

Bank of Cyprus



presents the

7TH CYPRUS PROFESSIONAL SERVICES CONFERENCE

Tuesday, 24 May 2022 | 08:30
Hilton Nicosia Hotel

BROCHURE

#profservconfcy

Professional Services Rising to meet challenges

- **Creating Sustainable International Business**
- **A new Plan for the next 10 years**
- **The war in Ukraine & the spillover effects**

**EARN
up to
4 CPD
units**

THEMATOLOGY

- The EU perspective: Towards a more competitive and dynamic business services market
- War in Ukraine; the implications for professional services firms
- How Digitalization is transforming the professional services industry
- The growing tech sector as a source of new business for professional services firms
- A new model for the Cyprus Professional Services Sector

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INTRODUCTION

The professional services sector in Cyprus is constantly searching for new niche services as demand grows bigger and gets more diversified. As international and local regulations are becoming stricter, the sector's professionals need to differentiate their selling proposition, create new viable revenue sources and explore new geographical opportunities without compromising the country's reputation. At the same time, the actual model of providing professional services is changing with the use of technology, data analysis, and new working models.

This established annual event brings together the leaders of the sector in Cyprus and prominent speakers from abroad to present and discuss the latest developments and trends. The Cyprus Professional Services Conference is a much-anticipated event by the sector's most prominent stakeholders - accounting/audit/tax firms, well-known law firms, the international divisions of Cyprus banks, corporate service providers, investment companies, etc.

TARGET AUDIENCE

The Conference is addressed to:

- Accounting, Audit and Tax firms
- Law firms and Legal Consultants
- Administrative Service Providers
- Trust Service Providers
- Asset and Investment Managers
- Banks and other financial institutions representatives
- Wealth Management Consultants
- Governmental departments Directors and officials from regulatory bodies

CONFERENCE DETAILS

- 📅 Tuesday, 24 May 2022
- 🕒 08:30
- 📍 Hilton Nicosia Hotel, Cyprus*
- 🗨️ Language: English
- 📄 Full participation corresponds to up to 4 CPD Units.**

*The conference will be held by physical presence, based on the health protocols that will apply in the given time and in accordance with the evolution of COVID-19. According to the current measures, participation in a conference by physical presence requires the fulfilment of one of the following:

- the presentation of a SafePass certificate of completion of vaccination scheme, OR
 - the presentation of a SafePass certificate of recovery from COVID-19 disease (and the 90-day period has not elapsed), OR
 - the presentation of a SafePass certificate of vaccination of people who have not completed their COVID-19 vaccination cycle, and the period of 7 months since receiving the 2nd or 3rd dose has not elapsed with an additional presentation of a negative Rapid Test (48-hour) or PCR test (72-hour).
- In case the attendant has not been vaccinated he/she can present a negative Rapid Test (48-hour) or PCR test (72-hour). A prerequisite is the presentation of the above in the form of EU DCC (QR code) for testing through the CovScanCyprus application. In addition, the display of identification evidence (ID, passport or driver's license) during a check of the Safe Pass is mandatory.

**Upon completion of the event, the Organisers will provide a Certificate of Attendance to all participants. The accreditation of the CPD units is subject to the specific rules applied by the relevant association/society. The number of CPD hours available may vary depending on the final agenda.

