

# Privacy Policy

## Digital First

Last updated: June 2026

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### 1. Who We Are

Digital First is an event and community platform organised by FOGES NV (also known as OFCORES).

#### Data Controller:

FOGES NV (OFCORES)

Hendrik Placestraat 43A

B-1702 Dilbeek, Belgium

VAT: BE0799 416 689

For all privacy-related questions: [hello@digitalfirst.be](mailto:hello@digitalfirst.be)

### 2. Scope of This Policy

This Privacy Policy sets out how FOGES NV collects, uses, and retains personal data in connection with the Digital First event and website. It applies to attendees, speakers, sponsors, partners, and visitors to our website.

Personal data is processed in accordance with the General Data Protection Regulation ((EU) 2016/679), the ePrivacy Directive (Directive 2002/58/EC), and applicable Belgian national legislation.

### 3. What Personal Data We Collect

#### a) Data you provide directly

- Name, job title, and company
- Email address, phone number, and postal address
- Billing information (when purchasing a ticket or sponsorship package)
- Communications you send us via contact forms or email

#### b) Data collected automatically through our website

- IP address and approximate location
- Browser type, device type, and operating system
- Pages visited, time on page, referral source
- Interactions tracked via analytics and advertising tools (see Section 9)

#### c) Data collected at the event

- Attendance records and session participation
- Badge scan data collected via Fielddrive live badging and lead retrieval technology on the event floor
- Photos and video footage captured by event photographers and videographers

- Audio and video from live-streamed or recorded sessions in which you participate

#### d) Data from third-party processors

- Registration and ticket purchase data via Idloom
- Newsletter subscription data via Flexmail
- Networking profile data via the event app (Let's Get Digital)
- Badge and lead retrieval data via fielddrive

## 4. Why We Process Your Data and on What Legal Basis

Purpose	Legal basis (GDPR Art. 6)
Organisation and management of the Event, including management of participants, contact lists, invitations, registrations, necessary payment details, event information dissemination, and the online event platform	Performance of a contract (Art. 6.1.b)
Event-related communications with you	Performance of a contract (Art. 6.1.b)
Managing payments and complying with statutory and accounting obligations	Legal obligation (Art. 6.1.c)
Publishing event photos, videos, and recordings on the event website and social media	Legitimate interest (Art. 6.1.f) — see Section 6 for opt-out
Website analytics (understanding how our site is used)	Consent (Art. 6.1.a) — via cookie banner
Advertising and retargeting via LinkedIn and Meta	Consent (Art. 6.1.a) — via cookie banner
Promotions, future Digital First editions, and partner-related benefits	Consent (Art. 6.1.a) — opt-in at registration or newsletter signup
Promotions, events, and activities of FOGES NV and related companies	Consent (Art. 6.1.a) — opt-in at registration
Sharing your data with event partners, who may contact you up to 4 months after the event	Consent (Art. 6.1.a) — opt-in at registration
Event app networking features (Let's Get Digital)	Consent (Art. 6.1.a) — opt-in within the app
Live badging and lead retrieval via Fielddrive	Consent (Art. 6.1.a) — disclosed and collected at badge collection

## 5. Event Communications and Marketing

**Operational communications:** If you register for Digital First, we will contact you with information necessary for your attendance (confirmation, schedule updates, access instructions). This is based on your contract with us and cannot be opted out of while your registration is active.

**Promotions and future editions:** We will only send you marketing communications about future Digital First editions, partner-related benefits, or events and activities of FOGES NV and related companies if you have given your explicit consent at registration or via our newsletter signup. You can withdraw consent at any time by clicking “unsubscribe” in any of our emails or by contacting us at [hello@digitalfirst.be](mailto:hello@digitalfirst.be).

**Partner communications:** Where you have opted in at registration, event partners (sponsors and exhibitors) may contact you with relevant offers or information for up to 4 months after the event. You can withdraw this consent at any time by contacting us at [hello@digitalfirst.be](mailto:hello@digitalfirst.be).

## 6. Photography, Video, and Recordings

FOGES NV arranges event photographers and videographers. Photos and videos taken at the event may be used on the Digital First website, social media channels, and promotional materials for future editions.

If you do not wish to be photographed or filmed, please inform a member of the Digital First team at the registration desk on arrival. We will do our best to accommodate your request.

**Live streaming and session recording:** Certain sessions may be live-streamed or recorded. If you participate via audio or video (for example, to ask a question), you may appear in the recording. You can opt out by not activating your camera or microphone, or by attending sessions in person without engaging on camera. Recordings made available after the event will be published on the Digital First website and event platform.

