

# DIGITAL TRANSFORMATION REVOLUTION CONFERENCE 2020

Thursday, 16 July 2020

12:00

imh  
DIGITAL  
EVENTS

#imhdigitalevents

BROCHURE

#ICTconfcy

# DIGITAL

# TRANSFORMED

# REVOLUTION

# CONFERENCE

## THEMATOLOGY

- COVID-19: Accelerating Digital Transformation
- Digital Transformation Strategy
- Edge and Cloud Computing
- Cybersecurity
- AI, Blockchain and IoT
- 5G: The Catalyst of Digital Transformation

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required

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## Introduction

The world is moving faster than ever before, creating all kinds of challenges and disruptions – or opportunities and lessons, depending on how you choose to look at it. The biggest trend that we are seeing today concerns the digital transformation of every type of company and organisation. It is considered as the only option for the businesses of the future and its implementation has been accelerated by the COVID-19 pandemic and the need for new solutions to help deal with the crisis and its fallout. So how do the best business leaders effectively manage this transformation and embrace new technologies in order to adapt and thrive in this new era of uncertainty and complexity? Designed to empower professionals to remain relevant in today's digital world by adapting to all the rapid changes we are witnessing, the Digital Transformation Revolution Conference aims to share the latest emerging trends and offer real-world solutions for leveraging disruptive technologies in their organisations.



## The Conference

Traditionally the biggest technology-related networking event in Cyprus, this year's Conference has been re-branded for the ever-growing and ever-changing digital world. It is a Digital Event, addressed to all Cypriot entrepreneurs: Professionals and Senior Managers of companies of all sizes in all sectors of the economy. It is also aimed at business people and Senior Managers in IT, Telecommunications, and Technology companies. The Conference will present the latest technology trends and promote solutions that can help Cypriot businesses grow and improve the lives of their people and their customers.

## Audience

The conference is addressed to professionals and more specifically senior executives from the following:

- Businesses
- Stores and Department Stores
- Supermarkets
- Clinics and Hospitals
- Banks and other financial institutions
- Accounting/audit/tax firms
- Law firms
- Insurance companies
- IT and ICT companies
- Relevant governmental bodies and associations

## Event Details

- Thursday, 16 July 2020
- 12:00 – 14:00
- English
- Digital Event

## Reasons to Attend

- 1 Learn about the new technology trends that refine business models.
- 2 Find out how to accelerate your business transformation.
- 3 Discover smart technologies to improve automation and instigate business change.
- 4 Listen to ways of turning the challenges into opportunities to stay ahead of the game.

# GOLD

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Your attendance at the **Digital Transformation Revolution Conference** entitles you to **one year's free access** to the **digital edition of GOLD magazine**. Following your participation at the event, you will be contacted by IMH with details of how to take advantage of this special offer.



Digital Transformation Revolution Conference



**RAJ SAMANI**  
MCAfee, UK







**ANETT NUMA**  
E-ESTONIA  
BRIEFING CENTRE,  
ESTONIA



**DR. JOHN O'SHEA**  
DELL TECHNOLOGIES,  
SLOVAK REPUBLIC

## Programme

- 12:00 – 12:10 Welcome Address by the Chairperson of the Conference
- 
- 12:10 – 12:20 **The inhibitors toward digital transformation**  

 This talk considers the inhibitors toward transformation, and the measures that are necessary in order to ensure maximum benefit growth. Learn about what needs to be done in order to harness the power of digital growth.  
**Raj Samani**, Chief Scientist McAfee Fellow, McAfee, UK
- 
- 12:20 – 12:30 **Digital Government and Covid-19**  
 Digital government is central to the global response to COVID-19. Governments need to communicate critical information clearly, quickly and consistently to citizens, as well as ensure that all citizens, including the most vulnerable, have access to the services they need. Governments are recognising they need to invest in building the right digital foundations, systems, skills, services and standards to deliver this. GDS will explain how its expertise and experience has supported the UK's response to COVID-19.  
**Liz Lutgendorff**, Senior Research Analyst, National, International & Research Group, Government Digital Service  
**Nick Kalisperas**, Deputy Director, National, International & Research Group, Government Digital Service
- 
- 12:30 – 12:40 **Cyber security needs more attention and solid actions during the Corona crisis- why Estonia is leading the way**  
 Presented by   