GOLD

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PROGRAMME

1st Announcement

08:30 – 09:00	Registration
09:00 – 09:10	Welcome address by the Chairperson of the Conference Harris Pistos , Director, International Banking, Bank of Cyprus
09:10 – 09:25	Keynote speech: War in Ukraine; the implications for the audit profession Accountancy Europe in Brussels counts ICPAC, Cyprus as one of its 50 professional accountancy member bodies from 35 countries. As its President, Mr. Thompson will provide an overview of the implications of the war in Ukraine for the European audit profession. He will also set out the impacts of the recent European Commission public consultation on the 3 corporate reporting pillars. Myles Thompson , President, Accountancy Europe, UK
09:25 – 09:40	Keynote speech: The evolution and application of international anti-money laundering standards in the sphere of professional services The Chair of MONEYVAL will present the experience of MONEYVAL in the application of international standards for designated non-financial businesses and professions (DNFBPs). The presentation will include an overview of the recent and planned amendments to the FATF standards concerning DNFBPs, and an overview of good practices. Elżbieta Franków-Jaśkiewicz , Chair, Council of Europe Committee of Experts on the Evaluation of Anti-Money Laundering Measures and the Financing of Terrorism (MONEYVAL), Council of Europe, France
09:40 – 09:55	Embrace digital and virtual in your company strategy to stay relevant for the future The past few years have accelerated the transformation of the professional Services industry. Clients are requesting a more diverse way of service delivery, the virtual workplace is here to stay and new entrants become highly competitive to the incumbent. Learn how to deal with these trends and be ready for the future. Hans Kroes , Global VP and Head of the Industry Business Unit for Professional Services, SAP
09:55 - 10:10	Harnessing provocative data to drive better business outcomes Provocative insights are key to driving transformational change across organizations. We will discuss how provocative insights led one of the largest US companies to return to YouTube, 3 years after they quit the platform, and publicly stated in a national newspaper that they would never return. We will also discuss how provocative insights led a Fortune 100 company to cancel a brand incrementality test. Candice Denic , Research & Development Marketing Science Lead, Google, USA
10:10 – 10:25	Questions and Answers
10:25 – 10:50	Networking Coffee Break
10:50 - 11:30	Panel Discussion: The growing tech sector as a source of new business for professional services firms There is an increasing number of international tech companies choosing Cyprus for their next regional base or headquarters. They could become essential customers for professional service providers creating synergies. What do these companies need, and how can they be best served? Panelists: <ul style="list-style-type: none"> • Marios Kapiris, General Manager, Kyndryl Cyprus, Alliances & Ecosystems Leader, Kyndryl Greece & Cyprus • Yannis Matsis, President, Invest Cyprus • Elias Neocleous, Managing Partner, Elias Neocleous & Co LLC • Harris Pistos, Director, International Banking, Bank of Cyprus Panel Coordinator: Demetra Kalogerou , Ex Chairwoman of the Cyprus Securities and Exchange Commission (CySEC), non-Executive Director of ECOMMBX



Andreas Avraamides EY Cyprus	Pieris Markou Deloitte Cyprus	Philippos Soseilos PwC Cyprus	Christos Vasiliou KPMG Limited	Dr. George Pamboridis Pamboridis LLC	Dr. Christos Clerides Cyprus BAR Association	Kyriakos Iordanou Institute of Certified Public Accountants of Cyprus	Andreas Mercouri Cyprus Fiduciary Association (CYFA)	Melina Pyrgou Pyrgou Vakis Law Firm	Andreas J. Yiasemides Cyprus Investment Funds Association (CIFA)
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11:30 - 12:05

Panel Discussion: The transformation of the accounting firms: The future of Audit, Assurance, Tax and Advisory Services

The CEOs of the leading multinational accounting firms in Cyprus discuss and share ideas on their profession's future.

- What is the role and the future of the "accounting firms" in the new global business environment?
- The evolution of Audit, Assurance, Tax and Advisory Services.
- The rise and the importance of consulting services.
- The implications caused by the invasion in Ukraine and what they mean for the profession
- Opportunities in new sectors and with new clients.
- What are the new revenue streams from the local market and international clients?
- The workforce element. What new skills are required, and what are the gaps?

Panelists

- **Andreas Avraamides**, Partner and Head of Assurance, EY Cyprus
- **Pieris Markou**, CEO, Deloitte Cyprus
- **Philippos Soseilos**, CEO and Chairman, PwC Cyprus
- **Christos Vasiliou**, CEO, KPMG Limited



12:05 - 12:45

Panel Discussion: The transformation of the Cyprus Legal firms

- What new opportunities lie ahead for Cyprus-based law firms?
- What is the role of a modern law firm in the new complex global business environment?
- How do law firms adapt to their clients' unique needs?
- The role of technology: A cyber threat or an opportunity for Law Firms?
- The implications caused by the invasion in Ukraine and what they mean for the profession
- How to measure Legal teams' performance using KPIs such as the money they make for the business?
- What new skills would they require for their workforce?

