

# Webex Events (formerly “Socio”)

This Privacy Data Sheet describes the processing of personal data (or personally identifiable information) by Webex Events (formerly “Socio”), the all-in-one events platform marketed and sold by Cisco.

Webex Events is a cloud-based events solution made available by Cisco to companies or persons who acquire it for use by their authorized users.

Cisco will process personal data from Webex Events in a manner that is consistent with this Privacy Data Sheet. In jurisdictions that distinguish between Data Controllers and Data Processors, Cisco is the Data Controller for the personal data processed to administer and manage the customer relationship. Cisco is the Data Processor for the personal data processed by Webex Events in order to provide its functionality.

Note: This Privacy Data Sheet is a supplement to the [Cisco Online Privacy Statement](#).

## 1. Overview

Webex Events (formerly “Socio”) (the “Service” or “Webex Events”) is a cloud-based service made available by Cisco to companies or persons (“Customer,” “you,” or “your”) who acquire it for use by their authorized users (“user”). Webex Events provides an all-in-one events platform for your team to produce high-quality internal and external events, including hybrid events, and foster continuous engagement among event attendees. Webex Events and this Privacy Data Sheet covers the following products and services:

- Platform – the main event management tool provided to Customers, where organizers manage all aspects of events;
- Event Applications (iOS, Android, Web App) – the common applications used by attendees for events hosted on the Webex Events platform (in-person, virtual, and hybrid);
  - Custom Event Applications – Event Applications that are specifically branded for a particular customer;
- Lead Retrieval – an application that allows Customer’s sponsors and exhibitors to scan attendee badges and collect attendee contact information;
- Webex Events Streaming – allows Customers to build in live streams into their Event Content;
- Communities – refers to continuing events that reoccur;
- Registration – product that allows customers to manage ticketing for live, hybrid, or virtual events; and
- Onsite – product that allows customers to print badges at a live event.

Because Webex Events enables collaboration among users, you will be asked to provide your personal data to use the above products and services.

Regarding use of Webex Events and data processing around its use, there are several relevant parties, which are defined as follows:

- Webex Events Customer (“Customer”) – the Cisco customer to whom the Webex Events license is extended;

- Webex Events Event Planner (“Planner”) – the individual, part of the Webex Events customer organization, who officially plans and hosts the event through the Event Platform;
- Webex Events Event Editor (“Event Editor”) – any individual, part of the Webex Events customer organization or external, who has the ability to edit the hosted event on the Events Platform, for example manipulate content;
- Webex Events Attendee (“Attendee”) – any individual, part of the Webex Events customer organization or external, who registers and attends an event hosted through Webex Events, including presenters and panelists for an event;
- Webex Events Exhibitor (“Exhibitor”) – an individual to whom the Customer extends the ability to use the Lead Retrieval product (i.e., solicit leads from that Customer’s event), who also must register separately;
- “User” or “user” refers to any of the above.

If you are a user and your employer is the Customer that acquired the Service, your employer serves as the “data controller.” All of the information described in this Privacy Data Sheet is subject to your employer’s policies regarding retention, monitoring, deletion, and export of information associated with the Service. This may include access to the keys used to encrypt or decrypt your User-Generated Information.

However, if you register for an event using this Service, that is not organized by your employer, your employer’s policies will not apply. Therefore, if you register using your employer-issued email address, you will be required to update it to a personal email address. Cisco recommends that you use your personal email address to access the Service for personal use. If you want to change your email address, you can do so by following these [instructions](#).

Attendee(s) can communicate with Attendees from other companies through Webex Events. If you are an Attendee posting into spaces created by, or including attendees from other companies, those companies’ policies related to data processing, retention, deletion and export may govern that data (as described in the applicable sections of this Privacy Data Sheet).

Customers may opt to incorporate third-party industry leading applications into the events that they host through Webex Events (e.g., the payment application Stripe). To use such third-party applications, Customers must enable each integration. Likewise, Attendees may choose to use third-party platforms (e.g., Facebook, LinkedIn, or a Google account) to create a Webex Events App account and authenticate themselves. Such third-party applications have their own privacy policy applicable to the data shared by the Customer or Attendee through the integration.

