

IBM Use of Tracking Technology and Policy for Sharing Data with Event Sponsors

Use of Tracking Technology at events:

At some events, IBM may use tracking technology such as Radio Frequency Identification (RFID), iBeacons or QRcodes to track your location around the event. When IBM makes use of such technologies, you will be informed accordingly at the registration desk and upon delivery of your badge. This information is used to understand what activities you attend, in order to improve future events, to help create a more personalized experience for you at the event or in the follow up event activities.

If you do not wish to be tracked as specified above, please contact the registration desk to have the tracking technology on your badge disabled.

Data shared with Sponsors:

Where event sponsors are participating at an IBM event, such as at exhibit booths, demonstrations or sessions, your registration information may also be shared with the sponsor(s) to whom you give permission to scan your badge, in order for them to follow up on their interactions with you. Our sponsors' use of this data is governed by their own Privacy Policy.

