

Privacy Policy

PublicisLive as the exclusive provider of the hotel booking service (the “Service”) is committed to safeguarding your privacy and ensuring that you continue to trust us with your personal data. In connection of using the Service, you are asked to share personal information with us that allows identification of you as an individual (e.g. name, email address, address, and telephone number). This is known as “personal data”.

EU General Data Protection Regulation (“GDPR”) makes a distinction between entities that process personal data for their own purposes (known as “Data Controllers”) and entities that process personal data on behalf of other entities (known as “Data Processors”). PublicisLive may act as either a data controller or a data processor in respect of your personal data, depending on the circumstances.

This Privacy Policy applies where PublicisLive is acting as a data processor with respect to your personal data that you enter into our website. World Free Zone Organization with registered offices at 155 Al Quds St – Dubai - UAE, remains the data controller and will determine the purposes and means of the processing of your personal data.

1. Scope and acceptance of this Privacy Policy

This Privacy Policy describes how and what type of personal data will be collected from you when you use this website and the Service, and the purposes, for which the PublicisLive may collect, share or disclose the personal data. If you do not agree to this Privacy Policy, you will not be allowed to continue to use the Services.

This website may include links to other websites that are not operated or maintained by the PublicisLive and are not covered by this Privacy Policy. The processing of personal data on these third party websites including by use of cookies, is subject to these third party's privacy notices and terms and conditions. Please review the privacy notices and terms and conditions of each website you visit.

We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk. PublicisLive reserves the right to make changes to this Privacy Policy at any time. We encourage you to regularly review this Privacy Policy to make sure you are aware of any changes and how your personal data may be used.

2. What information do we collect and for what purposes?

When you visit this website, our web server automatically records details about your visit: for example, your IP address, the website from which you visit us, the type of browser software used the Service Provider Site pages that you actually visit including the date and the duration of your visit. Please see our Cookie Notice for information on these technologies and your rights in relation to them (See section 5).

When you visit our website, the following information are automatically registered into our web server: Personal & professional information as well as a payment mean to finalize the hotel booking process:

First name	Last name
Email	Phone number
Position	Company
City of residence	Country of residence
Other contact person details	Credit card details

3. How do we share personal data?

We do not share your personal data with any third party that intends to use it for direct marketing purposes, unless you have provided specific consent in relation to this.

PublicisLive may share your personal data with third parties for other purposes, but only in the following circumstances:

I. With your consent

Where required for certain processing activities, we will share your personal data with third parties only when we have your consent to do so. We do not collect or process sensitive personal data.

II. For legitimate interests

We will share personal data based on legitimate interests as, for example, when you book your accommodation through this website for the purpose of attending World Free Zone World Congress in Dubai, except where such interests are overridden by your interests or fundamental rights, in which case we will request your explicit consent. This being said, the payment mean (credit card details) is never shared to an external source and remains strictly confidential.

III. For processing of the World Free Zone

We may provide your personal data to the World Free Zone in connection with us processing your personal data on its behalf as a Data Controller, in compliance with our Privacy Policy and World Free Zone.

IV. For external processing (service providers)

We engage service providers, agents or contractors to provide services on our behalf, including to administer this website and provision of Services available to you. These third parties will access or otherwise process your personal data in the course of providing these services.

PublicisLive requires such third parties, who may be based outside the country from which you have accessed this website or the Service, to comply with all relevant data protection laws and security requirements in relation to your personal data only, usually by way of a written agreement.

V. Compliance with laws

PublicisLive may share your personal data with local authorities to the extent deemed necessary for the purposes set forth in this Privacy Policy, in particular for security reasons or as required by mandatory laws and regulations.

4. “Cookie Notice”

4.1 About cookies

A cookie is a small piece of information that a web server asks the user’s browser to store on the user’s local computer, and then later their browser presents this information to the web server. In its simplest form, a cookie is an identifying number.

4.2 What type of cookies do we use?

We use two types of cookies on this website: persistent cookies and session cookies. A persistent cookie helps us recognize you as an existing user, so it's easier to return to this website or interact with our services without signing in again. In the event you sign up to one of our platforms, a persistent cookie stays in your browser and will be read by the service when you return to one of our sites. Session cookies only last as long as the session (usually the current visit to a website or a browser session).

