

PRIVACY NOTICE

1. INTRODUCTION

This Privacy Notice contains information about how Eventgo Sweden AB, incorporated, and registered in Sweden with company registration number 556402-2704 (hereinafter referred to as "the Supplier" and referred to as "we", "our", "us") Process Personal data. References to "you" or "your" refer to the Data subject whose Personal data we Process.

Your privacy is very important to us, and we Process all Personal data with care. All our Processing of Personal data takes place in accordance with applicable Data Protection Legislation, as well as with the data protection principles stated in GDPR.

This Privacy Notice covers all types of Personal data, in both structured and unstructured data.

We review the content of this Privacy Notice at least once a year and as needed, to ensure that the information is up to date and accurate. The contents of this Privacy Notice may be updated from time to time, without prior notice. For example, if it is necessary to clarify something, due to changed or new legislation or if our Processing of Personal data changes. The latest version is always published in the Service and on the Website. You are responsible for reading the contents of this Privacy Notice and keeping up to date on any changes.

2. DEFINITIONS

The following terms used in this Privacy Notice shall have the meanings set forth below when they are indicated with a capital letter, regardless of whether they are used in the plural or singular, in definite or indefinite form:

Account: refers to an identity in the Platform that identifies a User and gives the identified User access to the Platform's features.

Agreement: means Eventgo's Terms and any other terms and/or guidelines incorporated by reference entered into between Eventgo and the User.

Client: means the individual or entity (organization, business, or company) that hosts their Event on the Platform.

Controller: refers to the person/entity who determines the purpose of a particular Processing of Personal data and how the Processing is to be carried out. Natural persons, legal persons, authorities, institutions, or other bodies may be Controllers.

Data Protection Legislation: refers to all applicable privacy and data protection laws that are in effect at any given time and that are relevant to a Party relating to the use of personal data, such as for example but not limited to: the codes of practice and guidance applicable to a Party issued by the relevant supervisory or data protection authority; the General Data Protection Regulation ((EU) 2016/679); the Privacy and Electronic Communications Regulations 2003 (SI 2003/2426); the Data Protection Act 2018.

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Data subject: refers to the natural person who can be identified through the Personal data.

Event: means an event facilitated by or hosted on the Platform by the Client, such as an online or hybrid event.

GDPR: refers to regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation).

Non-Eventgo Products: means third party information, services, products, systems, websites, software, directories, networks, databases, and applications, which the Service links to, or that the User connect to or enables integration with while using the Service.

Order: means the Services the Client selects during the online ordering process, or our sales order that is executed by us and the Client (which may be system-generated or manually generated), each of which are incorporated to the Agreement.

Organization: refers to a profile within an Account that identifies the Client as the Event's host, under which individual Events are established, administered, and handled.

Participant: means those individuals that are invited to attend, or who attends, the Client's Event (for example attendees, speakers, and Event sponsors). The Client or Team Members are not regarded as a Participant.

Personal data: refers to all data that, directly or indirectly, alone, or together with other data, can be linked to an identified or identifiable physical living person. Common examples of Personal data are name, telephone number, address, email address, user ID, etc.

Platform: means Eventgo's Event platform accessible from <http://www.app.eventgo.se> and/or <http://www.badgeonline.se> which include its associated services, products, software, components, networks, APIs, Documentation, and information.

Processing: refers to everything that is made with Personal data, automated or otherwise. Processing can take place through an individual measure or through a combination of different measures. Examples of common Processes of Personal data are storage, erasure, sharing, usage, registration, copying, collection, organization, use, adjustment, destruction, etc.

Processor: refers to the one who Processes Personal data on behalf of a Controller, according to the Controller's instructions.

SCC: refers to Commission implementing decision (EU) 2021/914 of 4 June 2021 on standard contractual clauses for the transfer of personal data to third countries pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council, or later updated version.

Services: means the Platform and associated online and/or offline services, software, mobile application, products, information, distribution channels, APIs, Documentations, and

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components that are made available or offered by Eventgo. Non-Eventgo Products are expressly excluded.

Subscription Fee: means the cost associated with, and fee payable for, the applicable subscription plan. Ticket Commission is not included in the Subscription Fee since these are separate.