 The secret of a well-functioning digital society lies in trust, transparency and the government's ability to stick to these fundamental attributes as a priority. In Estonia, cybersecurity means fully protecting the digital society and the way of life as a whole. The Covid-19 pandemic has affected the global peace and security environment on several levels. Cyberattacks can have a global reach and this, by default, necessitates a global approach. It has become crucial to enhance cross-border cooperation and consistently work on a better and safer digital society. In my talk, I am going to cover what could we learn from the time of the crisis in the aspects of Cybersecurity and why Estonia might have been the best prepared country to tackle the crisis.  
**Anett Numa**, Digital Transformation Adviser, e-Estonia Briefing Centre, Estonia
- 
- 12:40 – 12:50 **Digital 4<sup>th</sup> Revolution Smart Solutions**  

 Technology has helped define the human experience for centuries. By 2030, the partnership between people and machines will become deeper, richer and more immersive than ever before. We'll be able to surpass our own limitations and open our lives to new possibilities. As technologists, we have a profound impact in reshaping the way people work, live and play. Over the past decade every industry and government sector, regardless of size or geography, has undergone a digital transformation. Just look back 10 years ago – in 2009 you hailed a taxi because Uber didn't exist. You booked a hotel because there was no Airbnb. There was no Siri or Alexa to answer your questions. We've seen transformation in business funding (Kickstarter, Initial Coin Offerings); in technology (Drone Delivery, 3D Printing, 4G) and in the workforce Millennials are now the largest single component of the workforce.  
**Dr. John O'Shea**, Head of BI Run the Business and Transformation, Dell Technologies, Slovak Republic
- 
- 12:50 – 13:00 Questions & Answers
- 
- 13:00 – 13:05 Break
-



**JASPER KROG**  
BEIERSDORF AG  
(NIVEA), GERMANY



**MARIUS ZAHARIA**  
SOCIÉTÉ GÉNÉRALE,  
FRANCE



**RUI FRAZAO**  
TECHNOLOGY  
AND PRODUCT,  
GERMANY



**REMI CARON**  
VERSA GROUP BV,  
NETHERLANDS

13:05 – 13:15



**How NIVEA Wants to Take Their Consumer Experience and Marketing with AR to the Next Level**

- The skin care brand NIVEA understands AR as one of the key technologies and driver of their consumer marketing in future.
- Learn more about their strategy and in which fields the brand can use it
- Discover how a low-involvement physical product can be enriched via AR and see pilot cases to understand the possibilities AR offers in marketing

**Jasper Krog**, Senior Global Digital Innovation Manager, Beiersdorf AG (NIVEA), Germany

13:15 – 13:25



**Onboarding a Historical Company on the Cloud Journey**

This speech will unveil you some of the challenges we have encountered and the solutions we've applied to succeed in onboarding one of the most important public companies in France to the Azure cloud.

**Marius Zaharia**, Azure Tech Lead, Société Générale, France

13:25 – 13:35



**Accelerating 5G Monetization with AI**

The global digital ecosystem is being re-defined around emerging technologies such as Artificial Intelligence, Internet of Things, blockchain, etc. A number of industries are going through massive digitalization transformation which rely more on wireless, low-latency and predictable communications infrastructure. To get an edge, leading telcos are accelerating the rollout of 5G networks and heavily investing in analytics engines and capabilities to get meaningful customer insights, predict behaviors and dynamically adjust to customer requirements. AI plays a key role in this transformation to manage the increased complexity of network infrastructure and variety of services provided.

**Rui Frazao**, CTO and EVP of Product, reporting to COO, Technology and Product, Germany

13:35 – 13:45



**Looking beyond the hAlpe**

There is a lot of talk resulting in fear actually hampering progress in the AI space. I truly believe that we need AI to help us crack issues that will take our linear brains too long to fix as were AI can do exponential "thinking" alongside of us. General AI is long long long ways off narrow AI is for grasps and can be used today.

