

Cvent's GDPR Compliance Summary

At Cvent, we embrace the spirit of GDPR. GDPR is about ensuring the privacy and security of Personal Data, and it's a commitment we take seriously. GDPR is not a regulation "to be adhered to." It's a philosophy and a promise around privacy and security that's ingrained in our DNA. We embrace what GDPR stands for and encourage the entire events industry to do so as well.

In the world of events, Cvent acts as a data processor. We process customers' clients' (like attendees, speakers, and exhibitors) "personal information." In this role, we've taken steps in our software and processes, and have created procedure documents to help you drive GDPR compliance. Below are the highlights of our GDPR efforts:



Security

- Data Breach Policy, notification procedures and regular table top exercises to improve incident response capabilities
- SOC 1/SOC 2 (application-specific), ISO 27001:2013, and PCI-DSS (application-specific)
- Encryption of data at rest and in transit, including specialized encryption for certain highly sensitive data
- Training of all employees regarding data security and protection
- Integrated data privacy into security risk assessments
- Conduct regular penetration testing of data security
- Maintain procedures to restrict access to customer data
- Maintain a log to track data privacy incidents



Data Transfers

- European Commission-approved Standard Contractual Clauses
- Swiss-US Privacy Shield Framework
 - Audited by TrustArc, an independent third party



Data Quality & Minimization

- Data map created and updated
 - Maintain an inventory of personal data collected by standard fields
 - Record of client-approved third party data access (e.g., APIs)
 - Ability to run report on client initiated custom fields
- Capability to comply with customer data minimization requirements



Data Sharing

- Customer Data Protection Addendums (DPA) (available [here](#))
- Vendor DPA
- Intra-Company data sharing agreements



Accountability

- European Data Privacy Officer appointment
- Record of processing activities
- Broad-based ethics training, including a section on data privacy
 - Information Technology – Data and document retention and deletion
 - Product Management - Privacy by Design
 - Sales - GDPR and how customers' events are affected
 - Customer Support - Data Subject Access Rights and supporting customers on being compliant
 - Marketing - How to properly handle and process requests for customers, and marketing regulations per country pertaining to data privacy and protection
 - Finance - How to handle customer financial data and sending information securely



Individual Rights

- Dedicated website (available [here](#)) to process customer requests for access, editing, portability and anonymization
- Processes to comply with customer requests within 20 days
- Opt-in emails and opt-out links
- Privacy-friendly default settings (Privacy by Design & Default)



Lawfulness of Processing

- Multiple tick boxes to obtain consent
- Product built-in consent withdrawal mechanism
- Mechanism to register time, data, and purpose of consent
- Ability to produce a report of obtained consents
- Capability to mark mandatory data fields



Transparency

- IT Policy on when Data Privacy Impact Assessment would be required
- Cvent Privacy Policy (available [here](#)), reviewed on a quarterly basis
- Our Privacy Policy clearly describes the purposes of all data processing
- Option to add link to customers' privacy policy and cookie overlay
- We make available to our clients a list of our Third Party Processors