Cisco Webex Events ***does not***:

- Produce decisions based solely by automated means that would result in legal or other significant effects impacting the rights of data subjects.
- Sell your personal data (Note that a Customer’s use of your personal data, including selling your personal data, falls outside Cisco’s provision of the Service).

- Serve advertisements on the Webex Events Platform (Note that a Customer may choose to include advertisements as part of its Event Content).
- Monitor or interfere with Customer’s Event Content or Attendees’ use of the Event App.

## 2. Personal Data Processing

The table below lists the personal data processed by Webex Events to provide its services and describes why the data is processed.

Webex Events Tool	Personal Data Elements	Purpose of Processing
<p><b>Event Platform</b></p> <p>(Customer’s hosting platform)</p>	<ul style="list-style-type: none"> <li>• First Name</li> <li>• Last Name</li> <li>• Email</li> <li>• Event information provided by Event Planner                             <ul style="list-style-type: none"> <li>◦ Speaker information</li> </ul> </li> <li>• Social media information provided by Event Planner</li> </ul>	<p>Personal data is collected, used, and processed to provide the Events Platform functionality behind Webex Events.</p> <p>Specifically, personal data is processed to:</p> <ul style="list-style-type: none"> <li>• Provide the Service to the Customer.</li> <li>• Register new Customers and set up Customer access to Webex Events platform.</li> <li>• Register and set up Customer’s Event Planner and Event Editors</li> <li>• Manage Customer account and Services</li> <li>• Authenticate and authorize access to Customer account</li> <li>• Help Event Planners and Event Editors to provide information about events</li> </ul>
<p><b>Event App</b></p>	<ul style="list-style-type: none"> <li>• First Name</li> <li>• Last Name</li> <li>• Email address</li> <li>• Picture URL (optional)</li> <li>• Mobile Device OS (for Support)</li> <li>• Registration ID (random number string associated with email address)</li> <li>• Device token (for Push notifications)</li> <li>• App ID (random number string associated with email address)</li> <li>• Attendee Profile information (optional)                             <ul style="list-style-type: none"> <li>◦ Title</li> <li>◦ Company</li> <li>◦ Location (City/State)</li> <li>◦ Self-entered bio</li> <li>◦ Email</li> <li>◦ Phone Number</li> <li>◦ Website</li> <li>◦ Address</li> </ul> </li> </ul>	<p>Personal data is processed to facilitate Attendee access to the Webex Events application, which allows Attendees to access the Webex Events through their mobile or device application.</p> <p>Specifically, personal data is processed to:</p> <ul style="list-style-type: none"> <li>• Facilitate Attendee use of the Webex Events App;</li> <li>• Provide interactions between the Event Planner and/or Editor and Attendees, through the application;</li> <li>• Facilitate various App-related features, like Shake &amp; Connect;</li> <li>• Authenticate Attendee(s) who access through the App.</li> </ul>