Panelists

- **Agis Agapiou**, Managing Partner, Chrysses Demetriades & Co LLC *
- **Dr. George Pamboridis**, Founder and Senior Partner, Pamboridis LLC
- **Alexia Kountouri**, Partner, Tassos Papadopoulos & Associates LLC*



12:45 - 13:25

Panel Discussion: A new model for the Cyprus Professional Services Sector

- How do we address the reputational issues and restore the image of Cyprus globally?
- How competitive are Professional Services Providers in the international arena?
- How attractive is Cyprus' proposition in the international market?
- The aftermath of the Ukrainian crisis and the impact on the sector.
- What should be the common vision for the sector?
- Practical ideas and suggestions for making Cyprus a genuinely international business centre for professional services.

Panelists

- **Dr. Christos Clerides**, President, Cyprus Bar Association
- **Kyriakos Iordanou**, General Manager, Institute of Certified Public Accountants of Cyprus
- **Andreas Mercouri**, Board member/Treasurer of the Board, Cyprus Fiduciary Association (CYFA)
- **Melina Pyrgou**, Managing Director, Pyrgou Vakis Law Firm
- **Andreas J. Yiasemides**, Chairman, Cyprus Investment Funds Association (CIFA)



13:25 - 13:30

Concluding Remarks by Chairperson of the Conference
Harris Pistos, Director International Banking, Bank of Cyprus



13:30

End of Conference

*Invited



SPEAKERS



CHAIRPERSON

HARRIS PISTOS

Director, International Banking, Bank of Cyprus

Harris Pistos is the Director International Banking of Bank of Cyprus and has under his supervision the IBUs, a specifically designed network of Units specialised in servicing the Bank's international clients in Cyprus, and the Representative Offices. He joined the Bank in 1992 as Management Trainee. Before assuming his duties as Director he served the Bank as Cards Marketing Manager, then as Manager of Cards Center, Manager IBUs Nicosia and as Manager International Banking Network. Harris holds a B.Eng in Mechanical Engineering from University of Manchester Institute of Science and Technology (UMIST), UK and an MBA in Marketing Management from City Business School, London, UK.



MYLES THOMPSON

President, Accountancy Europe, UK

Myles Thompson is the current President of Accountancy Europe and has held this role since 2021. He is an audit director at KPMG having joined the firm in 1985. From 2003 to 2013, Myles headed up KPMG UK's technical audit group and KPMG ELLP's technical audit group as of 2007. He was engagement partner for the firm's listed audit clients in the chemicals and pharmaceuticals sectors across Europe. In 2013 he was seconded to KPMG's Global Audit centre in the US. He moved back to the UK in 2018 to be involved with its UK Audit Quality initiatives. Myles was Chair of Accountancy Europe's Audit & Assurance Policy Group for 9 years and a board member until the end of 2020.



ELŻBIETA FRANKÓW-JAŚKIEWICZ

Chair, MONEYVAL, Council of Europe, France

Mrs Elżbieta Franków-Jaśkiewicz is the Chair of MONEYVAL and the Head of the International Cooperation Unit within the Department of Financial Information (Polish Financial Intelligence Unit), Ministry of Finance. Mrs Franków-Jaśkiewicz has over 20 years of experience within the government administration of Poland - The Polish Police, Ministry of Interior and Ministry of Finance. For the past 20 years, she has been focused on anti-money laundering and countering terrorist financing issues working within the Polish Financial Intelligence Unit. As the representative of Polish FIU she is involved in the work of numerous international organizations and fora (FATF, MONEYVAL, EAG, UNODC, OECD, OSCE, the Egmont Group, the EU Experts Group on Combating Money Laundering and Terrorism Financing, the EU FIU Platform, FIU.Net and others).



HANS KROES

Global VP and Head of the Industry Business Unit for Professional Services, SAP, Netherlands

Hans Kroes has 20+ years experience in the services industries, working with companies of all sizes across the globe. He is globally responsible for the strategy and execution of SAP's portfolio and Partner solutions focused on the professional Services industry.