**Remi Caron**, CTO, Versa Group BV, Netherlands

13:45 – 13:55

Questions & Answers

13:55 – 14:00

Closing remarks by the Chairperson of the Conference

14:00

End of Conference



### **Raj Samani, Chief Scientist McAfee Fellow, McAfee, UK**

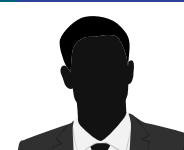
Raj Samani is a computer security expert working as the Chief Scientist, and McAfee Fellow for cybersecurity firm McAfee. Raj has assisted multiple law enforcement agencies in cybercrime cases, and is special advisor to the European Cybercrime Centre (EC3) in The Hague. Raj has been recognized for his contribution to the computer security industry through numerous awards, including the Infosecurity Europe hall of Fame, Peter Szor award, Intel Achievement Award, among others. Raj is also the co-author of the book 'Applied Cyber Security and the Smart Grid', CSA Guide to Cloud computing, as well as technical editor for numerous other publications. He can be found on twitter @Raj\_Samani.



### **Liz Lutgendorff, Senior Research Analyst, National, International & Research**

Group, Government Digital Service

Liz began working on the original GOV.UK beta in 2012 as a Content Analyst and can boast some of the greatest institutional knowledge of anyone in the organisation. Since then Liz has not only developed a huge wealth of knowledge about multiple aspects of the data that underpins GOV.UK and the Identity Assurance programmes but has also developed tools to analyse and make use of the insights to inform product development and operational efficiency.



### **Nick Kalisperas, Deputy Director, National, International & Research Group, Government Digital Service**

Nick has been working in the digital and technology industry for over 25 years. He has held several operational positions within GDS and joined the organisation at its inception in 2011. Prior to joining government, Nick worked for the trade association representing the technology industry in the UK and also for a number of corporate agencies.



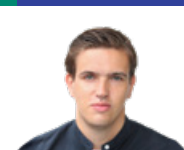
### **Anett Numa, Digital Transformation Adviser, e-Estonia Briefing Centre**

Having lived and studied in different countries, Anett Numa has learned to appreciate living in a digital society. Anett believes that all processes and structures of public services should be accessible and simple for every single citizen. Based on her academic background in political science, Anett focuses on enhancing good cooperation between the public and private sector to create a comprehensive and supportive environment. Her goal as a Speaker at the e-Estonia Briefing Centre is to explain the Estonian digitalisation experience and thus inspire leaders and decision-makers alike to create a better tomorrow.



### **Dr. John O'Shea, Head of BI Run the Business and Transformation, Dell Technologies**

Dr. John O'Shea has more than 24 years' career experience in a variety of global roles including executive leadership, business development, sales and marketing. He currently works at Dell Technologies as Head of Run the Business & Intelligence Transformation. Previous to working at Dell Technologies; Dr O'Shea was Global Leader of Smart Solutions within AI, blockchain and IOT for Lenovo. He is a member of the World-Wide Blockchain Forum and is a renowned Keynote Speaker within Blockchain, IOT & AI and Edge computing. In addition a global speaker on innovation and representing Dell Technologies as a Key Note Speaker at the United Nations GMIS Summit 2020. His career in science and technology includes scientific product development within the disciplines of AI, 3D Technologies and he hold a Doctorate Degree in Artificial Intelligence and Cognitive Psychology.



### **Jasper Krog, Senior Global Digital Innovation Manager, Beiersdorf AG (NIVEA)**

For the last few years, Jasper Krog has been leading the development of new consumer marketing trends, technologies and disruptive business ideas at NIVEA. He works to identify, test and scale new relevant technologies such as Augmented Reality, Connected Packaging, IoT-devices/platforms and AI to build a sustainable framework for the marketing communication of the future.



### **Marius Zaharia, Azure Tech Lead, Société Générale**

Having a mixed background of developer and IT professional, Marius Zaharia works as Azure / Cloud Tech Lead at Société Générale, one of the leading French banking and financial companies. As Azure MVP, Marius works closely with Microsoft product teams on giving feedback and insights on various Azure services and technologies. He is a passionate and proactive member of Azure French community, organizer of cloud related events, and – in its limited spare time left – guitar player and singer.





