked premises and can be accessed only by certain pre-designated

persons. Our security measures also include the use of secure servers, Secure Socket Layer (SSL) encryption, and regular vulnerability assessments.

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, including the purposes of satisfying any legal, regulatory, accounting, or reporting requirements. When your data is no longer required, we will delete or anonymize it in accordance with our data retention policies and applicable laws.

We estimate regularly the need for data storage, considering the applicable legislation. In addition, we take care of reasonable actions that ensure no incompatible, outdated or inaccurate personal data is stored in the register considering the purpose of the processing. We correct or erase such data without delay.

7. What are your rights as a data subject?

You have the right to inspect the personal data stored in the register concerning yourself and the right to demand rectification or erasure of the data. If you have access to your data, you may edit the data yourself. Insofar as the processing is based on consent, particularly when it comes to direct marketing, you have the right to withdraw or change your consent. You can unsubscribe or opt-out from marketing communications by following the instructions provided in the communication. Withdrawing your consent does not affect the lawfulness of processing before the withdrawal of the consent.

You have the right to object or to demand restriction of the processing of your data and to lodge a complaint with the supervisory authority. On grounds relating to your situation, you also have the right to object to other processing activities when the legal basis of processing is legitimate interest. In connection with your request, you shall identify the specific situation based on which you object to the processing. We can refuse the request for objection only on legal grounds.

To exercise any of these rights or to ask questions about our privacy practices, please contact our Data Protection Officer at dataprotection@auroralive.com. We will respond to your request in accordance with the applicable data protection laws. Please note that we may require you to verify your identity before processing your request.

8. Who can you be in contact with?

All contacts and requests concerning this privacy policy shall be submitted in writing or in person to the person mentioned in section two (2).

Last Updated: 7.5.2024