

TERMS AND CONDITIONS FOR EXHIBITORS

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1) DEFINITIONS

‘Application Form’, means the application form accessible on the Dublin Horse Show website by potential Exhibitors. www.dublinhorseshow.com

‘Confirmation Email’, means the email which issues from the Organiser to the Exhibitor following payment by the Exhibitor and the dispatch of this email constitutes **confirmation of the existence of** the Contract between the Organiser and the Exhibitor.

‘Contract’, means the combined documentation of the: (i) Terms and Conditions; (ii) Rules and Regulations and (iii) payment form. The Contract is deemed to be formed/executed upon the receipt of payment by the Organiser from the Exhibitor in accordance with the terms of the invoice issued by the Organiser to the Exhibitor.

‘Exhibitor(s)’, means any person, body, firm or company who has made an application for and has been granted space to exhibit at the Event.

‘Exhibition Catalogue’, means the official catalogue relating to the Event as prepared by the Organiser.

‘Exhibit’, means any article described by the Exhibitor and permitted by the Organiser to be exhibited at the Event.

‘Event’, means the RDS Dublin Horse Show.

‘Fee(s)’, means the fee payable by the Exhibitor to the Organiser as set out in the contract/invoice agreed with the Organiser.

‘Organiser’, means the Royal Dublin Society (or RDS), registered charity number 20002008 with an address at Ballsbridge, Dublin 4.

‘Stand(s)’, means the area and all erections on the area, allocated by the Organiser to an Exhibitor.

‘RDS Premises Office’, means RDS Premises Office, tel: +353 - 1- 6680 866.

‘RDS Sales Office’, means RDS Sales Office tel: + 353 - 1 - 6680 866.

‘Rules and Regulations’, means the rules and regulations forming part of any Contract concluded between the Organiser and Exhibitor.

‘Safety Advisor’, means RDS Premises Office, tel: +353 - 1 - 6680 866.

‘VAT’, means Valued Added Tax.

For the avoidance of doubt, in these terms and conditions: the use of the masculine gender shall include the feminine and neutral; the singular number shall include the plural and vice versa; and words importing persons shall include individuals, firms, partnerships, companies or other entities.

2) REGISTRATION PROCEDURE BOOKING & ALLOCATION OF STAND SPACE

Once the Application Form has been reviewed by the Organiser and a proposed stand space allocated, a contract comprising these Terms and Conditions, the Rules and Regulations and payment form will be issued by the Organiser to the Exhibitor and the terms of payment per clause 3(e), must be adhered to by the Exhibitor.

The allocation of positions for Stands rests entirely with the Organiser. The Organiser will endeavour, as far as reasonably possible, to meet any special wishes expressed by an Exhibitor. The Organiser shall not be responsible in respect of all and any loss or damage, arising from any error of any kind in the allocation of Stands or from any encroachment by one Exhibitor on the Stand allocated to another Exhibitor for any amount greater than the sum paid by the Exhibitor to the Organiser for the Stand allotted to him.

The Organiser reserves the right of (i) rejecting an Application Form, (ii) terminating the Contract per clause 8(j) of these Terms and Conditions or (iii) otherwise dealing with the application of an Exhibitor as it deems expedient, in its sole discretion.

Any Exhibitor entering into a Contract with the Organiser, if acting on behalf of a body corporate or partnership, shall be assumed to have the appropriate authority and power to bind that entity.

3) OCCUPATION OF STANDS & EXHIBITS

The arrangement between the Exhibitor and the Organiser constitutes a licence for the duration of the Event only, subject to these Terms and Conditions and the Rules and Regulations contained in the Contract, and for the avoidance of doubt, the arrangement is not a tenancy.

The Organiser reserves the right at any time and from time to time to make alterations in the floor plan of the Event as may in their opinion be necessary in the best interests of the Event and to alter the shape, size, position or stand numbers of the space allocated to the Exhibitor. If, as a result of any such alteration by the Organiser, the space allocated to an Exhibitor is reduced, an appropriate allowance will be made to the Exhibitor by adjustment to the Fees, as determined by the Organiser. No alteration to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that previously agreed with the Exhibitor.

a) Arranging Stands

Exhibitors must submit for approval the design and layout of their Stands to ensure that the design and layout of their Stands are in keeping with the Organiser's general scheme of uniformity. This must be submitted on or before one month prior to the events date.

b) Consigning

All Stands and Exhibits must be legibly addressed and bear the name of the Exhibitor and Stand number. Exhibitors are not to consign their goods to the Organiser or any of its officials as the Organiser will not receive them or be responsible for any charges for freight, carriage or delivery.