**Rui Frazao, CTO and EVP of Product, reporting to COO, Technology and Product**

Rui Frazao is the CTO and EVP of Product at B-Yond. Prior to B-Yond, Rui was CTO of Vasona Networks, an innovative provider of Multi-Access Edge Computing (MEC) solutions, acquired by ZephyrTel (2018). He also previously held various Group technology positions during his 15 years at Vodafone including serving as the Director of Network Engineering overseeing network activities across Germany, the Netherlands, Hungary and the Czech Republic. His work with Vodafone included implementing the industry's earliest VoLTE deployments and launched the first virtualized network core platforms in Europe. Rui previously held roles with Cisco, payment network SIBS and the Lisbon Stock Exchange. He has completed studies spanning business strategies, computer systems, electrical engineering and telecommunications.



**Remi Caron, CTO, Versa Group BV**

Innovative, accountable hands-on IT Executive with an accomplished 25+ year career reflecting a track record of taking business to the next level through technical expertise. Executive leadership achievements and strong business acumen enhanced by an MBA in Business & IT, Implication of AI for businesses @MIT, THINK school for creative leadership.



## 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, the IN Business Portal ([www.inbusinessnews.com](http://www.inbusinessnews.com)), the GOLD Portal ([www.goldnews.com.cy](http://www.goldnews.com.cy)) and the REPORTER ([www.reporter.com.cy](http://www.reporter.com.cy)). IMH also delivers via e-mail the IN Business Daily Newsletter, the GOLD News Daily Newsletter and the REPORTER Newsletter. 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](http://www.imhbusiness.com)

## Partners

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The Bank of Cyprus Group is the leading banking and financial services group in Cyprus, providing a wide range of financial products and services which include retail and commercial banking, finance, factoring, investment banking, brokerage, fund management, private banking, life and general insurance. The Bank of Cyprus Group operates through a total of 108 branches in Cyprus, of which 11 operate as cash offices. Bank of Cyprus also has representative offices in Russia, Ukraine and China. The Bank of Cyprus Group employs 3664 staff worldwide. At 30 September 2019, the Group's Total Assets amounted to €21.1 bn and Total Equity was €2.5 bn. The Bank of Cyprus Group comprises Bank of Cyprus Holdings Public Limited Company, its subsidiary Bank of Cyprus Public Company Limited and its subsidiaries.

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The Cyprus Employers and Industrialists Federation (OEB) was founded in 1960 and is an independent organization, established as a dynamic force in Cyprus' socioeconomic development and welfare. OEB acts as the main advocate and representative of the Cyprus business community and comprises of over 10.000 Members-Enterprises and more than 75 professional Associations from all sectors of economic activity. OEB is the employers' organization of Cyprus (internationally recognized) and the leading representative of employers and businesses in decision-making centers.



The University of Central Lancashire, Cyprus (UCLan Cyprus), is located in Larnaka, and it is now in its eighth year of operation. UCLan Cyprus is the first Branch Campus of the University of Central Lancashire and at the same time a fully licensed University in Cyprus. A unique and innovative model of a Cypriot and British University Educational Experience, accredited by the UK Quality Assurance Agency and the Cyprus Agency of Quality Assurance and Accreditation in Higher Education (CYQAA) respectively.



## With the support of



The UK is a global and outward-looking nation with cutting-edge research, world-leading infrastructure and an international hub for innovation. We work with partners on data-driven R&D to address challenges, from tackling environmental and climate challenges, improving business efficiency, to helping doctors diagnose medical conditions more effectively. The UK is actively taking forward these partnerships in the digital and data spheres, providing support and sharing information in digital government and e-justice.



The Cyprus Computer Society (CCS) is the ICT professional association of Cyprus. It is a not-for-profit private association which represents the ICT professionals in Cyprus. Established in 1984 and governed by a 7-member Board, the CCS has around 1200 members and is active in the areas of professional training, research and development, European projects/collaborations and ICT skills certification (National Licensee of the ECDL in Cyprus).