Team Member: means the Client's employees or consultants who use the Services on behalf of the Client, and those of the Client's third-party vendors and sponsors, who the Client authorizes to use and access or connect to the Client's Organization, including but not limited to the Client's Event managers and/or moderators.

Third party: refers to someone other than the Controller (and the persons who are authorized to Process the Personal data), the Data subject or the Processor (and the persons who are authorized to Process the Personal data). A Third party may be a legal person or a natural person, institution, authority, or other body.

Ticket Commission: means the Platform usage fee that we have the right to charge the Client for, which is based on a percentage of the ticket sales as well as any other goods and services sold, or donation solicited, using the applicable third-party payment platform provider available on the Platform. Please note that the Ticket Commission is separate from the Subscription Fee and thus not included in the Subscription Fee.

User: refers to the individual or entity who use the Services.

Website: refers to eventgo.se and badgeonline.se.

Any other GDPR-related terms not defined herein shall have the same meaning in this Privacy Notice as set forth in Article 4 of the GDPR.

3. PERSONAL DATA CONTROLLER AND PROCESSOR

3.1. Evengo as Controller

We are the Controller regarding all Processing of Personal data that is performed by us or on our behalf, insofar as we determine the means and purpose of the Processing (according to the principle of liability). Unless otherwise stated in this policy, we are the Controller for the Processing described. All our Processing of Personal data takes place in accordance with the GDPR (and SCC where applicable), as well as with the data protection principles.

We are the Controller when we, for example Process Personal data in connection with charging the Subscription Fee and/or Ticket Commission Fee.

3.2. Evengo as Processor

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When we Process Personal data in our capacity as Processor and the Client is the Controller, we only Process the Personal data in accordance with the instructions given to us by the Client in the Data Processing Agreement (DPA). We are the Processor, and the Service Recipient is the Controller, in for example the following situations:

- When the Client and/or its Team Member's and/or Participant's registers Personal data in the Service. The Client is responsible for ensuring that all Personal data that its Users Processes within the Service are accurate and that the Processing is made in accordance with applicable data protection regulation. The Client is also responsible for providing information about its Processing of Personal data to the Data subjects in question.
- When Personal data belonging to the Participants of the Client's Event is registered in the Service. A Team Member can send an invite to a Participant, using the Participant's email address, or have an open form for the Participant to register their own data to the Service. We may also register Personal data belonging to a Participant according to the Client's instructions.
- When the Client or its Team Member's or Participant's requests support for the Service from us, which means that the Processing of Personal data within the support case takes place in accordance with the Client's instructions stated in the DPA.

The Client, its Team Member's and Participant's must comply with applicable Data Protection Legislation when using the Service, and the Client is responsible for its Team Member's and Participant's use of the Service, as for its own.

Unless otherwise expressly stated, we are regarded as the Controller for the Possessing of Personal data described herein.

3.3. Third-party websites, applications, and integrations

If you provide information to us through a Third-party website or platform, the information you provide may be collected separately by such Third-party that provides that website or platform. Such information is subject to the Third-party's privacy notices and terms. This means, among other things, that the privacy settings you have made on the Third-party website or platform do not affect our processing of data that we collect directly through our Services.

There may be links in our Services that lead to other Third-party websites, applications, content, or other integrations, which may allow such Third parties to collect or share Personal data about you. We do not control or own such Third-party websites, applications, content or other integrations and we are not responsible for the Processing of Personal data carried out by anyone else or for the privacy rules, notices, or terms of such Third parties.

For these reasons, we would like to encourage you to pay attention when you leave our Services and to request details of and read the privacy notices and terms of such Third parties, who may collect and Process Personal data belonging to you.

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4. HOW WE ACCESS PERSONAL DATA THAT WE PROCESS

We may access, collect and Process your Personal data when you for example:

- use and access our Services,
- enter into an Agreement with us,
- create an Account to the Platform,
- contact us or give us feedback,
- enter a survey or promotion,
- request marketing to be sent to you,
- in-person events and on our website.

We may also Process your Personal data if it is provided to us by someone else, for example:

- the Client or its Team Members,
- Third-party service providers which you have linked your use of the Service, such as social media accounts,
- Payment service provider,
- Advertising networks,
- Analytics providers,
- Our business partners.