CANDICE DENIC

Research & Development Marketing Science Lead, Google, USA

Candice is a Research & Development leader at Google. She conducts macro level studies on market data to drive product innovation internally and for clients across the globe. Her work at Google has been scaled globally to influence clients across many industries. Candice has experience across tech, advertising and retail firms. Her educational background includes a Master of Information Systems Management from Carnegie Mellon University and a Bachelor of Arts from the University of Chicago.



YANNIS MATSIS

President, Invest Cyprus

Yannis Matsis was CEO of Hellenic Bank Group in Cyprus and was responsible for managing the Bank and its Insurance subsidiaries from April 2017 to September 2020. Yannis made his career in investment banking in the City of London, building and managing global debt capital market teams spread around geographical locations such as London, New York, Tokyo, Hong Kong, Singapore and Sao Paulo. Prior to his current role, Yannis was Partner and a co-founder of Point Nine, a Financial Technology (FinTech) company that was subsequently acquired by Mitsubishi UFJ Group (MUFG). Yannis is currently serving as Chairperson of the Board of the Cyprus Investment Promotion Agency / Invest Cyprus, and also as Chairman of the Board of the Cyprus Institute of Neurology and Genetics. Amongst other Board roles, he also served on the Boards of Hellenic Bank, of the European Banking Federation and as Chairman of the Association of Cyprus Banks. Yannis graduated from the University of Cambridge in the United Kingdom, first with a Bachelor's (B.A.) degree and then with a Master's (M.Eng.) degree in Chemical Engineering.

SPEAKERS



ELIAS NEOCLEOUS

Managing Partner, Elias Neocleous & Co LLC

Elias Neocleous is the Managing Partner of Elias Neocleous & Co LLC, Cyprus' largest and most progressive international law firm. He is a graduate of Oxford University, a barrister of the Inner Temple, and was admitted to the Cyprus Bar in 1993. Elias has more than thirty years' experience of successfully leading legal teams dealing with large, complex and innovative cross-border transactions. His main areas of practice are banking and finance, company matters, intellectual property law, international trade, tax and trusts and estate planning. Elias is a frequent conference guest speaker with many publications to his credit. He is a strong advocate for utilizing technology to benefit the client and is spearheading the introduction of ALSP to Cyprus via Neolaw.ai.



PIERIS MARKOU

CEO, Deloitte Cyprus

Pieris Markou is the CEO of Deloitte in Cyprus and a member of the Deloitte Middle East Executive Board, having previously served as the Tax & Legal Services Leader. He started his career in London in 1986 and was admitted to Partnership in Chrysanthou and Christoforou (Andersen) in 2000. He is currently the President of Institute of Certified Public Accountants of Cyprus (ICPAC) and a member of the ICPAC Council since 2014 having previously assumed many professional roles within ICPAC, including Vice Chairman and Chairman of the Tax and VAT Committees. Pieris is also a board member of the Nicosia Chamber of Commerce & Industry. Pieris holds a B.A. (Hons) degree in Accounting, is a fellow member of the Institute of Chartered Accountants in England and Wales and a member of the Chartered Institute of Taxation.



PHILIPPOS SOSEILOS

CEO and Chairman, PwC Cyprus

Philippos Soseilos is the CEO & Chairman of PwC Cyprus, effective 1 January 2022. Philippos joined PwC in 1989 and was admitted to partnership on 1 July 2000. He has 30+ years of experience as a Business Consultant, with a focus on strategy issues and the successful implementation of business and digital transformation, both locally and internationally. Philippos has led several projects relating to the reform of the public sector in Cyprus and he has also supported numerous family businesses with continuity and succession planning. He has extensive experience as an Executive Coach and facilitator. Philippos holds a Bachelor of Commerce from the University of Witwatersrand (Johannesburg), is a Fellow member of the ICAEW, a member of the Institute of Certified Public Accountants of Cyprus (ICPAC) and of the European Mentoring and Coaching Council (EMCC). He was a member of PwC Cyprus' Management Board for 13 years and Head of People for 8 years.