	<ul style="list-style-type: none"> <li>○ Social Media URL (LinkedIn, Facebook, Twitter, Instagram, Snapchat, YouTube, Skype, Slack, WeChat, Pinterest)</li> <li>• User ID – default email address or user-configurable identifier</li> <li>• Location – Latitude (Shake &amp; Connect Feature only)</li> <li>• Location – Longitude (Shake &amp; Connect Feature only)</li> <li>• Badge ID (random number string)</li> </ul>	
<b>Event Content</b>	<ul style="list-style-type: none"> <li>• User chats &amp; chat activity</li> <li>• Content shared during an event (videos, slides)</li> <li>• Event information ((title, invitation content, participants, link, date, time, duration and quality ratings)</li> <li>• Recordings of events</li> <li>• Wall posts (optional)</li> <li>• Webex Events Streaming content (optional)</li> <li>• Poll information</li> <li>• Attendee Notes (through the App)</li> <li>• User Reviews of App</li> <li>• Question &amp; Answer information</li> <li>• Video Room content</li> <li>• Breakout Room content</li> <li>• Announcements</li> </ul>	Personal data may be collected, used, and processed, to facilitate the sharing and exchange of Event Content. Event Planners can customize what Event Content is shared and exchanged during an event.
<b>Breakout Rooms (Optional)</b>	<ul style="list-style-type: none"> <li>• User ID</li> <li>• App ID</li> </ul>	Pseudonymized personal data (User ID & App ID) may be used to facilitate Breakout Rooms, if the Customer has enabled Breakout Rooms for the event.
<b>Lead Retrieval (Optional)</b>	<ul style="list-style-type: none"> <li>• First Name</li> <li>• Last Name</li> <li>• Email</li> <li>• Attendee ID</li> <li>• Account detail (e.g., information provided by the Attendee) (see Attendee Profile information listed above)</li> <li>• Team Member role</li> </ul>	Personal data may be processed to facilitate the Lead Retrieval functionality, which allows Customers and Customers' vendors to collect information about Event Attendees by approaching the Attendee in person or through a camera and, with permission, taking a photograph of the QR code appearing on the Attendee's badge or available on the Event App.

<p><b>Onsite Features (Optional)</b></p>	<ul style="list-style-type: none"> <li>• Contact Email (for primary contact)</li> <li>• Badge ID</li> <li>• Attendee Type – ID</li> <li>• Attendee Type – Onsite ID</li> <li>• Attendee Type – Ticket ID</li> <li>• Free form questions and answers, defined by the Event Planner</li> </ul>	<p>Personal data may be processed in connection with Webex Events' delivery of onsite features.</p>
<p><b>Meetings Feature (Optional)</b></p>	<ul style="list-style-type: none"> <li>• Form fields to request meeting</li> <li>• Meeting Name (provided by Attendee)</li> <li>• Meeting Location (provided by Attendee)</li> <li>• Meeting timezone</li> </ul>	<p>The Meetings Feature allows Attendees to communicate regarding a smaller "meeting" outside of the event. When supported by a particular event and utilized, the personal data listed is processed.</p>
<p><b>Attendee Registration (All Optional Fields)</b></p>	<ul style="list-style-type: none"> <li>• First Name</li> <li>• Last Name</li> <li>• Email address</li> <li>• Phone Number</li> <li>• Title</li> <li>• Location (relies on Google Places API)</li> <li>• Date of Birth</li> <li>• Free form questions &amp; answers</li> <li>• Free form upload (e.g., Resume/CV)</li> <li>• For paid events, attendee payment information below may be sent directly to Stripe, through a Stripe-produced API:             <ul style="list-style-type: none"> <li>○ Credit Card Number</li> <li>○ CVV</li> <li>○ Billing Address</li> <li>○ Zip Code</li> </ul> </li> </ul>	<p>When a Customer organizes an event, the Event Planner can customize what information they collect from Attendees (internal &amp; external) through the registration process. The form is customizable and may include the fields listed here.</p> <p>Regarding Stripe, data provided by Attendees that utilize Stripe is not processed or stored by Cisco; instead, such data is provided directly to Stripe through a Stripe-provided API.</p> <p>Note that Attendees can be registered for a Webex Events event in one of two ways: (1) self-register; or (2) be registered by the Event Planner.</p>
<p><b>Event Marketing Campaign (Optional)</b></p>	<ul style="list-style-type: none"> <li>• Email addresses of registered Attendees, provided by Customer</li> </ul>	<p>Customers can choose to utilize email addresses of potential attendees to form an Event Marketing Campaign, to attract more Attendees. This event enhancement is at the discretion of the Customer and Event Planner. If utilized, potential attendee email addresses are processed.</p>

### 3. Data Center Locations

Cisco leverages data centers belonging to third parties to provide the Service globally. Those third-party subprocessors are listed in Section 9 below.

