

WSJ Event App Privacy Notice at Collection

Last Updated: October 30, 2025

This event app (“**Event App**” or the “**WSJ Event App**”) is provided to you by Dow Jones & Company, Inc. (“**we**,” “**us**,” or “**our**”). In this notice, we briefly explain the types of personal data we collect through the Event App, why we collect this personal data, how we use this personal data or share it with others, and how we may access and control information in connection with your use of the Event App. This Privacy Notice at Collection is an Event-App supplement to the Dow Jones Privacy Notice. If you wish to learn more about Dow Jones’s privacy practices, which are applicable to users of the Event App, please visit our [online Privacy Notice](#).

Why We Collect Your Personal Data

We collect the following types of personal data from you directly, or indirectly, as you use the Event App. We collect your personal data to help us provide you with the Event, including for the reasons outlined below.

Type of Personal Data	Purpose for Collecting
Event App account information, such as your name, email address, and account password	• We require your name and email address to create an account on, and to enable you to access and use, the WSJ Event App. • An account password is also required to establish your account. You should keep your password a secret.
Information related to your use of the Event App, such as your device identifier, operating system, and information about how you interact with the Event App, including your engagement with the networking tools (e.g., if you use the smart networking tool to connect with other attendees of the event or the AI chatbot to, among other things, recommend topics for discussion with networking matches).	• We track certain information related to your use of the Event App, like your device type or device ID, and how you interact with the WSJ Event App, such as what parts of the app you visit. We will use this information to identify you if you asked us to help you resolve a problem with your account or provide other technical support. We also use this information monitor and resolve issues with the WSJ Event App, to prevent fraudulent or malicious use of the WSJ Event App, and to maintain the security and integrity of the WSJ Event App.
Preferences, interests, profile information and other information you choose to submit to the WSJ Event App; match data (i.e. who you matched with, if you use the smart networking tool in the Event App); and inputs and outputs of the AI chatbot, if you use the smart	• We may collect information from you, in your discretion, about your preferences and interests, and other profile data (e.g., profession, picture) useful for making networking matches with other event attendees. If you determine to use the AI chatbot in the WSJ Event App, we may also use this information to recommend topics of discussion with

networking tool to recommend networking matches at the event.	matched networking prospects or provide other reasonable support, based on your inputs. • If you connect with recommended networking matches via the WSJ Event App (e.g., to facilitate meet-ups during networking breaks) or engage with the AI chatbot, we collect and store your matches and insights generated in the Event App. We collect this data to provide you the smart networking and AI chatbot tools, to prevent malicious use of the WSJ Event App, to maintain the security and integrity of the WSJ Event App, and to protect attendees from misuse of these features (e.g., to intimidate, threaten, or otherwise harass attendees).
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Data Sharing

We may disclose your personal data within our company or with our affiliates or with our vendors when doing so is reasonably necessary for our business needs, such as when personal data is required to fulfill one of our legal or regulatory obligations or when we ask an affiliate or a vendor to perform services for us. If you consent to the sharing of your personal data with other event attendees or if you use the smart networking feature in the WSJ Event App to match and connect with other attendees at the event based on similar interests (as provided by you and other participating attendees), we will share your name, and other information that you have elected in the WSJ Event App (e.g. profile picture) to share with other attendees of the event. We also may be required to provide your personal data to another company if we sell all or part of our business or to an opposing party or court as part of a legal proceeding.

Aggregated or Deidentified Data

We may aggregate or de-identify personal data we collect through the WSJ Event App. Such information can no longer identify you or your device. We may use such information for any purpose and may share it with third parties. For example, we may look at user information in the aggregate to help us improve app performance when the Event App does not work as expected or to understand what features our users prefer.

Websites and Services Provided by Others

We may link to websites and services provided by other companies that are not bound by our Privacy Notice. We do not control their technologies or services, and your use of their websites or services is subject to that company's privacy notice. We are not responsible for third-party privacy practices or the contents of their websites or services.

The Event App and Minors

The Event App is provided for a general audience and is not aimed at minors. We do not knowingly collect, solicit, or otherwise obtain personal data from minors.

Our Retention of Your Personal Data

We keep the personal data related to your Event App account for as long as reasonably necessary to fulfill the purposes in this Event App privacy notice, unless a longer period is required or permitted by law.. If you want to delete your account and associated personal data, you may do so by deleting the Event App. Following account deletion, we may retain some backup information related to our interactions with you on our servers for purposes of security and fraud detection or to comply with legal and contractual obligations we have. Any personal data we keep is protected in accordance with our [Privacy Notice](#), which also governs your use of the Event App.

Changes to this Notice

This notice is subject to change at any time. We encourage you to review this notice periodically to ensure that you remain informed. When you use the Event App, you are agreeing to the current version of this notice.

Contact Us

To ask us questions about our privacy practices, please reach out to us at privacypolicy@dowjones.com. Or you may write to:

Attention: Privacy
Dow Jones & Company, Inc.
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Monmouth Junction, NJ 08852