The information which we receive from such Third parties depends on your and our respective relationships with the Third-party and their policies.

5. CATEGORIES OF PERSONAL DATA THAT WE PROCESS

In accordance with the principle of data minimization, we only process Personal data in our capacity as a Controller that is adequate, necessary, and relevant to fulfill the purposes for which it was collected.

We mainly Process the categories of Personal data listed below:

- **Identification information:** first name, last name, profile picture.
- **Contact information:** email address, phone number, address, employer.
- **User information:** User-ID, IP-address.
- **Other Personal data:** any other Personal data that is provided to us, such as those that are registered in the Service by the User or that the User provides in any message that is sent to us.

6. PURPOSE AND LEGAL BASIS FOR PROCESSING OF PERSONAL DATA

In accordance with the principle of purpose limitation, we only Process Personal data in our capacity of Controller for special, explicitly stated and justified purposes. In addition, all Processing is legal in accordance with the provisions of applicable Data Protection Legislation.

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You may be required to provide your Personal data in order to be able to enter into an Agreement with us, get the Services you have Ordered or to comply with legal or contractual obligations. In some cases, it is optional for you to provide your Personal data. However, if you do not submit your Personal data, for instance, we might not be able to provide the requested Services or support. Unless otherwise stated, you will not suffer any negative legal repercussions if you do not provide us with your Personal data.

When data Processing is based on your consent, you have the right to withdraw the consent at any time, without affecting the lawfulness of Processing based on consent before its withdrawal.

When a Processing of Personal data is conducted by us in our capacity of Controller, on the basis of a Legitimate interest, our assessment is that the Processing does not constitute an infringement of the Data subjects right to privacy and integrity. We have come to this conclusion, after having made a balance between on the one hand what the Processing in question means for the Data subjects' interests and the right to privacy, and on the other hand our and/or the Data subjects and/or a Third party's legitimate interest in the Processing in question. However, we never process any sensitive Personal data on the basis of legitimate interest.

Below you can read more about the legal basis and purpose of our Processing of Personal data that we conduct in our capacity of Controller.

1) When you visit the Websites and/or use the Services:

Our Websites and the Services use cookies. The use of non-necessary cookies takes place only if you give your consent to it. Legal basis for the Processing of Personal data: *Consent*.

In our Cookie Notice, you can read more information about how we use cookies on the Website and the Services and how you can manage the storage of cookies. The Cookie Notice is published on the Website.

We also Process information about how the Users are using our Services in order for us to improve our Services (including the Platform) and for security reasons. We have concluded that we have a legitimate interest in the information being processed for the purposes stated above and that our legitimate interest does not constitute an infringement of the User's right to privacy and integrity. Legal basis for the Processing of Personal data: *Legitimate interest*.

2) When a Client completes a purchase of our Services:

When a Client completes a purchase of our Services, we get access to Personal data that is provided to us in connection with the purchase process. The Client must provide the following Personal data and information in connection with the purchase being completed: The Client's signatory/contact person's first name, last name, telephone number, email address, and the Client's name (or company name), social security number (or registration number), VAT-number (if any) and other billing information.

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The provision of the above-mentioned information in connection with the purchase is necessary for us to Process, in order for us and the Client to be able to enter into the Agreement, and for us to be able to charge for the Service. The possible consequences of such information not being provided to us is that we will not be able to enter into the Agreement or fulfill the Agreement. Legal basis for the Processing of Personal data: *Contract*.

3) When you contact us:

We Process your Personal data that we get access to when you contact us through email or telephone, such as your name, telephone number, email, and the message content.

The purpose of the Processing is to enable us to know who we are talking to and to keep in touch in the matter. We have concluded that both we and you have a legitimate interest in the Personal data being Processed by us for the purpose stated above. The provision of Personal data for the purpose stated above is not a statutory or contractual requirement, and you are not obliged to provide the Personal data, but the possible consequences of failure to provide your Personal data that we request and/or need in order to respond to you, is that we may not be able to provide you with the support or service that you request. Legal basis for the Processing of Personal data: *Legitimate interest*.

