

BUILD EUROPE 27

THINK LOCAL. BUILD GLOBAL.

PRIVACY POLICY

Effective date: October 4, 2026 | BUILD Europe 27 - Cologne, Germany

1. Who We Are

This Privacy Policy applies to the BUILD Europe 27 event website and event-related communications operated personally by **Janine Ehrentraut** under the event name BUILD Europe 27 (the "Organizer"). The event is scheduled for June 29-30, 2027 in Cologne (Köln), Germany. For privacy questions or requests, contact janine.ehrentraut@expreferral.com.

2. Information We May Collect

- Information you provide directly, such as your name, email address, company, job title, phone number, message content, sponsorship inquiries, or other information submitted through the website or by email.
- Registration and ticket information associated with BUILD Europe 27, such as your name, email address, the tickets and add-ons purchased, the amount paid, and event check-in status. Tickets are purchased on this website and payments are processed by Stripe, which collects and processes payment details under its own privacy terms. The Organizer does not receive or store full card numbers.
- Technical information that may be collected when you use the website, such as IP address (including the approximate country derived from it, used to choose the currency shown), browser/device information, pages viewed, referring pages, and cookie or analytics identifiers, if those technologies are enabled.
- Photographs, video, or event-related content where permitted by applicable law and any notices or consents provided at the event.

3. How We Use Information

- To administer BUILD Europe 27, respond to inquiries, process ticket orders, issue and validate tickets, manage registrations, communicate event updates, and provide attendee or sponsor support.
- To send event-related or marketing communications where permitted by law or where you have provided consent.
- To operate, secure, troubleshoot, and improve the website and event experience.
- To comply with legal, accounting, tax, safety, fraud-prevention, and regulatory obligations.

4. Legal Bases for Processing in the EEA/UK

Where the GDPR or similar European privacy laws apply, personal data may be processed because it is necessary to perform a contract or take steps at your request, because the Organizer has a legitimate interest in operating and promoting the event, because processing is required by law, or because you have provided consent. Where consent is the legal basis, you may withdraw it at any time without affecting prior lawful processing.

5. Service Providers

BUILD Europe 27 uses service providers that process information as necessary to provide their services: Stripe for ticket payments; Twilio SendGrid for ticket and order emails; HighLevel (GoHighLevel) as the Organizer's contact management (CRM) system, where ticket buyers' names, email addresses, and purchased ticket types are recorded; Google Cloud for website hosting; Calendly for sponsorship inquiry bookings; and, only where you have consented, Google Analytics for website analytics. Depending on the processing activity, the Organizer and a provider may have separate privacy responsibilities, and the provider's own terms and privacy policy may apply.

6. Cookies and Analytics

The website uses essential cookies, for example to remember your currency choice and your cookie choice. Google Analytics is used only if you accept analytics in the website's cookie banner; if you decline, analytics cookies are not set. You can change your choice at any time using the "Cookie settings" link in the website footer.

7. Sharing of Personal Information

We do not sell attendee personal information as part of operating BUILD Europe 27. Information may be shared with service providers, professional advisers, venues or event partners when necessary for event operations, with authorities where legally required, or in connection with a legitimate business reorganization. Sponsor access to attendee details should occur only where legally permitted and consistent with the notice or consent provided to attendees.

8. International Data Transfers

Because the Organizer, attendees, service providers, and technology providers may be located in different countries, including the United States, information may be processed outside the country where it was collected. Where required, appropriate safeguards should be used for international transfers of personal data.

9. Data Retention

Personal information is retained only as long as reasonably necessary for the purposes described in this policy, including event administration, contractual, accounting, tax, dispute-resolution, and legal obligations. Marketing information may be retained until you unsubscribe, object, or withdraw consent, subject to applicable legal requirements.

10. Your Privacy Rights

Depending on your location, you may have rights to request access to, correction of, deletion of, restriction of, or portability of your personal data; to object to certain processing; and to withdraw consent. You may also have the right to complain to a competent data protection authority. Requests may be sent to janine.ehrentraut@expreferral.com. We may need to verify your identity before fulfilling a request.

11. Children's Privacy

BUILD Europe 27 is a professional business event and the website is not directed to children. We do not knowingly seek to collect personal information from children through the event website except where necessary and legally permitted.

12. Security

We use reasonable administrative, organizational, and technical measures appropriate to the nature of the information we handle. No website, transmission, or storage system can be guaranteed to be completely secure.

13. Third-Party Links

The website may link to venues, tourism providers, sponsors, social networks, or other third-party websites. Their privacy practices are governed by their own policies, not this Privacy Policy.

14. Changes to This Policy

We may update this Privacy Policy when our practices, website tools, event arrangements, or legal obligations change. The current version will be posted on the BUILD Europe 27 website with the updated effective date.

15. Contact

Janine Ehrentraut / BUILD Europe 27

Email: janine.ehrentraut@expreferral.com