The Cyprus Information Technology Enterprises Association (CITEA) was established in 1987 and is an active member of the World Information Technology and Services Alliance (WITSA), DigitalEurope, and the Cyprus Employers and Industrialists Federation (OEB). The Association's objective is to play a determining role in the balanced growth of information technology in Cyprus, acting as the vehicle of change for the development of the information society. CITEA is the principal representative of ICT enterprises in Cyprus and currently numbers over 50 companies-members.



Invest Cyprus (Cyprus Investment Promotion Agency) is the investment promotion agency 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 and international experts, Invest Cyprus is the country's lead agent in establishing Cyprus as a world class investment destination. Invest Cyprus' mandate is to raise awareness of Cyprus as a location 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](http://www.goldnews.com.cy)

### INBusiness

IN Business magazine has a monthly readership of more than 40,000. 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, everything that's happening in the local business sphere. IN Business is a pioneer in local business journalism, thanks to its in-depth analysis and research backed by previously unpublished facts and figures. [www.inbusinessnews.com](http://www.inbusinessnews.com)

### REPORTER

Dedicated to the objective presentation of valid news, with a focus on immediacy, REPORTER is a 24/7 online news and entertainment hub presenting what's happening in Cyprus and the world. IMH's new digital media also includes the REPORTER application for IOS and Android tablets and smartphones, as well as a daily newsletter sent to 100,000 subscribers. REPORTER's large team of journalists publishes authoritative and timely news every minute of every day. [www.reporter.com.cy](http://www.reporter.com.cy)

# 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.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- 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.

### Information Collected Automatically

**Log Information.** When you use the online platform, our service provider's servers record, in a server log, information that your browser sends whenever you visit a website. Server logs may include information such as your web request, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser.

**Cookies, clear GIFs, etc.** The online platform may use cookies (small pieces of information that are stored by your browser on your computer's hard drive), clear GIFs, java script and other technology to collect and store information about your use of the platform, such as your search activity, the pages you view, and the date and time of your visit, your browser type, type of computer or mobile device, browser language, IP address, mobile carrier, unique device identifier, location information, and requested and referring URLs. We may combine this information with other information that we have collected about you, including, where applicable, your user name, name, and other personal information.

For further information about cookies and about the information collected when you use the online platform please see our service provider's privacy notice here <https://portal.on24.com/w3c/privacy.html>

## 4. HOW IS YOUR PERSONAL INFORMATION COLLECTED?

We collect personal information about you from the following sources:

- You directly.
- From our online platform service provider
- Your employer/organisation.
- 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 by contacting our Data Protection Officer at [liana.hadjichristodoulou@imhbusiness.com](mailto:liana.hadjichristodoulou@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 and third-party service providers where required by law, where it is necessary to administer the working relationship with your business or where we have another legitimate interest in doing so.

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

We transfer your personal data outside the European Economic Area (EEA) only when you register for one of our online events. Our online platform service provider, (ON24 Inc) is located in the US. ON24, Inc. has certified its adherence to and will comply with the EU-U.S. Privacy Shield, which can be found at [www.privacyshield.gov/](http://www.privacyshield.gov/). You can review the Privacy Shield principles, learn more about Privacy Shield, and view their Privacy Shield certification at [www.privacyshield.gov/](http://www.privacyshield.gov/). ON24's commitments under the Privacy Shield are subject to the investigatory and enforcement powers of the United States Federal Trade Commission.

## 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 or you object to processing when exercising your rights in accordance with section 11 below. You can contact our Data Protection Officer at [liana.hadjichristodoulou@imhbusiness.com](mailto:liana.hadjichristodoulou@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 [liana.hadjichristodoulou@imhbusiness.com](mailto:liana.hadjichristodoulou@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 [liana.hadjichristodoulou@imhbusiness.com](mailto:liana.hadjichristodoulou@imhbusiness.com). You have the right to make a complaint at any time to the Commissioner of Personal Data Office, the Cyprus supervisory authority for data protection issues.