Meetings and Events capture personal information. Tools like registration systems, mobile event apps or post-event surveys are used to capture PII (Personally Identifiable Information) of attendees. These regulations under the General Data Protection Regulation (GDPR) regarding the collection, transfer, and protection of the personal data of EU citizens. These regulations follow the individual; therefore, if the event is held in the EU or not. You must follow GDPR regardless of whether your event is held in the EU or not.

GDPR's protections follow the individual; therefore, if you are collecting and/or processing PII (Personally Identifiable Information) of your attendees, you need to determine which GDPR requirements apply to your business.

GDPR is COMING May 25, 2018. When GDPR Will Be Enforced. You'll need to protect the data of 510 million EU citizens, giving them more control over how their personal information is used.

GDPR is a Global Issue. Even if you do not have any operations within the EU, the effects of GDPR may still apply to your business. For example, if you maintain offices in the United States, but your attendees are EU citizens, you may still be subject to GDPR.

GDPR’s requirements for meeting and event planners are similar to what the rest of the business world is facing. Meeting planners need to ensure that they have in place the necessary measures to avoid fines.

GDPR requires the Data Processor (Cvent) to be able to audit and answer questions or requests of the Data Controller (you). The data controller is the organization or person (the event planner, hotel, and organiser) that holds the personal data and determines for what purpose personal data is collected, used, disclosed or processed. The data processor in respect of the processing is the party (Cvent) who processes personal data on behalf of the data controller.

GDPR's 8 primary legal and operational responsibilities.

- Notice & Consent: You must provide clear and unambiguous consent. This includes the purpose of the data, the data controller and the data processor.
- Access/Data Portability: Attendees should be able to see their data at any time, get a copy of their data, and make any changes.
- Right to Removal: Attendees have the right to have their data removed from your systems. Attendees also have a right to have their data moved to another processor. This is known as data portability.
- Right to Object: Attendees have the right to object to the processing of their data. Attendees also have a right to object to the transfer of their data outside of the EU.
- Data Protection Impact Assessment: You must conduct a data protection impact assessment (DPIA) when certain actions will impact the risk of personal data.
- Security & Data Privacy: Planning in advance for a data breach and minimizing the risks of losing data. If a data breach does happen, you must take steps to address it.
- Mapping: Develop a data mapping registry to identify personal data, data flows, and data access.
- Breach Notification: You must notify the data controller of any breaches.