CHRISTOS VASILIOU

CEO, KPMG Limited

Christos V. Vasiliou joined KPMG in Cyprus in 1994 and became a Partner in 1999. Christos has been involved with the audit of large financial institutions including major banks, insurance companies and investment funds. In 2016 he was appointed Deputy Managing Director of KPMG in Cyprus and Managing Director in 2019. In the past, he was Head of the Advisory Department in KPMG Cyprus. He is a member of the Executive Committee of KPMG in Cyprus, a founding member of CIFA (Cyprus Investment Funds Association) and a Council member of the Institute of Certified Public Accountants of Cyprus.



DR. GEORGE PAMBORIDIS

Founder and Senior Partner, Pamboridis LLC

Dr. George Pamboridis is the founder and Senior Partner of Pamboridis LLC. He studied law in Athens and he obtained a Masters degree (LL.M.) from the University of Southampton in Shipping law. Following this he received an M.Sc from the International Relations Department of London School of Economics and then a Ph.D in law from the University of Southampton in Public International and Shipping law. He is, inter alia, the author of the book International Shipping Law: Legislation and Enforcement, the book Hydrocarbons of the Republic of Cyprus released in September 2012. He also taught International Shipping Law and Energy Law at the University of Cyprus. He is qualified in Cyprus, Greece and England & Wales (Roll of Solicitors). He worked for the City law firm of Holman, Fenwick & Willan before joining L. Papaphilippou & Co as a Partner for five years and in 2003 he started up Pamboridis LLC.

SPEAKERS



DR. CHRISTOS CLERIDES

President, Cyprus BAR Association

Dr. Christos Ph. Clerides is the President of the Cyprus Bar. He is a Professor of Law and Head of the Department of Law of Frederick University. He is co-founder of Phoebus Christos Clerides and Associates LLC with his father, now deceased, ex Minister of Justice and Member of the House of Representatives. Dr. Clerides was elected as a member of the House of Representatives 2001-2006. He is a holder of an LL. B Hons (1976) and LL.M 1977 in Maritime Law and Insurance, University College, London and a Ph.D holder in European Law of Kings College (1981). He has been practising in Law since 1982 and he is a litigation advocate.



MELINA PYRGOU

Managing Director, Pyrgou Vakis Law Firm

Managing director of Pyrgou Vakis Law Firm. An experienced lawyer with 30 years of experience in various firms. An experienced corporate lawyer with strong interpersonal and organisation skills leading a talented team recognised in "Legal 500" EMEA 2021 as "Recommended Lawyer" in the areas of Commercial, Corporate and M&A. An active citizen serving on the Board of the Cyprus Legal Council, the Health Insurance Organisation and Chairman of Committee of Environment, Energy and Investment Programmes.



ANDREAS MERCOURI

Board member/Treasurer of the Board, Cyprus Fiduciary Association (CYFA)

Andreas Mercouri is the General Manager of Trident Trust Cyprus, with overall responsibility for the strategy and day-to-day operations of the Cyprus business. Andreas also serves on the Board of a number of client structures. He joined in 2009 following his previous employment where he has over 6 years' experience working on specialist corporate recovery and insolvency cases, with exposure to a diverse portfolio of formal insolvency and corporate recovery assignments across various industry sectors in fast-moving business environments. Andreas also worked within the financial investigations' division of this global firm. Andreas holds a BSc (Hons) in Accounting & Financial Management from Loughborough University in the UK and is also a Fellow Chartered Accountant licensed by the Institute of Chartered Accountants of England & Wales.



ORGANISER



IMH is the largest business knowledge and information transfer organisation in Cyprus. Its services include the coordination and running of conferences, seminars and commercial exhibitions, specialist business media publishing and human resources consulting. Every year, IMH organises more than 110 conferences related to every sector of the market, commercial exhibitions and training seminars, and undertakes the entire process of five business award ceremonies. IMH publishes the only dedicated business magazines in Cyprus: the Greek language monthly IN Business and the English-language monthly GOLD, which are read by tens of thousands of Cypriot and non-Cypriot professionals, managers and entrepreneurs. It also operates the magazines' accompanying news portals (www.inbusinessnews.com and www.goldnews.com.cy) and REPORTER online (www.reporter.com.cy) and delivers their daily newsletters via e-mail. The IMH Business Development Department bids for tenders published by local public sector bodies, the European Union and other international organisations. Through its activities, IMH gives businesses a chance to develop, to network, to find new clients and business associates, to communicate with new audiences and discover growth opportunities. www.imhbusiness.com

