




REGISTRANT CONTACT INFORMATION POLICY

To facilitate networking and help our clients track Argyle-sourced and influenced opportunities, **Argyle provides contact information to our clients following sponsored events** in accordance with the below guidelines.

Event Type	Cancelled or No-Show Registrants	Email Opt-Out Attendees	All Other Attendees
 Argyle Multi Sponsor Events	Address, phone number	Address, phone number	Address, phone number, email address*
 Argyle Exclusive Events	Address, phone number	Address, phone number	Address, phone number, email address*
 Argyle Virtual Events	Address, phone number, email address*	Address, phone number	Address, phone number, email address*

**Please note:* Due to Canadian privacy laws, email addresses cannot be provided for events that occur in Canada. As a result, only address and phone number will be provided for all registrants following the event.

**BEST PRACTICES:**

- ▶ Begin a conversation and develop a relationship with an Argyle member using the contact information provided. **We strongly recommend that clients do not use contact information to directly pitch, sell or describe their services or products to members.**
- ▶ Follow up with attendees that you connect with onsite, being sure to **reference any relevant conversation topics.**
- ▶ Express regret for missing other attendees and reference specific relevant content and speakers.
- ▶ **Prepare talking points to summarize the event** for registrants who did not attend.
- ▶ **Track opportunity creation or influence** on existing opportunities derived from an Argyle Event.
- ▶ **Avoid sending any mass communication;** all follow up should be specific and relevant.

Argyle has a strict policy regarding use of the contact information provided to our sponsors. The contact information included in Argyle post event registration lists is the sole property of Argyle Executive Forum and may not be rented, sold or given to any outside party or used to market or promote any other conference. Any such unauthorized distribution represents theft of property for which Argyle Executive Forum will pursue any and all appropriate legal remedies.