

# NOTICE: USE OF EVENTBIT® TECHNOLOGY

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For the 2018 Annual Meeting and TechAdvantage® Conference and Expo, NRECA will collect attendee information using the eventBit® technology. By accepting a badge with an eventBit® chip attached, you authorize NRECA to collect, use and share your information as described here.

## The Information We Collect and How We Collect It

NRECA and its vendor, Experient, will collect your real-time location information showing your event attendance using a beacon technology attached to your badge. This information will be collected beginning on February 26, 2018 and ending on February 28, 2018 solely within the event space in the Music City Center for the hours of 7:00 am to 6:00 pm. All information collected using this technology will be associated with the information you provided to NRECA when you registered for the event.

**If you do not want NRECA or Experient to collect this information using the eventBit® chip, you may opt out by either declining to have an eventBit® chip attached to your badge at registration or by bringing your badge at any time during the event to the registration desk to have the eventBit® chip removed by registration staff.**

## How We Use This Information

NRECA or Experient will use the information collected to:

- Provide you with information, products or services that you may request from NRECA during the event.
- Improve NRECA future event offerings and deliver a better and more personalized experience. The ways in which NRECA may use this information could include:
  - Helping predict attendance for and usage of certain sessions or activities for future events.
  - Understanding how attendees engage in the event, including popular programs and the amount of time spent at event locations.
  - Recording your attendance for purposes of continuing education requirements.
  - Understanding your preferences and interests in attending NRECA events.
  - Marketing future program offerings and services to you based upon your preferences.

## Who We Share This Information With

NRECA will not share the individual information collected about you with any third parties, except for Experient to support the event or to comply with a legal requirement.

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