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Pamboridis LLC is a General Commercial and Corporate law firm founded in 2003 and headed by Dr George Pamboridis, assisted by five Partners and a number of senior and junior Associates. With two offices, in Cyprus and Greece, we aspire to meet all the legal needs of our worldwide clients on all main fields of law and to offer our international clientele a local insight to the markets of the jurisdictions where we operate offices. Our team of lawyers are well qualified, working on the highest level of professionalism and in an efficient and speedy manner.



Softline Computer Systems is a leading software provider for firms acting in the professional services industry. For more than 25 years, Softline advises law firms, accounting firms and fiduciary providers on their digital transformation with the use of innovative software. Through the use of its flagship software products, Altis and Zygos, more than 250 firms of all sizes and practices, manage every aspect of their daily operations from KYC and project management to document management, timesheet and billing.

Invest Cyprus (Cyprus Investment Promotion Agency) is the investment authority of the Government of Cyprus dedicated to attract and facilitate foreign direct investment into the country. In close collaboration with all governmental authorities and public institutions, as well as the private sector, Invest Cyprus is the country's lead agent in establishing Cyprus as a world-class destination for international business activity and investments. Invest Cyprus' mandate is to raise awareness of Cyprus as a destination for FDI across the globe, providing certainty around all aspects of operating a business in Cyprus and supporting potential investors in developing their business case for investment into the country.

COMMUNICATION SPONSORS

GOLD

GOLD magazine was founded in 2011 as the first English-language business monthly in Cyprus. Today, it is not only synonymous with the promotion of good business practices but it has a unique and valuable readership of High-Net-Worth Individuals, international company executives, English-speaking Cypriot and non-Cypriot businessmen and women. GOLD provides a comprehensive and informed overview of the local business scene, the economy and the market and has gained a reputation for its in-depth articles and revealing interviews with key local and international personalities. www.goldnews.com.cy

IN Business

IN Business magazine has a monthly readership of over 89,000. It is the only monthly business magazine in Cyprus that provides a comprehensive overview of all segments of the economy, from retail to services, as well as reporting on new deals, presenting new faces and, generally, looking at everything that's happening on the local business scene. IN Business has always been a pioneer in local business journalism, thanks to its in-depth analysis and research, often backed by previously unpublished facts and figures. www.inbusinessnews.com

Booking Form

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REGISTRATION DEADLINE PAYMENT

Participation fees must be paid in advance by Tuesday, 20 May 2022.

WHAT DO THE FEES INCLUDE?

Participation fee per person includes registration, a coffee break, networking cocktail and documentation.

7th Cyprus Professional Services Conference

Tuesday, 24 May 2022 | 08:30 | Hilton Nicosia Hotel, Cyprus

(REGISTRATION DEADLINE: FRIDAY, 20 MAY 2022)

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CANCELLATION POLICY

- Participation fees are paid in advance. • Cancellations must be made in writing two days before the start of the conference, otherwise you will be charged 50% of the participation fee. • In case of a no show without a written cancellation two days before the conference, you will be charged 100% of the participation fee.



For further information contact: IMH, 5 Aigaleo Str., 2057 Strovolos | P.O.Box 21185, 1503, Nicosia, Cyprus
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EVENT PRIVACY NOTICE

1. WHAT IS THE PURPOSE OF THIS DOCUMENT?

IMH CSC Ltd is committed to protecting the privacy and security of your personal information. This privacy notice tells you about the information we collect from you when you register to attend one of our events. In collecting this information, we are acting as a data controller. By law we are required to provide you with information about us, about how and why we use your data and about the rights you have over your data.