If we Process Personal data as part of a support related case in the capacity of a Processor, the Processing takes place in accordance with the instructions given by the Client that is the Controller, and the Data Processing Agreement that we have entered into with the Client. We will get access to all Personal data that appears in connection with the support related matter in question, and also all information that the User provides to us and that is registered within the Client's Organization that the User is registered within. The possible consequences of failure to provide the Personal data is that we cannot provide support to the User in accordance with the Agreement. Legal basis for the Processing of Personal data: *Contract*.

4) When we have a legal obligation to the Processing:

If we are obliged by law, court, or authority decision to Process certain Personal data, the Processing takes place on the basis of a *Legal obligation* as a legal basis. In such cases, the Processing takes place only to the extent that it is necessary for us to fulfill our legal obligations and then we only process the necessary Personal data, for as long as the law requires it (in accordance with the principle of storage limitation). The Processing is made due to statutory provisions.

For example, we store invoices, receipts, and other accounting documents that we are obliged to Process in accordance with current legislation, such as the Swedish Accounting Act (1999:1078) and in accordance with the Swedish Tax Agency's requirements. Accounting documents, invoices and vouchers may in some cases contain Personal data, such as name, address, Order information and any other contact information regarding the Client and/or the Client's signatory, contact person, employee etc. Such Personal data is stored for as long as the law requires it. Legal basis for the Processing of Personal data: *Legal obligation*.

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If we are obliged by applicable law to notify you about changes to our Privacy Notice or terms, we may Process Personal data to the extent necessary. The Processing is necessary to comply with a legal obligation. Legal basis for the Processing of Personal data: *Legal obligation*.

5) Other purposes for our Processing of Personal data

Based on our *Legitimate interest*, we may process Personal data to:

- protect our rights and property,
- carry out direct marketing of our Services,
- ensure the technical functionality of the Services,
- collect anonymous statistics, performance measurements, etc. regarding the Services.
- make recommendations or suggestions to you about services available through the Platform that may be of interest to you,
- use data analytics to improve our marketing, products/services, partner and user relationships and experiences,
- collect anonymous statistics, performance measurements, etc. regarding the Platform.

We have concluded that we have a legitimate interest in the Personal data being processed for the purposes stated above and that our legitimate interest does not constitute an infringement of your right to privacy and integrity.

7. STORAGE LOCATION

We strive to store all Personal data that we Process in our capacity as a Controller within the EU/EEA, in accordance with the principle of integrity and confidentiality. If Personal data is stored in a country outside the EU/EEA, we shall ensure that such a storage site ensures an adequate level of protection in accordance with the provisions of the GDPR and SCC.

Our database provider offers the Client an option of choosing which server(s) the data will be stored on. By default, the data is stored within the EU, but the Client can choose whether the Client wants the data to be saved in one or more places, within or outside of the EU/EES.

8. STORAGE DURATION

As a general rule, Personal data that we Process as a Controller, is stored for as long as they are necessary to fulfill the purposes for which they were collected. When the Personal data no longer needs to be stored for the purposes for which they were collected, the data is either deleted (erased), deidentified or anonymized, in accordance with the principle of storage limitation.

Invoices, receipts, Orders, and other accounting documents that we Process as a Controller, are stored for up to seven (7) years after payment has been made for the Service. They may contain identification information and contact information. These are stored in order for us to be able

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to handle any complaint matters and to be able to match a payment against an invoice while we are obliged to store such accounting documentation in accordance with current legislation.

If a claim can be made against our company, we can store the relevant Personal data until the statutory limitation period has expired. In the event of an existing dispute, relevant Personal data is stored until the dispute has been settled.

When we Process Personal data as a Processor of the Client, it is the Client that decides for how long such Personal data shall be stored in the Service. Terms regarding the storage duration and erasure of such Personal data is regulated in Data Processing Agreement that we have entered into with the Client.

We follow internal guidelines and written routines regarding our Processing of Personal data as Controllers, such as for example regarding erasure of Personal data and documentation of any personal data breaches, to ensure that the Processing of Personal data takes place in accordance with the GDPR.

9. DISCLOSURE OF PERSONAL DATA

Our disclosure of Personal data in our capacity as a Processor, is regulated by the Data Processing Agreement entered with the Controller in question.