### 4. Cross-Border Data Transfer Mechanisms

Cisco has invested in transfer mechanisms to enable the lawful use of data across jurisdictions:

- [Binding Corporate Rules \(Controller\)](#)
- [APEC Cross-Border Privacy Rules](#)

- [APEC Privacy Recognition for Processors](#)
- [EU Standard Contractual Clauses](#)

## 5. Access Control

The table below lists the personal data used by Webex Events to carry out the Service, who can access that data, and why. While Cisco operates the Service, Cisco will not access Event Content unless it is shared with Cisco by Customer, and will only access it in accordance with Cisco’s data access and security controls process.

Webex Events Tool	Who Has Access To Personal Data Associated With That Tool & Purpose of Access
<b>Event Platform</b>	<ul style="list-style-type: none"> <li>• Customer, in particular Event Planner &amp; Event Editor, to host an event</li> <li>• Cisco, to provide to Customer the Service of hosting the event</li> </ul>
<b>Event App</b>	<ul style="list-style-type: none"> <li>• Customer, to utilize the Webex Events App</li> <li>• Cisco, to provide to Customer the ability to utilize and offer to event Attendees the Event App</li> <li>• Attendees can control what information they share with other Attendees and control the features they use through the Event App</li> </ul>
<b>Event Content</b>	<ul style="list-style-type: none"> <li>• Customer, to host the event. Event Planners and Editors have the ability to wholesale delete Event Content.</li> <li>• Cisco, to facilitate troubleshooting during and around events.</li> <li>• Attendee can access Event Content through the App and, for some content, download and interact (e.g., Notes).</li> </ul>
<b>Breakout Rooms</b> (Optional)	<ul style="list-style-type: none"> <li>• Customer, to provide the feature as part of a hosted event</li> <li>• Cisco, to facilitate this feature of Webex Events</li> </ul>
<b>Lead Retrieval</b> (Optional)	<ul style="list-style-type: none"> <li>• Customer, to provide the feature as part of a hosted event</li> <li>• Customer’s vendors, to follow sales leads</li> <li>• Cisco, to facilitate this feature of Webex Events</li> </ul>
<b>Onsite Features</b> (Optional)	<ul style="list-style-type: none"> <li>• Customer, to provide the feature as part of a hosted event</li> <li>• Cisco, to facilitate this feature of Webex Events</li> </ul>
<b>Meetings Feature</b>	<ul style="list-style-type: none"> <li>• Customer, to provide the feature as part of a hosted event</li> <li>• Cisco, to facilitate this feature of Webex Events</li> </ul>
<b>Attendee Registration</b> (All Optional Fields)	<ul style="list-style-type: none"> <li>• Customer (Event Planner) through the Event Platform, to provide the feature as part of a hosted event; Event Editor access is optional</li> <li>• Customer’s vendors, if Customer chooses to share information with vendors</li> <li>• Cisco, to facilitate this feature of Webex Events</li> <li>• Attendees, to the extent Attendee in question opts to display organizer-collected information in profile.</li> </ul>
<b>Event Marketing Campaign</b>	<ul style="list-style-type: none"> <li>• Customer, to provide the feature as part of a hosted event</li> <li>• Cisco, to facilitate this feature of Webex Events</li> </ul>

To provide the Service, Cisco shares personal data with third-party subprocessors (see Section 9), but all third-party access to such data is automated and personnel at those third-party processors cannot access data at rest.

## 6. Data Portability

Customers have the ability to export certain categories of information from the Webex Events platform. In particular, Event Planners can export:

- Event Content (excluding wall posts and chat activity);
- Event metrics (e.g., number of attendees per session or breakout room; number of clicks on advertisement) for a particular event hosted by that Customer;
- Reports regarding Attendee registration & ticketing purchases;
- Reports including Attendee information (limited to information collected through registration);

A Customer's Event Planner can provide an Event Editor with the ability to export content.

