

Event app – Privacy policy

This Privacy Policy explains how Lyyti ("we," "us," or "our"), the provider of the Lyyti Event app (the "App"), collects, uses, shares, and protects your personal data when you use our mobile application.

Lyyti is committed to protecting your privacy and handling your data in a transparent manner, in compliance with the EU General Data Protection Regulation (GDPR).

Lyyti role: Controller vs. Processor (GDPR)

The App is operated by Lyyti in two distinct data roles depending on the data being processed:

A. Lyyti as Data Processor (Event Data)

For the data related to your registration for and participation in a specific event (such as your name, contact details, registration answers, attendance status, and contributions to event-specific chats/polls): The Event Organizer (the company or entity hosting the event) is the primary Data Controller.

For details on how your Event Organizer processes your personal data, you must refer to their specific Privacy Policy.

Lyyti acts as the Data Processor, processing data strictly on behalf of and according to the instructions of the Event Organizer.

In addition Lyyti has a limited Data Processor role in relation to the Event Data. This role is described below in section B.

B. Lyyti as Data Controller (App account and System Data and Event Data)

Lyyti acts as the Data Controller for the Event app account and data necessary to maintain, secure, and improve the App service, provide interesting events for you and for managing our direct relationship with you.

Each Event Organizer independently determines whether an event is available via the App and which event-related application features they choose to offer to their customers. If you register for an event and start using the App, you accept the Event App – End User Terms and Conditions. You also agree that, in order to provide a meaningful application view, Lyyti will aggregate your participation data so that you can view it through your App account. To implement this functionality, Lyyti also processes your participation data collected by the Event Organizer, acting in the role of a Data Controller. Lyyti does not process the aforementioned data for any other purpose or in any other manner in its capacity as a Data Controller.

Categories of Personal Data We Process

We collect the following categories of personal data, depending on the App's functionality used and the requirements of the Event Organizer:

Data provided by You

This data is typically provided during event registration or when you update your profile within the App:

Data Category	Examples	Purpose	Legal Basis (GDPR)
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Profile & Registration Data	Name, job title, company, email address, phone number, interests, industry, profile photo, and events registered.	To identify you, grant access to registered events, provide you interesting events and enable networking features. Some data is optional to provide.	Contractual Necessity
Support & Feedback	Information provided when contacting support, including technical diagnostics.	To address your inquiries and improve service quality.	Legitimate Interest

Data Collected Automatically

This data is collected when you access and use the App:

Data Category	Examples	Purpose	Legal Basis (GDPR)
Usage Data	Time, duration, presence and frequency of use, features accessed (e.g., clicked on chat, viewed agenda), and events accessed.	To monitor App performance, security, detect fraud and to further improve the app.	Contract

Technical Data	Device type (model, OS), IP address, registration tokens, language settings, and crash reports.	To ensure technical compatibility and security of the App.	Contract
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How We Use Your Personal Data

We use your data primarily to provide the service and for the following purposes:

1. **Profile Management:** To allow you to view and update your personal information used for event participation.
2. **Security and Monitoring:** To detect, prevent, and address technical issues, fraud, and security breaches.
3. **Communication:** To send you essential service updates and respond to your support requests.
4. **Event marketing:** Provide you information of the interesting events based on your profile and the given data and contact you with the given contact information..

Sharing and Disclosure of Your Personal Data

We only share your data as necessary and under strict conditions:

With the Event Organizer

As outlined in A. Lyyti as Data Processor, the Event Organizer acts as the primary Data Controller for your event data. Any data you generate or share within a

specific event environment (e.g. profile name and image, chat content, poll answers) is immediately available to the corresponding Event Organizer.

With Third-Party Service Providers

We engage trusted third-party service providers (e.g., cloud hosting providers, software developers) to perform certain functions on our behalf. These service providers only process data necessary to fulfill their service obligations and are bound by contractual confidentiality and security obligations (Data Processing Agreements).

For Legal Reasons

We may disclose your personal data if required to do so by law or in the good faith belief that such action is necessary to comply with a legal obligation, protect and defend the rights or property of Lyyti, or protect the personal safety of users of the App or the public.

International Data Transfers

While Lyyti operates within the EU (Finland), our services may involve the transfer of personal data to locations outside the European Economic Area (EEA).

When such transfers occur, we ensure appropriate safeguards are in place, such as the implementation of the European Commission's Standard Contractual Clauses (SCCs), to guarantee that your data remains protected to the same standard as within the EEA.

Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, including satisfying any legal, accounting, or reporting requirements.

- **Event Data (Processor Role):** Data related to a specific event is retained based on the contract between Lyyti and the Event Organizer.
- **App Usage Data (Processor Role):** Data related to the events will be retained as long as the event is active. When the event will be archived 7 days after the event has ended, the data related to the event will be removed and will be deleted after 30 days.
- **Account Data (Controller Role):** Your profile data is retained until you request account deletion or the account is inactive for two (2) years..

The registered person's right

Rights of the registered are:

- right to check personal data in the register
- right to ask for correction, update or removal of personal data
- right to refuse or limit processing of personal data
- right to transfer personal data to another system
- right to obtain a copy of personal data

When we process your personal data based on consent, you have the right to cancel the consent you have given at any time.

How can I regulate the use of my data?

When you want to use your rights as registered, please direct a written request to the controller (help@lyyti.com). The request has to be individualized in a sufficient way in order for it to be processed.

If you feel that processing of your personal data is not up to standard, you have a right to complain to the national data protection authority.

Changes to this privacy policy

Lyyti reserves the right to change this privacy policy.

Contact details

The controller and contact information

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help@lyyti.com

Contact details regarding privacy issues: privacy@lyyti.com