



(Last Updated 15 July 2025)

PRIVACY NOTICE FOR MWC LAS VEGAS EXHIBITORS AND CONTRACTORS

1. Who we are and what is the purpose of this privacy notice?

We are GSMA Ltd. LLC, (“**GSMA**”, “**we**”, “**us**” or “**our**”), the organiser of MWC Las Vegas (“**Event**”), with registered offices at 165 Ottley Drive, Suite 203, Atlanta, GA 30324, United States of America.

This privacy notice (“**Privacy Notice**”) describes how we collect, use, and share personal information of MWC Las Vegas exhibitors, as well as their employees, and any other personnel performing works and delivering services before, during or after the Event (e.g. stand build and dismantling) (“**you**”, “**your**” or “**yours**”).

If you are an attendee, this Privacy Notice does not apply to you. Please read the [Privacy Notice for MWC Las Vegas Attendees](#).

GSMA is the controller of your personal information.

2. What types of personal information do we collect about you?

In this Privacy Notice, when we mention “**Personal Information**”, we mean your personal data, which refers to any information or data that is about you.

We may process the following Personal Information about you:

Data category	Personal Information
Contact Data	your first name, last name, your email address, mobile telephone number.
Company Data	your company name, job title, industry.
Login Credentials	your username, email address and password for the Online Event Manual for exhibitors.

3. What do we use your personal information for?

We may process your Personal Information for the purposes described in the table below. We also set out the data categories that we process for each purpose and our lawful basis under the European Union’s General Data Protection Regulation for undertaking the processing purpose we have described.

Purpose	Data category	Lawful basis
Contact form for sponsors or exhibitors at MWC Las Vegas We may process your Personal Information to respond to your interest in becoming a sponsor or exhibitor at the Event. We may have received your enquiry via email, phone, the contact form for exhibitors and sponsors on our website, or other channels.	Contact Data Company Data	– Legitimate Interest Our legitimate interest consists of using your Personal Information for contact and business development purposes.
Contract Performance We will process your Personal Information for the performance of the Standard Terms and Conditions for Exhibition, Advertising and Sponsorship between GSMA and exhibitor. These purposes include, among others, building and dismantling a stand, organisation of the Event and logistics, provision of information and instructions useful for exhibitors and sponsors.	Contact Data Company Data	– Legitimate Interest Our legitimate interest consists of using your Personal Information for different purposes related to the performance of the contract with our exhibitor or sponsor.
Online Event Manual Our exhibitors are granted access to the Online Event Manual where we make available our Event rules and regulations, instructions, forms, manuals and other useful information regarding the organisation of the Event.	Contact Data Login Credentials	– Legitimate Interest Our legitimate interest consists of providing you access to useful materials and information regarding the organisation of the Event.
Webinars and onsite meetings and conferences We may invite you to webinars, online trainings and/or onsite meetings and conferences for exhibitors and personnel, about the organisation, logistics, promotion and running of the Event. When you register for an onsite meeting or conference held at a third-party venue, we will share your personal information with such third-party for security and access control purposes. Such third-party will process your information in	Contact Data Company Data	– Legitimate interest Our legitimate interests include conducting a training(s) and onsite meetings and conferences for exhibitors, their employees and personnel, proper coordination of the Event logistics, and functioning of the Event.

accordance with its own privacy notice.		
LinkedIn group We may invite you to join our LinkedIn group, created to share information on the organisation, logistics and running of the Event. Your further use of LinkedIn group will be governed by LinkedIn privacy notice .	Contact Data Company Data	– Legitimate interest Our legitimate interests include creation of LinkedIn group to ensure the delivery of important organisational information for exhibitors, proper organisation and functioning of the Event.
Newsletters We may send you newsletters, guidelines and other information to bring you the latest news and announcements about the Event and its organisation.	Contact Data Company Data	– Legitimate interest Our legitimate interests include sending you newsletters, guidelines and other information to ensure the proper organisation and functioning of the Event.
Surveys We may send you feedback surveys to learn more about your experience and to improve our services and organisation of the Event.	Contact Data Company Data	– Legitimate interest Our legitimate interests include sending you surveys after the Event to improve the organisation and functioning of the Event.
Analytics We may use your Personal Information to help us better understand the demographics, backgrounds and interests of our exhibitors.	Contact Data Company Data	– Legitimate interest Our legitimate interest includes processing your Personal Information for analytical purposes.
Direct Marketing We may send you marketing communications about our MWC events, services or products (e.g. via email) if you provide your consent or we have another lawful basis to do so.	Contact Data Company Data	– Consent – Legitimate interest Our legitimate interest includes processing your Personal Information for direct marketing purposes.
Data subjects' requests and enquiries We may process your Personal Information if you make a data subject request (e.g. access to data, erasure, etc.) or submit an enquiry/complaint.	Contact Data Other data relevant to the Data Subject's request	– Compliance with legal obligations – For the establishment, exercise or defence of legal claims – Legitimate interest Our legitimate interest includes processing your request and responding to your enquiry.