2. DATA PROTECTION PRINCIPLES

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
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- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

3. THE KIND OF INFORMATION WE HOLD ABOUT YOU

When you register to attend one of our events, we will collect, store, and use the following categories of personal information about you:

- The information you have provided us when completing a booking form or when registering online to attend our events, including organisation, title, first name, last name, job title, telephone number, mobile number, email address, address, city and postal code.
- As there is a participation fee to attend the event we also ask for payment and if you choose credit card as a method of payment we ask for card number, expiry date, cardholder name and signature.
- Communication information. When you send us an e-mail or other communication we retain that communication in order to process your enquiries and respond to your requests.
- Surveys you may be requested to fill out in some events.

ONLINE EVENTS

Additionally, when you register to attend one of our online events, our online events platform provider collects the following information about you on our behalf:

Account information. To access various parts of the platform you must have an online account. To register for an account on the platform, you must provide your name, email address, telephone number, company name, and other information necessary to confirm that you are authorised to use the platform.

End User Information. To access webinars, virtual environments and other events administered by us via the online platform, you may be required to register. The requested personal information typically includes name, email address, telephone number, company name and job title as well as information about your company such as country and industry sector.

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We collect personal information about you from the following sources:

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- Other companies wishing to invite you to an event organized by IMH

5. HOW WE WILL USE INFORMATION ABOUT YOU

We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

- Where we need to perform the contract, we have entered into in order to provide a service to you and your organisation. In other words, we will use your information in order to arrange that you attend our events.
- Where we need to provide you with the information, products and/or services that you request from us.
- Where we need to comply with a legal obligation.
- We may in some circumstances rely on your consent. In those circumstances, we will specifically ask whether you agree to us using your data in specified ways. You can withdraw your consent and ask us to delete your information at any time - please see section 11.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. As you have shown interest in attending our events, we rely on this legal basis to send you information and updates about future events that may be of interest to you. If you DO NOT wish to receive this information, you have the right to object to this at any time, by contacting our Data Protection Officer at gdp@imhbusiness.com or by clicking the unsubscribe link at the bottom of our e-mails.

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

6. AUTOMATED DECISION-MAKING

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

7. DATA SHARING

We may share your data with third parties, including the event organisers, event sponsors and third-party service providers, where it is necessary to administer the working relationship with your business or where we have another legitimate interest in doing so, such as the planning, organisation and realisation of our events. We may also share your information where this is required by law.

We use data processors to help facilitate the organization of events.

We may sometimes charge a fee to attend an event. If this happens, our communications about the event will provide details of the data processor, we use to collect payments.

We require third parties to respect the security of your data and to treat it in accordance with the law and we have appropriate agreements in place.

8. TRANSFERING INFORMATION OUTSIDE THE EU

Our online platform service provider will have access to some of your information when you register for one of our online events. Our online platform service provider is located in the US and is committed to protecting the privacy and security of your personal information, in accordance with the General Data Protection Regulation, under Standard Contractual Clauses.

If you have any questions about this or you need any further information please contact our Data Protection Officer on 22505555 or at gdp@imhbusiness.com.

9. DATA SECURITY

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees and agents who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained from our Data Protection Officer.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

10. DATA RETENTION

We will retain your personal information only for as long as we need it or until you withdraw your consent, (in those instances where we process your information based on your consent) or you object to processing when exercising your rights in accordance with section 11 below. You can contact our Data Protection Officer at gdp@imhbusiness.com to find out more about our retention times.

11. RIGHTS OF ACCESS, CORRECTION, ERASURE, AND RESTRICTION

Under certain circumstances, by law you have also the right to:

- Request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal information to another party but only for information processed by automated means and where the processing is based on your consent or on contract.
- Right to withdraw consent at any time for processing for any purpose for which you have given consent.

If you want to exercise any of the above rights, please contact our Data Protection Officer at gdp@imhbusiness.com.

12. DATA PROTECTION OFFICER

We have appointed a Data Protection Officer to oversee compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact our Data Protection Officer at gdp@imhbusiness.com. You have the right to make a complaint at any time to the office of the Commissioner of Personal Data Protection, the Cyprus supervisory authority for data protection matters. You can find out more about this at www.dataprotection.gov.cy