## 7. Event App and Networking (Let’s Get Digital)

The Digital First event app is powered by Let’s Get Digital. The app provides event information, the programme, and optional networking features.

**Networking is opt-in.** If you choose to activate networking, your profile (name, job title, company, and profile photo if uploaded) will be visible to other attendees and exhibitors on the platform. You can opt out of networking at any time within the app; if you do so, your profile will no longer be discoverable by other users.

Let’s Get Digital’s Privacy Policy: <https://www.letsgetdigital.com/privacy-policy>

## 8. Live Badging and Lead Retrieval (Fielddrive)

Live badging and lead retrieval at Digital First is provided by fielddrive ([www.fielddrive.eu](http://www.fielddrive.eu)). Fielddrive powers the event’s badge printing and, where exhibitors or sponsors use the lead retrieval function, enables them to scan and record your badge.

Where you allow an exhibitor or sponsor to scan your badge, your registration data (name, job title, company, and contact details) will be shared with that exhibitor or sponsor. You are under no obligation to allow your badge to be scanned. Consent for this data sharing will be explained at badge collection on arrival.

Fielddrive’s Privacy Policy: <https://www.fielddrive.com/privacy-policy>

## 9. Sub-Processors and Data Storage

FOGES NV engages the following processors. Each is bound by a Data Processing Agreement and/or Standard Contractual Clauses (where data is transferred outside the EEA):

Processor	Role	Location
Idloom	Event registration and ticketing	Belgium / EU
Flexmail	Email marketing and newsletter delivery	Belgium
Let’s Get Digital	Event app and networking platform	Netherlands / EU
fielddrive	Live badging and lead retrieval	Belgium / EU
Google LLC (GA4)	Website analytics	USA (SCC)
LinkedIn Ireland Unlimited Company	Website analytics and ad targeting (Insight Tag)	EU / USA (SCC)
Meta Platforms Ireland Ltd	Ad targeting and conversion tracking (Meta Pixel)	EU / USA (SCC)

Where processors are based outside the European Economic Area, we rely on Standard Contractual Clauses approved by the European Commission to safeguard your data.

## 10. Data Retention

Data category	Retention period
Registration and ticket purchase data	7 years (Belgian accounting obligations)
Contact and enquiry data	2 years after last contact
Newsletter subscriptions	Until you unsubscribe
Event attendance and badge scan records	1 year after the event
Event photos and videos	Up to 3 years, or until you request removal
Website analytics data	26 months (GA4 default)
Marketing and advertising data	Until consent is withdrawn
Event app / networking data	Until you delete your profile or 1 year after the event, whichever is earlier

## 11. Recipients of Personal Data

Your personal data may be shared with:

- FOGES NV staff and contracted service providers involved in organising the event
- Sub-processors listed in Section 9
- Event exhibitors and sponsors, only where you have given explicit consent (e.g. via badge scan or opt-in at registration)
- Event partners who may contact you up to 4 months after the event, where you have opted in at registration
- Competent authorities, where required by law

We do not sell your personal data to third parties.

## 12. Your Rights

Under GDPR, you have the following rights:

- Right of access — request a copy of your personal data
- Right to rectification — ask us to correct inaccurate data
- Right to erasure — ask us to delete your data (“right to be forgotten”), subject to legal retention obligations
- Right to restriction — ask us to limit how we process your data
- Right to data portability — receive your data in a structured, machine-readable format
- Right to object — object to processing based on legitimate interest, including for direct marketing
- Right to withdraw consent — withdraw consent at any time without affecting the lawfulness of prior processing

To exercise any of these rights, contact us at [hello@digitalfirst.be](mailto:hello@digitalfirst.be). We will respond within 30 days.

## 13. Cookies

We use cookies and similar tracking technologies on our website. For full details, see our Cookie Policy.

## 14. Right to Lodge a Complaint

If you believe we are not handling your data correctly, you have the right to lodge a complaint with the Belgian Data Protection Authority:

**Gegevensbeschermingsautoriteit (GBA) / Autorité de protection des données (APD)**

Drukpersstraat 35 / Rue de la Presse 35, 1000 Brussels

[www.gegevensbeschermingsautoriteit.be](http://www.gegevensbeschermingsautoriteit.be)

[contact@apd-gba.be](mailto:contact@apd-gba.be)

## **15. Changes to This Policy**

We may update this Privacy Policy from time to time. The “Last updated” date at the top reflects the most recent revision. We encourage you to review this policy periodically.

## **16. Contact**

**FOGES NV (OFCORES)**

Hendrik Placestraat 43A, B-1702 Dilbeek, Belgium

VAT: BE0799 416 689

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