We use cookies for anonymous user tracking. the Service Provider web server assigns each user a unique numerical ID (“ID”). All requests for pages are tagged with that ID, and by analyzing the log files, the Service Provider can determine how many unique users use this website.

4.3 How do we use cookies?

The Service Provider does not know the identity of a person based on the ID. The cookies used by the Service Provider do not contain any personal data about you nor are they used to look up your personal data. Even if you have entered personal data about yourself in one of the World FZO’s registration forms, the Service Provider does not relate that information to the cookie data.

the Service Provider Sites may use cookies for analytics and to improve your user experience. this website will usually not natively use cookies but our analytics providers do use these cookies to improve user experience.

Our analytics providers include:

- Google Analytics [[Privacy Policy](#)]

These providers use cookies to tailor your user experience, gather statistics on usage and engagement and help better inform the World FZO’s efforts to deliver world-class engagement, knowledge and events.

You are free to decline the cookies if your browser or browser add-on allows, except if the cookies are required to prevent fraud or ensure the security of this website that the Service Provider controls. However, disabling the use of cookies will result in a

less user-friendly experience of the Service Provider Sites or can fully prevent you from using the Service Provider Sites.

5. How do we store or transfer your data?

PublicisLive has offices and facilities in Switzerland, EU and outside of EU. However, your personal data will be hosted in France. When transferring personal data internationally, we make sure that we comply with applicable laws and regulations, for example, by entering into agreements that will ensure that the recipients of your information maintain an adequate level of data protection.

Information collected within the European Economic Area (“EEA”) may only be transferred to countries outside of the EEA for the purposes as described in this Privacy Policy. We utilize standard contract clauses approved by the European Commission, adopt other means under Swiss and European Union law and/or obtain your consent to legitimize data transfers from the EEA to the United States and other countries.

6. Security of personal data

PublicisLive is committed to protecting the security of your personal data. Any information provided to PublicisLive by you is handled with due care and security, and will not be used in ways other than as set forth in this Privacy Policy, or in any site/area-specific policies, or in ways to which you have not explicitly consented. PublicisLive employs a range of technologies and security measures to protect the information maintained on its systems from loss, misuse, unauthorized access or disclosure, alteration or destruction.

However, since the internet is not a 100% secure environment, PublicisLive cannot ensure nor guarantee the security of any information that the user may transmit to this website. There is no guarantee that information may not be accessed, disclosed, altered or destroyed by breach of any of the PublicisLive’s physical, technical or managerial safeguards.

All PublicisLive employees who have access to and are associated with the processing of personal data are obliged to respect the confidentiality of all such personal data.

7. How long do we retain personal data?

PublicisLive will retain your personal data for the period necessary to fulfil the purposes outlined in this Privacy Policy and/or as long we require the personal data to provide you with the Service you requested, unless a longer retention period is required to comply with our legal obligations, resolve disputes and enforce our agreements.

8. Your data protection rights

You have the following data protection rights:

- You may request access to and obtain a copy of your personal data.
- You may also request that any personal data that is inaccurate or incomplete be rectified or completed.

- You may request that your personal data be erased under certain legal conditions (for example, where the personal data is no longer needed to achieve the purposes for which the information was initially collected).
- In addition, you may object to the processing of your personal data, ask us to stop processing of your personal data or request portability of your personal data under certain legal conditions.
- You have the right to opt-out of electronic marketing communications we send you at any time and free of charge. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you. To opt-out of other forms of marketing (such as postal marketing or telemarketing), then please contact us using the contact details provided under the “How to contact us” heading below.
- Similarly, if we have collected and process your personal data with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal data conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about our collection and use of your personal data. For more information, please contact your local data protection authority.

You may exercise any of the rights above at any time by contacting us as described under the “How to contact us” section below. We will respond to your request in accordance with GDPR and/or other applicable local data protection laws.

9. Minors

The Service we provide on this website is not intended for individuals below the age of 18. If you are under 18, please do not attempt to provide your personal data on this website.

10. How can you access your data or contact us?

Should you have any questions, concerns and/or complaints about this Privacy Policy please email us at dpo@publicislive.com.

11. Our details

PublicisLive is the data processor for personal data we collect through means stated in this Privacy Policy. Our addresses are: Rue Pierre-Fatio 15, 1204 Geneva, Switzerland
To find the PublicisLive offices in other regions, see:

<http://www.publicislive.com>