All Exhibitors must arrange their exhibits on their Stands in the show premises by 17:00hrs on the day before the Event, and no exhibit will be allowed to enter the Premises after 16:00hrs on that day.

Stands must be open daily for inspection by the public from 09.00-20.00hrs Wednesday to Saturday and 09.00-19.00hrs on Sunday.

Stands and exhibits must, during the hours specified above, be in the charge of a competent representative of the Exhibitor, and must remain uncovered until the close of the Event daily. In the event of any Exhibitor neglecting to open or uncover a Stand during such hours as the Event is open, the Organiser may do so at Exhibitors risk and expense.

c) Removal of Exhibits

Exhibits whether sold or unsold, must not be packed or removed from the Event until

after the termination of the Event, nor must the Stands be closed or dismantled before the hours specified in clause 3(b), above.

Where retail goods are sold, the Stand must at all times be properly and adequately dressed and stocked.

All Stands and Exhibits shall be removed from the Event premises by 22.00hrs on the last day of the Event, or by agreement with the organiser on a later date.

A charge of €200 per day for the first 3 days and after that €100 per day up to a maximum of 7 days will be incurred for each Exhibit/article not removed from the Organiser's premises following the last day of the Event, unless otherwise agreed.

Any Stands or exhibits not removed from the premises by 22.00hrs on the last day of the Event may be dismantled and removed by the Organiser at the Exhibitor's expense and risk and these charges will be additional to the charge of €200 per day for the first 3 days and after that € 100 per day up to a maximum of 7 days.

After 7 days, items not collected from the Event will be disposed of or donated to a local charity by the Organiser and the Organiser will have no responsibility or liability for the removal and disposal of any such items.

d) Sales to the Public – Restrictions

Articles such as Glass Cutters, Steel Grinders, Sharpeners, Cooking Utensils, Kitchen Sundries, Vegetable Peelers, Knives for culinary purposes, Domestic Polishes and Cleaning Materials may not be sold or distributed at the Event. They may be shown for exhibition purposes only and for the booking of orders.

Exhibits of Wines, Spirits, Beer, Mineral Waters, Beverages etc., will only be accepted with the prior permission of the Organiser and upon the production of any required licence, consents or approvals and on the understanding that such products are not retailed at the Event.

Timepieces, timers, watches, stopwatches, pocket watches, clocks, including smartwatches, wrist wearable devices with time display function and any or all other time-keeping items may not be retailed at the event.

Foodstuffs, Confectionery, Sweets, Tobacco, Cigars and Cigarettes may be retailed only with the prior permission of the Organiser and upon the production of any required licence, consents or approvals, and if such permission is granted by the Organiser, a special charge of € 120.00 in addition to ordinary Fees, will be made by the Exhibitor to the Organiser.

The distribution and/or sale of souvenirs bearing the name Royal Dublin Society, Dublin Horse Show or any mark or motif normally associated with the Organiser which may give the impression that the product has the official approval of the Organiser, is strictly prohibited, except with the express prior written permission of the Organiser.

e) Removal of Articles by Order of the Organiser –

The Organiser has the discretion to (i) order the removal of any Exhibit/article from the Event premises, (ii) remove any Exhibit/article from the Event premises should an Exhibitor fail to comply promptly with an order to do so and/or (iii) close the Stand of any Exhibitor who does not conform to the rules and regulations of the Organiser. There shall be no refund of Fees, in whole or in part, should any of the above actions be taken.

All Exhibits/articles removed by the order of the Organiser will be so labelled. Any Exhibitor or their representative taking such articles back onto the Event premises without permission will be liable to a charge of €100 and to immediate expulsion from the Event.

f) Terms of Payment & VAT

The payment terms are as follows: 100% payment must be made by the Exhibitor upon receipt of the Invoice/Contract (which contains the Terms and Conditions and Rules and Regulations).

Stands will not be confirmed to any person wishing to exhibit at the Event until full payment of Fees is received by the Organiser.

In line with VAT legislation and regulations (as amended), persons/entities not established in the State must provide VAT details and returns to the Revenue Commissioners VAT section.

