

For which purposes do we process your personal data?	What personal data do we process?	What is the legal basis for processing this data?	How long do we process your personal data for the stated purpose?
In order to administer your appearance at the fair.	Your forename and surname, your contact details such as your postal address, e-mail address and mobile phone number, and any other information that you give us.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order for you to appear at the fair.	Until the fair has taken place.
In order to communicate with you before, during and after your participation in the conference/fair, e.g. to confirm your participation and to provide you with information about the fair.	Your forename and surname, and your contact details such as your postal address, e-mail address and mobile phone number.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order to send you information regarding your appearance at the fair.	If you are a professional in a certain trade and SMGT has events/fairs within this or similar trades we will save your data as long as you are an important person for us through our professional relationship. We carry out continuous updates to keep our database current and if it comes to our knowledge that your role or employer has changed, we will delete your data.  You can choose at any time to unsubscribe from newsletters or ask us to delete your data.
In order to market and provide information about your appearance at the fair, e.g. by providing information about your appearance on digital screens outside the seminar venues, and by stating your name in digital and printed programmes,	Your forename and surname, your contact details such as your postal address, e-mail address and mobile phone number, your description and a picture of you.	It is necessary to process your personal data and your image in order to fulfil our agreement with you, i.e. in order to provide information about you to visitors with the aim of enabling them to	Until the fair has taken place.

on our website and via our social media channels.		plan their programmes.	
In order to market our fairs by notifying potential participants which speakers and performers have appeared at previous similar fairs.	Your forename and surname, your contact details such as your postal address, e-mail address and mobile phone number, and a picture of you.	With the support of our legitimate interest in marketing the content of the fair.	If you are a professional in a certain trade and SMGT has events/fairs within this or similar trades we will save your data as long as you are an important person for us through our professional relationship. We carry out continuously updates to keep our database current and if it comes to our knowledge that your role or employer has changed, we will delete your data. You can choose at any time to unsubscribe from newsletters or ask us to delete your data.
In order to provide information about our operations on our website, in printed materials and on social media, we may share images and videos in which you have participated at one of our fairs.	Images and videos in which you may appear as a participant.	Processing is justified by our legitimate interest in being able to provide information about our operations.	Images or videos in which you can be seen may be processed on our website, in printed materials and on social media up until when you request to be removed or otherwise object to processing.
In order to administer any payment after your appearance.	Your payment details.	It is necessary to process your payment details in order to fulfil our agreement with you, i.e. in order to pay your fees.	Until payment has been made.
In order to comply with accounting legislation, we process history of completed payments and	Information detailed on the payment documentation, such as your forename	It is necessary to process this data in order to comply with	For seven years, in accordance with the Swedish Accounting Act.

transactions that constitute accounting materials.	and surname and your postal address.	the Swedish Accounting Act.	
In order to get a historic overview of all performers.	Your forename and surname, your contact details such as your postal address, e-mail address and mobile phone number, and a picture of you.	It is necessary to process this data for our documentation and in order to follow up and contact you again, and for any other assignments that you may be interested in.	Until you choose to be deleted.