



# Data Privacy and Use Policy

## The GenAI Collective

### 1. Introduction and Scope

This Unified Data Privacy Agreement and Policy (“Agreement”) governs how the GenAI Collective (“Organization”) and management team thereof (“us”, “we”, or “our”) collects, uses, stores, and shares personal data in connection with its events and services. By signing up for or participating in GenAI Collective events – including in-person or online events, networking gatherings, demo nights, or roundtables – all involved parties are deemed to have accepted the terms set forth herein.

This Agreement applies to both:

- **Attendees**, who automatically agree to the Agreement upon registering for an event unless an opt-out is exercised via the methods described below.
- **Event Vendors, Partners, and Sponsors** (“partners” or “event partners”), who, by co-hosting, sponsoring, or otherwise collaborating on an event with the Organization, agree to abide by the Agreement in full.

### 2. What We Collect

When an event attendee registers for an event, the Organization collects the attendee’s name and email address by default. If the attendee does not opt out of data collection, additional professional details such as phone number and LinkedIn profile may also be collected to help ensure that events bring together a diverse and valuable community. In addition, event-related information may be collected, including dietary restrictions, accessibility needs, and attendance history.

Additionally, by attending a GenAI Collective event, all attendees (including those who have opted out of data collection) consent to having their photographs and/or videos captured at events and having these images shared via official GenAI Collective public channels such as social media.

### 3. Use of Data

We use the information we collect for the following purposes:



- (a) Facilitation of event registration and communication to prospective attendees.
- (b) Informing attendees about future events, community updates, and relevant content via our newsletter; attendees may unsubscribe at any time with the provided link in each email.
- (c) Curating attendee lists that foster meaningful interactions by considering attendees' industries, roles, and backgrounds.
- (d) Sharing with partners to refine event programming and on-site engagement.
- (e) Maintaining safe and inclusive event environments in accordance with our [Code of Conduct](#).
- (f) Compliance with legal or contractual requirements related to working with vendors; these requirements may vary between events and can be made available by request by contacting [privacy@genaicollective.ai](mailto:privacy@genaicollective.ai).

Additionally, all GenAI Collective-overseen event management activities conducted via Luma are fully compliant with Luma's [privacy policy](#).

Event Partners that receive Attendee Data under Section 3(d) shall not use, disclose, or otherwise process such data for any outbound marketing or promotional activity unrelated to the applicable event, except to the extent expressly authorized in a separate written agreement with the Organization

In cases where extended data collection is maintained, the Organization may share an attendee's name, email address, and LinkedIn profile with select event partners solely for the purpose of enhancing the event experience, such as by crafting more personalized guest lists or improving networking relevance. Event partners are prohibited from using the shared data for any unrelated purposes, including resale, redistribution, or spam.

#### 4. Opt-Out and Retroactive Opt-Out

An event attendee may opt out of extended data collection at any time by completing the opt-out form available on the event registration page or through the provided link. In the event of an opt-out:

- **Retention:** Only the attendee's name and email address will be retained; i.e., subject to (a) through (f) of section 3 ("Use of Data").
- **Outreach:** Additional information (such as phone number, LinkedIn URL, or event-specific registration questions) may be collected on registration, but will not be retained. These additional fields may be used for parts (a), (e), and (f) of section 3 (which



are essential to the proper facilitation of events) and will be permanently deleted immediately on the relevant event's conclusion. Emails will not be shared externally or subscribed to any mailing lists.

- **External Use:** The attendee's profile will not be included in partner-facing lists or processed through third-party tools, including large language models (LLMs).

A retroactive opt-out may also be requested at any time by emailing [privacy@genaicollective.ai](mailto:privacy@genaicollective.ai). In such cases, any previously collected personal data beyond name and email will be permanently deleted.

## 5. Data Use Expectations for Event Partners

Event partners may receive select attendee information (as described above) in exchange for financial or logistical support.

By partnering with us on any event, partners agree to:

- Use attendee data **only** to enhance the event experience (e.g., ensuring the right mix of attendees attend a specific event).
- Not sell, redistribute, or misuse attendee information.
- Not send attendees irrelevant or unsolicited messages.
- Treat the data with confidentiality and take reasonable steps to protect it.
- Respect the opt-out status of any attendee whose data is flagged as such.

## 6. Storage, Security, and Data Retention

All personal data is stored securely and accessible only by authorized personnel. Standard encryption, secure servers, and access control measures are employed to prevent unauthorized access. Attendee data is retained only as long as is necessary to fulfill the purposes described in this Agreement or to comply with legal requirements. In cases of an opt-out or deletion request, all personal data – except for name and email address – will be promptly deleted. Because the Organization operates in multiple jurisdictions, data may be transferred or processed internationally. In such cases, reasonable steps are taken to ensure that the data remains protected.

In addition, each event is subject to the local data protection policies of the hosting chapter's jurisdiction – e.g., California privacy regulations for CA-based events, GDPR for EU-based events, and so forth.



## **7. Rights of Attendees**

Attendees may contact the Organization at any time to:

- Request access to personal data held about them.
- Correct or update such data.
- Request deletion of any or all personal data beyond name and email address.
- Confirm opt-out or retroactive opt-out status.

We respond to all requests within 7 days. Please contact us via email at [privacy@genaicollective.ai](mailto:privacy@genaicollective.ai) to request any of the above actions.

## **8. Policy Updates**

The Organization may update this Agreement periodically. In the event of significant changes, both event attendees and event partners will be notified via email and/or through the Organization's website. Continued participation in events after such updates have been published constitutes acceptance of the revised terms.

## **9. Liability and Protection**

The Organization strives to handle all data responsibly and transparently. However, no system is perfect. Participation in GenAI Collective events or access to services constitutes acknowledgment and acceptance that the Organization shall not be liable for any damages arising from misuse, exposure, or third-party handling of data beyond what is described herein, except in cases of gross negligence or willful misconduct.

## **10. Acceptance**

By registering for an event hosted by GenAI Collective or by engaging as an event partner, the respective party confirms that it has read and agrees to the terms of this Unified Data Privacy Agreement and Policy. If the terms are not accepted, the party must exercise the opt-out mechanism or refrain from participating.

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