We may disclose Personal data to the recipients stated below regarding Personal data we are Controller for, to achieve the purposes, set out in the section above regarding “Legal basis and purpose for our Processing of Personal Data”.

Legal authorities: Personal data may be disclosed to legal authorities in response to legal inquiries or if necessary, to prevent, detect, prevent, or investigate criminal activity and to protect our interests and our property.

Service providers: We may also disclose Personal data to engaged service providers, for example to:

- safeguard our legal interests,
- fulfill our contractual and legal obligations,
- detect and prevent technical, operational or safety problems, and
- provide, improve, and maintain the Services (software maintenance).

Examples of service providers that we engage in their capacity as our Processors are developers, IT and system administrators, providers of our cloud services, payment service provider, billing system, consultants etc.

Before we disclose any Personal data to such service providers, we enter into a Data Processing Agreement with them in accordance with the provisions of the GDPR (alternatively SCC if the Personal data Processor is in a country outside the EU/EEA-area). This is made to ensure a secure and correct Processing of the Personal data.

Other Third parties: We may disclose Personal data to regulatory authorities, other public entities, legal advisors, bankers, external consultants, and partners, in accordance with

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applicable privacy laws, if it is made for us to comply with legal obligations or in order to fulfill our legitimate interest.

In connection with or during negotiations of a transfer of company assets, merger, sale, financing or acquisition of all or part of our business, we may disclose your Personal data to the Third parties engaged in the business transaction.

In the event of a merger or acquisition of our company, Personal data may be transferred to third parties involved in the merger or acquisition. If the ownership of our business changes, we may transfer your Personal data to the new owners.

We have concluded that we have a legitimate interest in the Personal data being processed for the purposes stated above, and that our legitimate interest does not constitute an infringement of your right to privacy and integrity. Legal basis for the Processing of Personal data: *Legitimate interest*.

10. DATA SUBJECTS' RIGHTS ACCORDING TO GDPR

If we Process your Personal Data in the capacity of Controller, you have the following rights according to the GDPR regarding our Processing of your Personal Data:

Right to information: You have the right to receive information about our collection and use of your Personal data. This Privacy Notice has been established to provide you with the information about our Processing of Personal data. In addition, you have the right to receive information about the Processing upon request. In some cases, we will also inform you if there is a Personal data breach that affects your Personal data.

Right of access: You have the right to information about whether we Process your Personal data or not, as well as the right to access your Personal data that we Process and information about how the Personal data is used. In the event that we Process your Personal data, you have the right to receive a copy of the Processed Personal data in the form of a compilation of the Personal data that we Process about you. You also have the right to receive information about, among other things: which categories of Personal data we Process, the purpose of the Processing, the duration of the Processing, how we have collected the Personal data, who has received the Personal data, etc. The purpose of the compilation is for you to be able to check the legality and accuracy of the information. However, this does not mean that you have the right to obtain the actual documents that contain the Processed Personal data.

- **Exemption from the right of access:** There may be situations where the disclosure of certain information would entail disadvantages for other persons, that other legislation or other exceptions prevent the disclosure of certain information or extract from the records of Processing activities. In such situations, we may not disclose the information in question and there may therefore be Personal data and/or other information about you that you do not have the right to access.

Right to rectification: We are responsible for ensuring that Personal data that we Process is accurate and updated over time. However, Personal data may be incorrect or incomplete. If we

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were to process Personal data about you that is incorrect or incomplete, you have the right to contact us to have your Personal data rectified. After we have corrected the information, we will notify you of this, provided that it is not proved to be impossible or would involve excessive effort.

Right to erasure: We will erase your Personal data at your request if the data is no longer needed for the purposes for which it was collected. This is also called the "right to be forgotten". In addition, there are more occasions when we erase your Personal data that we Process. For example, when they are no longer necessary for the purpose for which they were collected, when the legal basis is consent and you revoke the consent, in your objection to direct marketing, if the Processing is not legal, etc. When we erase the Personal data at your request, we will inform you after the deletion has been performed, provided that it is not proved to be impossible or would involve excessive effort.