Attendees of a Webex Event can export:

- Their participant notes;
- Connection details; and
- Attachments shared with that participant through the Event Application.

The Event Content posted by customers and attendees who are using Webex Events purchased by their employer is treated as data of the employer (Cisco's Customer). Accordingly, the Customer's corporate policies will apply.

## 7. Data Deletion and Retention

Webex Events Customers (in particular, Event Planners or Event Editors) may delete, at any time, certain Event Content, including session recordings, wall posts, and attendee information. They cannot delete event chats.

Webex Events relies on third-party subprocessors to process and store data, including personal data that is collected, used, and processed through provision of the Webex Events Service. When a Customer terminates its Service subscription, personal data will be deleted within 6 months. Customers or Attendees who wish to minimize the amount of data stored on the platform or delete personal data that is stored and/or processed by Webex Events can inquire about such deletion by submitting a request via email through [privacy@socio.events](mailto:privacy@socio.events).

## 8. Personal Data Security

Webex Events has in place appropriate technical and organizational measures designed to secure personal data that is collected, used, or processed from accidental loss and unauthorized access, use, alteration, and disclosure. All users on the Events Platform and the Events App must be authenticated. All data in transit is encrypted via HTTPS (TLS 1.2+) and all data at rest is encrypted via AES-256.

## 9. Sub-processors

We may share personal data with third-party subprocessors to assist in providing the Service. The data shared may include aggregate statistics or individualized data. All sharing of information is carried out consistent with the Cisco Privacy Statement and we contract with third-party service providers that can provide the same level of data protection and information security that you can expect from Cisco. **We do not rent or sell your information.** Additionally, all third-party access to such data is automated and personnel at those third-party processors cannot access data at rest. Below is a current list of third-party sub-processors utilized in connection with the Service.

Sub-processor	Personal Data	Service Type	Location of Data Center
Amplitude	User ID and usage data	Analytics for Cisco (Controller)	United States
Amazon Web Service <ul style="list-style-type: none"> <li>• RDS</li> <li>• ElastiCache Redis</li> <li>• AWS RDS PostgreSQL Analytics</li> <li>• AWS Chime</li> <li>• AWS Cloudwatch</li> </ul>	All personal data listed above in Section 2	Databases that store application data  AWS RDS PostgreSQL Analytics stores analytics data regarding App usage (User ID, Application ID, Platform Type)  AWS Chime is used for 1:1 video chats (“Meetings”) and video room features. Uses data collected from Event App.  Cloudwatch is a monitoring tool for ElastiCache Redis and RDS  AWS EKS is a managed container service to run and scale Kubernetes microservices applications	United States
Amazon Simple Email Service	Data collected from Platform and Attendee Registration (email)	Used for ad hoc messages regarding event between Customer’s Event Planner and attendees.	United States
Amazon interactive Video Service	Webex Events Streaming data	Event planners have the option of adding live stream to an event; if	United States



		Webex Events Streaming is enabled, the streaming content is stored in Amazon Web Services.	
Google Analytics	User ID (pseudonymized) and usage data	Analytics for Cisco (Controller)	United States
Google Firebase Authentication & Hosting	Email address User password	Authentication	United States
Google Firebase Cloud Firestore	Chat content	Used to provide chat functionality	United States
Bugsnag	Email address (Attendee Planner) App ID User - Platform	Log retention & debugging tool	United States
Filestack	Platform Planner – Picture URL Map – Picture URL Gallery – Picture URL	Image storage & content delivery	United States
Hubspot	Data collected from Event Platform (limited to personal data relating to Event Planner)	Customer success, sales, and marketing by Cisco	United States
Intercom	First Name Last Name Email App ID Usage Data	Customer Support	United States
Restream	Event Planner Email Event Planner User ID Event Name Event Logo Picture URL Agenda – Session Name Livestream – Name App ID Chat Content	Captures livestream content directly from Customer; Webex Events provides Event ID and URL (Stream Channels data) to enable the Restream studio.	United States
Salesforce	Data collected from Event Platform (limited to personal data relating to Event Planner)	Customer success, sales, and marketing by Cisco (Controller)	United States
Twilio • Twilio SMS • Segment • Sendgrid	Data collected from Event App	Twilio SMS is used to provision Attendees with Event App. Attendee phone number is sent.  Segment is used to collect data from use of Event App and send to analytics tools  Sendgrid is used for transactional emails between Cisco and (a) Customers; and (b) Attendees	United States