It is a condition of the rules of the Organiser and the Event that all Exhibitors cooperate fully with the VAT inspectors. Failure to comply with this rule could lead to the confiscation of goods and/or money.

Any Exhibitor who has not settled their account with the Organiser in full before the Event opens will not be allowed to exhibit at the Event and the Organiser reserves the right to re-allocate the Stand allocated to the Exhibitor.

Stands, trade space and associated services provided are subject to VAT at the appropriate rate, where applicable.

g) Behaviour and Conduct

Exhibitors, and their employees, agents, contractors and representatives, shall at all times conduct themselves in a professional, courteous and respectful manner while on the Event premises.

Exhibitors shall treat the Organiser's officers, officials, employees, contractors and agents with respect and shall comply promptly with any reasonable instructions issued by them in connection with the preparation, management, safety and operation of the Event.

The Organiser reserves the right, in its sole discretion, to take such action as it considers appropriate in circumstances of behaviour deemed by the Organiser to

be inappropriate, abusive, threatening, discriminatory, harassing, unsafe, unlawful or otherwise unacceptable. Such action may include, without limitation:

- (i) requiring the immediate cessation of the behaviour in question;
- (ii) removal of any individual from the Event premises;
- (iii) closure or cancellation of the Exhibitor's Stand; and/or
- (iv) termination of the Contract

In such circumstances, no refund of Fees (in whole or in part) shall be payable and the Exhibitor shall indemnify and keep indemnified the Organiser against any loss, cost or expense arising as a consequence of such conduct.

The Exhibitor shall be responsible for the conduct of its employees, agents, contractors and representatives and any breach of this clause by such persons shall be deemed to be a breach by the Exhibitor.

h) Promotions, Influencers and Crowd Control

Exhibitors shall not organise, facilitate, advertise or host at their Stand any appearance, promotion, signing, performance, product launch, brand activation or similar activity involving an influencer, celebrity, well-known personality or other individual likely, in the opinion of the Organiser, to attract a significant crowd.

Exhibitors shall not undertake any activity which may reasonably be expected to cause congestion in aisles, obstruct neighbouring Stands, impede pedestrian flow, or create a fire, health and safety risk on the Event premises.

For the avoidance of doubt, no advance advertising (including but not limited to social media, digital marketing, email campaigns or on-site promotion) of any appearance or activation likely to generate a gathering at a Stand is permitted without the prior written consent of the Organiser.

Where an Exhibitor wishes to host a promotional appearance, influencer engagement or brand activation likely to generate significant footfall, this may only take place in a dedicated space approved and allocated by the Organiser and subject to additional Fees, security requirements and operational conditions as determined by the Organiser. Such activity shall not take place at the Exhibitor's allocated Stand.

The Organiser reserves the absolute right to prohibit, suspend or terminate any activity which, in its opinion, poses a risk to safety, crowd management or the

orderly operation of the Event. In the event of breach of this clause, the Organiser may, without liability:

- (i) require the immediate cessation of the activity;
 - (ii) remove any individual(s) from the Event premises;
 - (iii) close the Exhibitor's Stand;
 - (iv) terminate the Contract in accordance with these Terms and Conditions;
- and/or
- (v) refuse future applications from the Exhibitor to participate in the Event.

No refund of Fees (in whole or in part) shall be payable in circumstances where action is taken by the Organiser pursuant to this clause.

4) CANCELLATION BY EXHIBITOR

If, following allocations and acceptance of a Stand, the Exhibitor subsequently cancels its booking the Organiser may up to 90 days prior to the Event at its discretion refund 25% of the Fee to the Exhibitor. Thereafter, the Organiser shall not refund any part of the Fee.

Non-Occupancy of Stands

In the event of any Exhibitor failing to occupy space by the day prior to the Event, the Organiser, at its discretion, may fill up or let such space and the Fees paid shall be forfeited. If it is not possible for the Organiser to fill up or re-let such space, a notice will be placed on it stating the name of the applicant who booked the Stand and failed to occupy it.

In the event that the Exhibitor cancels their stand booking after notification of acceptance is sent by the Organiser in the Contract or fails to meet any of the payment obligations (whether as amounts due or dates of payment), or fails to meet other obligations detailed in the Contract or fails to occupy the Stand allocated to them by the opening time of the first day of the Event, then the Organiser reserves the right to treat the Contract for Space the Stand as being cancelled and apply the cancellation charges, and re-allocate the Stand to another Exhibitor.