- **Exemption from the right to deletion:** However, we have the right to continue to Process your Personal data, and thus not delete the Personal data despite your request, if the Processing is necessary to: a) satisfy the right to freedom of expression and freedom of information, b) to fulfill a legal obligation, c) to perform a task carried out in the public interest or in the exercise of official authority, d) to defend, establish or assert legal claims, e) archiving purposes of public interest or statistical, historical or scientific purposes, or f) for reasons of public interest in the field of public health.

Right to limitation of Processing: In some cases, you have the right to demand that our Processing of your Personal data shall be limited. This means that the Personal data may only be Processed in the future for certain limited purposes. An example of when this right is applicable to you is if your Personal data that we Process is incorrect and you ask us to rectify it, you may request that our Processing of the Personal data in question shall be limited until the accuracy of the data has been investigated.

Right to transfer your Personal data: In some cases, you might have the right to request that we transfer your Personal data that we Process to you or any other third party. This right is also called the right to "data portability". You are hereby informed that this right only applies if the Processing of Personal data is performed automatically, and only if our Processing takes place to implement an agreement in which you are a party to a contract or based on your consent. Also, the transfer of Personal data to another company only takes place if it is technically possible. If you have the right to data portability, we will at your request to move your Personal data, provide your Personal data in a structured, commonly used, machine-readable format.

Right to object: You have the right to object when your Personal data is Processed to perform a task of public interest, as part of the exercise of authority or when it is Processed after a balancing of interest has been made. If you object to our Processing according to this right, we will cease the Processing, unless our interest outweighs your interests, rights, and freedoms. If this is the case, we will inform you about the balance of interests we have made and our interests. However, if we Process Your Personal data for the purpose of performing direct marketing on the legal basis of legitimate interest, you have an absolute right to request that we

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discontinue the Processing of your Personal data for that purpose. In such cases, we will also inform you when we have deleted the Personal data, if you request it.

Rights regarding automated decision-making, including profiling: In short, automated decisions are about Processing that is automatic, for example through algorithms, where Personal data is Processed to assess and analyze a person's personal characteristics. Automated decisions can have legal consequences for the Data subject or affect the Data subject in other significant ways, and if this happens, the Data subject has the right not to be the subject of the automated decision. If an automated decision has been made, with or without profiling, you have the right to have the automated decision reviewed or to challenge it. We do not conduct any form of automated decisions, with or without profiling.

11. HOW TO EXERCISE THE RIGHTS

You are welcome to contact us through the contact information listed below, if you would like to invoke any of the above rights in your capacity of a Data subject, regarding your Personal data that we Process as Controller.

Exercising the rights is free of charge, provided that your requests are not exaggerated, repeated or unfounded. In such cases, we have the right to charge a reasonable fee to process your request or the right to refuse the execution of your request.

Before we process or respond to your request, we may request additional information from you if it is necessary to enable us to verify your identity.

We will inform you of our processing of your request without delay, and no later than within one (1) month after we receive the request. If the request is complex or if, for example, we have received a large number of requests, this time period can be extended by another two (2) months. In such cases, we will notify you of the extension within the first month after we receive your request.

If we are unable to comply with your request due to applicable law or other exceptions, we will notify you and inform you of the reasons why we are unable to comply with your request with the limitations imposed by law.

12. PERSONAL DATA BREACHES

We follow the provisions of the GDPR regarding the handling, reporting and documentation of Personal data breaches. When required by the GDPR, we will report Personal data breaches to the IMY within 72 hours and notify the Data subjects affected by the Personal data breach.

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13. QUESTIONS OR COMPLAINTS

If you have any questions, concerns or if you are dissatisfied with our Processing of your Personal data, you are always welcomed to contact us. Below are our company and contact information:

Company: Eventgo Sweden AB

Reg. no: 556402-2704

Postal address: Skreavagen 7, 311 44 Falkenberg, Sweden

Email: info@eventgo.se

You also have the right to contact the Swedish Authority for Privacy Protection to submit a complaint regarding our Processing of your Personal data.

Name: Integritetsskyddsmyndigheten (IMY).

Phone: 08-657 61 00.

Email: imy@imy.se.

Postal address: Integritetsskyddsmyndigheten, Box 8114, 104 20 Stockholm.

You may also direct your complaint or concern to your local data protection authority.

You can find the different EU Member States Supervisory Authorities through the following link: https://edpb.europa.eu/about-edpb/about-edpb/members_en