## 10. Information Security Incident Management

### Breach and Incident Notification Processes

Webex Events has in place a Webex Events Incident Response Plan, which includes Cisco personnel (“Webex Events Incident Response Team”) focused on managing the enterprise-wide response to any data-centric incidents. The Webex Events Incident Response Team directs and coordinates Cisco’s response, leveraging diverse teams including the Cisco Product Security Incident Response Team (PSIRT), the Cisco Security Incident Response Team (CSIRT), and the Advanced Security Initiatives Group (ASIG).

PSIRT manages the receipt, investigation, and public reporting of security vulnerabilities related to Webex Events. The team works with Customers, independent security researchers, consultants, industry organizations, and other vendors to identify possible security issues with Cisco products and networks, including Webex Events. The [Cisco Security Center](#) details the process for reporting security incidents.

Webex Events allows Customers to subscribe to a mailing list to receive updates regarding product changes, significant security issues, or changes in privacy operations. If you have questions or concerns about any product or security notifications relating to Webex Events, contact your Cisco sales representative.

## 11. Certifications and Compliance with Privacy Requirements

The Security and Trust Organization and Cisco Legal provide risk and compliance management and consultation services to help drive security and regulatory compliance into the design of Cisco products and services. The Service is built with privacy in mind and is designed so that it can be used in a manner consistent with global privacy requirements, including the EU General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and Family Educational Rights and Privacy Act (FERPA).

In addition to the Cross-Border Data Transfer Mechanisms/Certifications listed in Section 4, Cisco has the following:

- [EU-US Privacy Shield Framework](#)
- [Swiss-US Privacy Shield Framework](#)

## 12. Exercising Data Subject Rights

Users whose personal data is processed by the Service have the right to request access, rectification, suspension of processing, the personal data processed by the Service.

We will confirm identification (typically with the email address associated with a Cisco account) before responding to the request. If we cannot comply with the request, we will provide an explanation. Please note, users whose employer is the Customer/Controller, may be redirect to their employer for a response.

Requests can be made by submitting a request via email through [privacy@socio.events](mailto:privacy@socio.events).

<b>Chief Privacy Officer</b> Cisco Systems, Inc. 170 W. Tasman Drive San Jose, CA 95134 UNITED STATES		
<b>Americas Privacy Officer</b> Cisco Systems, Inc. 170 W. Tasman Drive San Jose, CA 95134 UNITED STATES	<b>APJC Privacy Officer</b> Cisco Systems, Inc. Bldg 80, Lvl 25, Mapletree Biz City, 80 Pasir Panjang Road, Singapore, 117372 SINGAPORE	<b>EMEAR Privacy Officer</b> Cisco Systems, Inc. Haarlerbergweg 13-19, 1101 CH Amsterdam-Zuidoost NETHERLANDS

We will endeavor to timely and satisfactorily respond to inquiries and requests. If a privacy concern related to the personal data processed or transferred by Cisco remains unresolved, contact Cisco's [US-based third-party dispute resolution provider](#). Alternatively, you can contact the data protection supervisory authority in your jurisdiction for assistance. Cisco's main establishment in the EU is in the Netherlands. As such, our EU lead authority is the Dutch [Autoriteit Persoonsgegevens](#).

### 13. General Information

For more general information and FAQs related to Cisco's Security and Privacy Program please visit [The Cisco Trust Center](#).

Cisco Privacy Data Sheets are reviewed and updated on an annual, or as needed, basis. For the most current version, go to the [Personal Data Privacy](#) section of the Cisco Trust Center.