



# Privacy Policy

Last Updated: April 17, 2025

At Eureka MICE International, we are committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website or interact with our services.

## 1. Who we are

Eureka MICE International Ltd (Malta) provides marketing, consulting, and event organization services in the tourism and MICE sectors. This Privacy Policy applies to [www.eureka-mice.com](http://www.eureka-mice.com) and related domains, including [www.micetradeshow.com](http://www.micetradeshow.com), [www.associationdays.com](http://www.associationdays.com), and [www.micetrend.com](http://www.micetrend.com).

## 2. What data we collect

We may collect the following personal data:

- Name, email address, phone number, company name, job title, location
- Information you provide via forms, newsletters, or registrations
- Technical data such as IP address, browser type, device information
- Usage data such as pages visited, time on site, referral source
- Preferences related to marketing and communications

## 3. How we use your data

We use your data to:

- Provide and manage our services
- Respond to your inquiries
- Send information and updates you have requested
- Share invitations to events or promotional initiatives
- Improve our website, user experience, and communications
- Comply with legal obligations

We only process your data when we have a legal basis, such as your consent, contractual necessity, or our legitimate interest.

## 4. Cookies and tracking

We use cookies and similar technologies to enhance website functionality and understand visitor behavior.

You can manage your cookie preferences directly from your browser settings. For more details, see our [Cookie Policy] (if available separately).

## 5. How we protect your data

We take data protection seriously. Your information is stored securely and only accessible to authorized personnel. We implement technical and organizational measures to prevent unauthorized access, disclosure, or alteration.

## 6. Sharing of data

We may share your information with:

Trusted service providers (hosting, marketing, analytics)

Public authorities if required by law

Partners only when strictly necessary and under confidentiality agreements

**We never sell your data to third parties.**

## 7. International data transfers

As we operate internationally, your data may be transferred to countries outside the European Economic Area (EEA). When this happens, we ensure adequate levels of protection through standard contractual clauses or other safeguards.

## 8. Your rights

Under GDPR, you have the right to:

- Access your data
- Correct or update your data
- Request deletion (right to be forgotten)
- Restrict or object to processing
- Withdraw your consent at any time
- Lodge a complaint with a supervisory authority

To exercise your rights, contact us at:

 [policy@eurekamice.com](mailto:policy@eurekamice.com)

## 9. Retention

We retain your data only as long as necessary for the purposes stated, or as required by law. When no longer needed, data is securely deleted or anonymized.

## 10. Updates to this Policy

We may update this Privacy Policy from time to time. The latest version is always available on our website.

We encourage you to review it regularly.

## Contact

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**We value your privacy and are committed to responsible data handling.**