5) CANCELLATION OF THE EVENT BY ORGANISER/FORCE MAJEURE

The Organiser/RDS reserves the right to cancel the Event completely, for any reason it deems necessary to do so, without incurring any liability of any nature. This includes but is not confined to reasons of *force majeure*. Force Majeure will be deemed to include situations beyond the control of the Organiser, for example, adverse economic conditions or energy prices becoming prohibitively expensive.

The parties agree that: the Organiser/RDS shall not be in breach of this Agreement by virtue of a cancellation or abandonment of the Event in whole or in part and that the Organiser/RDS shall not incur any liability in respect of such a cancellation. The RDS shall notify the Exhibitor of the cancellation as soon as reasonably possible. Upon the Organiser/RDS notifying the Exhibitor of such cancellation, the Contract subsisting between the parties shall automatically terminate.

6) OFFICIAL CATALOGUE

The Exhibition Catalogue will contain a brief description of each Exhibitor's display. Each Exhibitor is entitled to a free entry in the Exhibition Catalogue of no more than 255 characters, including spaces. A copy of the descriptive matter form is available by contacting the RDS Sales Office. The Organiser does not accept responsibility for any omissions, misquotations or other errors which may occur in the compilation of the Exhibition Catalogue.

7) RISK & RESPONSIBILITY

All risk and responsibility as regards all Exhibits, and all legal liability that may arise from occupying a stand at the Event, shall be wholly borne by the Exhibitor. The Organiser will not be responsible for any damage, breakage, or for any loss arising from any cause either in transit or during the Event.

Neither the Organiser nor any of its officers, officials, employees, agents, contractors or servants shall be in any way responsible or accountable for anything that may happen (from any cause or circumstances whatsoever) to Exhibitors or their employees, agents, contractors or servants, or to any exhibit or property brought into the Event premises or for anything else in connection with, or arising out of, or attributable to the Event.

The Exhibitor shall defend, indemnify and hold the Organiser, his agents, contractors or employees free from all liability for any loss, claim or demand – including reasonable legal fees – made by any third party arising from any cause whatsoever in connection with participation at the Event by the Exhibitor.

a. Accidents and Fire

As a condition of entry each Exhibitor shall hold the Organiser free from all liability and indemnify it and keep it indemnified against any legal proceedings arising from any accident or fire caused by his machinery, Exhibit or other property on the Stand allotted to him or brought into the Event.

b. Assistants and Contractors

All Exhibitors – and Exhibitors' assistants, employees, contractors or agents – will be

subject to the orders of the Organiser's officials. It is a condition of issue of each ticket for an assistant of an Exhibitor that such Exhibitor will be held responsible for the behaviour of his assistants, and for the consequences of any misconduct thereof.

Exhibitors employing contractors for the erection or servicing of their Stands will be held responsible for the actions of their Contractors and for the observance by such Contractors of the Organiser's Rules and Regulations.

c. Bankruptcy

Notwithstanding any other provisions contained herein, in the event of any Exhibitor ceasing to carry on business as a going concern or committing any act of bankruptcy, or the Exhibitor/company going into liquidation or having an examiner, receiver, administrator or similar appointed over any of its assets or the company as a whole, the Organisers shall be entitled to determine the contract with the Exhibitor immediately terminated and all Fees and any other monies paid by the Exhibitor to the Organiser shall be forfeited in full.

d. Charges and Exclusions

All charges and fines payable pursuant to the rules and regulations of the Organiser shall be recoverable as debts and until their payment persons owing them will be debarred from exhibiting at future events of the Organiser.

The Organiser may exclude from the Event grounds any person, firm, corporation, partnership or body, which in the Organiser's opinion has infringed the rules and regulations of the Organiser or has been deemed by the Organiser to be guilty of dishonest or unfair conduct, or behaved in a manner injurious to the Organiser's interests.

e. Copyrights, Trademarks and Patents

The Organiser shall not be liable for any damages the Exhibitor, his employees or agents may sustain in respect of the infringement of any copyrights, trademarks, patents or any other intellectual property held by the Exhibitor arising out of his participation at the Event. Exhibitors are accordingly advised to take steps to protect their rights, new inventions or designs before exhibiting them.