<p>For technical support</p> <p>We may use your Personal Information to diagnose, troubleshoot, and fix issues with our website, Online Event Manual for exhibitors, Contractor Accreditation System for contractors, or other services.</p>	<p>Data required for technical support & security purposes</p>	<p>– Legitimate interest</p> <p>Our legitimate interests include diagnosing and fixing technical issues with our website or services, ensuring security and safety of our services, and detecting malicious activities.</p>
<p>Incident/Accident Reporting & Security</p> <p>The owner of the venue (Fontainebleau Las Vegas) is primarily responsible for responding to incidents and accidents that happen in the Event venue and ensuring security at the Event.</p> <p>However, in some cases we may also be involved in responding to incidents and/or accidents and use your Personal Information for our own internal investigations.</p>	<p>Contact Data</p> <p>Audiovisual data</p> <p>Data relating to the incident/accident</p>	<p>- Compliance with legal obligations</p> <p>- Legitimate interests</p> <p>Our legitimate interest includes responding to incidents and accidents, ensuring security at the Event, and maintaining an audit trail of all incidents & accidents to prevent similar incidents or accidents from occurring in the future.</p> <p>– For the establishment, exercise or defence of legal claims.</p>

Consent

Where we process your Personal Information based on consent, 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 Information conducted on other lawful processing grounds.

Legitimate Interest

If we collect and use your Personal Information based on our legitimate interests (or of a third party), you may object to such processing. In that case we will no longer process your Personal Information unless there are compelling legitimate grounds for the processing which override your interests, rights, and freedoms or for the establishment, exercise, or defence of legal claims.

Where we process your Personal Information for direct marketing purposes, you may object to such processing at any time.

4. Marketing

If you provide us with your consent or we have another lawful basis for sending marketing communications, we may process your Personal Information for direct marketing purposes using different channels of communication (e.g. via email).



You can update your preferences and choices in relation to the marketing communications from us anytime via the preference centre on our website. You can access the preference center via unsubscribe link included in each email from us.

5. Automated processing

We will not use your Personal Information to make a decision about you based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you, unless it is necessary for a contract between us and you, is permitted by law or you have provided us with your consent for such processing.

6. How do we collect your personal information?

We receive your Personal Information from an exhibitor, or a contractor engaged by the Event exhibitors.

If you are an exhibitor or a member of their personnel, we may receive your data via our Online Event Manual for exhibitors.

We may also receive Personal Information directly from you, when you contact us or use one of our services.

7. Who has access to your personal information?

We may share your Personal Information with the following recipients:

- **Our agents, vendors, or service providers** who perform functions on our behalf or provide services to us: for example, providers of registration, access control, security and venue services, IT service providers, accounting service providers or archiving service providers,
- **Our exhibitors and/or contractors** for the performance of the services,
- **Authorities** where we are required to do so by law for example for security reasons, identity verification or in connection with criminal or regulatory investigations,
- **Outside advisers, including legal counsels** for the purpose of defence of legal claims, or regulatory proceedings.
- **Our Affiliates** for example for administrative purposes, group reporting, or provision of other services.

Please note that this list is non-exhaustive, and we may need to share your Personal Information with other parties in connection with the Event or to effectively deliver our services.

8. International data transfers

As we operate via a global network of corporate offices, booking and service centres, and data centres, it may be necessary to transfer your Personal Information internationally, i.e.



outside of the country where it was originally collected or outside of your country of residence.

Where we transfer Personal Information that originates in the European Union ("EU"), the United Kingdom ("UK") or Switzerland to a country outside the EU, the UK or Switzerland, we will ensure such transfer is made in accordance with applicable laws. We use a variety of legal mechanisms, including Standard Contractual Clauses adopted by the European Commission, to ensure your rights and protections travel with your data.

9. How long do we keep your personal information?

If you are our contractor or a member of their personnel, we will retain your Personal Information for the duration of the Event.

If you are an exhibitor or a member their personnel, we will delete your Personal Information approximately one month after the Event unless a longer period is required to comply with applicable regulations (e.g. tax or accounting). However, we may retain some of your Personal Information after the event for contact purposes and to maintain business relationship with exhibitor.

You may contact us anytime if you want to know more about how long we will keep your data.

10. Your rights as a data subject

Below you will find descriptions of rights that you may be able to exercise in relation to the Personal Information we process about you.

- **Confirmation of processing** – you can ask us to confirm if we are processing your Personal Information;
- **Access** – you can ask us to provide a copy of the personal data that we hold about you;
- **Rectification** – you can ask us to rectify the record of your personal data that we maintain;
- **Restrict** – you can ask us to restrict the processing of your personal data in certain situations;
- **Object to processing** – you can object to the processing of your personal data, where we process your data based on our legitimate interests or for direct marketing purposes;
- **Deletion** – you can ask us to delete some or all the personal data that we hold about you.

You have a right to contact the relevant data protection authority if you have concerns about how GSMA processes Personal Information. However, we encourage you to contact us directly in the first instance so that we can attempt to address your concerns directly.



For additional questions or information concerning processing of your Personal Information or if you would like to exercise one of your rights, you can email us at dataprivacy@gsma.com.

11. CCTV Recordings

The Event premises are monitored by the venue owner, Fontainebleau Las Vegas (“Fontainebleau Las Vegas”) for security reasons. Fontainebleau Las Vegas may be asked by authorities to provide CCTV recordings for specific time periods as part of investigations regarding visitors, contractors or other personnel. We do not manage or keep these recordings. For more information, you can consult the details of this data processing on the Fontainebleau Las Vegas's informative CCTV signs placed at the venue.

12. Contact us

You can contact us with any enquiry relating to your Personal Information by filling out [this form](#), sending an email to dataprivacy@gsma.com or writing to:

Data Privacy – Legal
GSMA Ltd., 1 Angel Lane,
London EC4R 3AB
United Kingdom.