f. Failure of Services

Many of the services to be provided at or connected with the Event are services provided by persons, organisations or companies independent of the Organiser. The supply of services at the Event is not within the control of the Organiser and the Organiser shall not incur any liability to the Exhibitor for any loss to or damage if any services shall wholly or partially fail or cease to be available nor shall the Exhibitor be entitled to any allowance in respect of Fees paid.

g. Insurance

While reasonable precautions will be taken, the Organiser shall not have any responsibility or liability for the safety of the property of any Exhibitor from theft, damage by fire, accident, vandalism, or any other causes and any loss or damage which may befall the person or the property of the Exhibitors from any cause whatsoever arising before, after or during the Event. Exhibitors must obtain their own comprehensive insurance and in this case, suitable policies may be arranged through any leading insurance broker.

Exhibitors are advised to insure against costs and losses which they may incur in the event of the Event being prevented, postponed or abandoned for causes not within the Organiser's control or for causes that make the event unviable, since the Organiser accepts no liability in such an eventuality.

The Organiser is not responsible for any claims in respect of death, personal injury, loss or damage to property arising in connection with the erection and dismantling of the Exhibitor's stand and anything permitted, omitted or done thereon or therefrom during the dismantling periods caused directly or indirectly by the Exhibitor or any Contractor, Subcontractor, Servant, Agent, Licensee, or Invitee of his or the act, omission or neglect of any such person or by any Exhibit, machinery or other article or thing of the Exhibitor or in the possession of or use of the Exhibitor or any servant or agent of his.

The Exhibitor will indemnify and hereby indemnifies and keep indemnified the Organiser in respect of each and every such claim and all actions, proceedings, costs (including but not limited to reasonable legal fees), and claims and may be required by the Organiser to produce evidence of such insurances, if required.

The Exhibitor shall be responsible for full public liability relevant to its Stand and exhibits and shall maintain sufficient comprehensive insurance cover to meet all claims by any third parties for accidental damage, loss, injury and food poisoning and hereby indemnifies and shall keep indemnified the Organiser against all costs (including but not limited to reasonable legal fees), claims, actions or expenses arising in relation thereto.

h) Safety Precautions

Exhibitors should ensure that adequate safety precautions in compliance with all relevant legislation, regulations and codes for workers, employees and the public shall be in operation on and around their Stand.

The Organiser will have a Safety Advisor on duty and any recommendations made by him shall be immediately adopted by the Exhibitor, otherwise the Exhibitor will be deemed to be in breach of the Organiser's Rules and Regulations. This rule applies to all matters that relates to the construction, display, dismantling and staffing of Stands and Exhibits. Any Stands or Exhibits likely to prove dangerous to the public

must be securely protected to the satisfaction of the Exhibitor's insurers and Safety Advisor and be in the charge of a competent attendant at all times.

All applications are made on the distinct understanding that this rule will be enforced and the Organiser's decision in the matter will be final and binding.

i) Termination by Organiser

Any agreement or Contract with an Exhibitor for the hiring of space may be terminated by the Organiser, without any reason stated, either before or at any time during the Event to which the hiring relates.

Upon such determination, the Exhibitor shall forthwith dismantle and remove their Stand and Exhibits and, if the Exhibitor fails to do so, the Organiser shall be entitled to dismantle and remove such Stand and Exhibits at the expense of the Exhibitor.

An Exhibitor whose hiring is so terminated will be entitled, if the termination occurs before the commencement of the show, to the return of the Fees paid by the Exhibitor and if the termination occurs during the Event, to the return of one fifth of the fees for each day or part of a day after such determination during which the Event continues and in neither of these cases, shall an Exhibitor have any further claim against the Organiser for costs, losses, damages or expenses incurred by the Exhibitor.

j) Termination for breach of Rules and Regulations

In the event of any failure on the part of the Exhibitor to observe and perform any of the provisions of these terms and conditions of the Rules and Regulations, the Organiser shall have the right to terminate the agreement between the Exhibitor and the Organiser forthwith by written notice to that effect in which event all Fees then paid by the Exhibitor shall be forfeited to and retained by the Organiser and the Exhibitor shall indemnify and keep indemnified the Organiser in respect of all costs, losses, damages and expenses (including consequential loss or damage and legal fees) incurred as a result of such failure.

k) Trade Disputes

In the event of an Exhibitor being involved in a Trade or Industrial dispute whether such action be official or otherwise the Organiser reserves the right to close and isolate without notice such Stand or Stands as are involved either directly or indirectly in any dispute and to restrain the Exhibitor from occupying the Stand before or for part of the duration of the Event.

The Organiser in such an event shall not be liable to pay any form of compensation or refund any Fees or monies to the Exhibitor in question.

l) Unauthorized Acts

It is a condition of entry to the Event that Exhibitors shall only be allowed to transact

business, and no persons will be permitted to solicit money, except where he or she holds a license from the Organiser to do so.

8) GENERAL

The Organiser reserves to itself the sole and absolute right to interpret these or any other prescribed conditions and regulations, or Prize Sheets, and to settle and determine all or any disputes, matters, questions, or differences in regard thereto, or otherwise arising out of or connected with or incidental to the Event, as it sees fit. The Organiser also reserves to itself the sole and absolute right to refuse or to cancel any entries, disqualify Exhibitors, close down an Exhibit or Stand or withdraw permission to exhibit, prohibit exhibition of entries, vary or cancel awards of prizes or reserved numbers and relax conditions as the Organiser may deem expedient. The decision of the Organiser will be final in all respects. All exhibits are subject to a general lien in favour of the Organiser for all sums, whether for unpaid Fees or otherwise due from an Exhibitor to the Organiser. The Organiser reserves the right to vary, change, modify or amend these Terms and Conditions and the Rules and Regulations at its sole discretion and Exhibitors should check the same regularly for any changes

9) GOVERNING LAW

These Terms and Conditions and the Rules & Regulations (Part 2 included in the Exhibitor Information) and any dispute or claim arising out of or in connection with them or their subject matter or formation (including non-contractual disputes or claims), shall be governed by, and construed in accordance with the laws of the Republic of Ireland and the Courts of the Republic of Ireland shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with these Terms and Conditions or Rules & Regulations or their subject matter or formation (including non-contractual disputes or claims).

10) DATA PROTECTION

10.1 Each Party shall fully comply with all applicable data protection/privacy legislation in force from time to time in Ireland, including the General Data Protection Regulation (EU) 2016/679 (“GDPR”), the Data Protection Act 2018, and any subsequent amendments or replacement legislation (“Data Protection Law”).

10.2 For the purposes of this Agreement, each Party acts as an independent Data Controller in respect of any Personal Data it processes in connection with the performance of this Agreement, except where expressly stated otherwise.

10.2.2 Where the Exhibitor provides Personal Data to the RDS relating to its employees, representatives, contractors, customers, or other data subjects, the Exhibitor warrants that such Personal Data has been collected and supplied in compliance with Data Protection Law, including providing all necessary privacy notices.

10.3 The Parties may process Personal Data strictly as necessary for:

- (a) the administration, organisation, and management of the Event;
- (b) granting and managing Exhibitor access, services, facilities, and resources at the RDS;
- (c) fulfilling their respective obligations under this Agreement; and
- (d) complying with legal or regulatory requirements.

10.4 The RDS may disclose or transfer Personal Data to third parties where necessary for the performance of this Agreement, including but not limited to:

- (a) service providers engaged by the RDS (e.g., build company, security, IT support, payment processors, utilities, event logistics);
- (b) emergency services or authorities where required for health, safety, or legal purposes;
- (c) insurers, legal advisers, auditors, and regulatory bodies.

10.4.2 Each Party shall ensure that any third-party processors engaged on its behalf are subject to written contractual obligations that reflect the requirements of Article 28 GDPR.

10.5 The RDS shall not transfer Personal Data outside the European Economic Area (“EEA”) unless such transfer complies with GDPR Chapter V, including the use of an adequacy decision, Standard Contractual Clauses, or other lawful transfer mechanisms

10.6 Each Party shall implement appropriate technical and organisational measures to safeguard Personal Data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure, or access, taking into account the nature and risks of the processing.

10.7 Each Party is responsible for handling and responding to data subject requests relating to the Personal Data it processes as a Data Controller.

10.7.2 Where reasonably required, the Parties shall cooperate in good faith to facilitate the exercise of data subject rights under GDPR.

10.8 Each Party shall notify the other without undue delay upon becoming aware of any Personal Data Breach relating to Personal Data processed in connection with this Agreement, where the breach is likely to have an impact on the other Party's obligations or data subjects.

10.9 Personal Data shall only be retained for as long as necessary for the purposes for which it was collected or as required by applicable law, after which it shall be securely deleted or anonymised.