



# 20th ANNUAL CONGRESS OF THE EUROPEAN ASSOCIATION FOR HAEMOPHILIA AND ALLIED DISORDERS

**20 YEARS OF UNITING EXPERTISE, ADVANCING CARE**

# PARTNERSHIP OPPORTUNITIES

**BRUSSELS, BELGIUM**

**2 - 5 FEBRUARY 2027**

**[www.eahadcongress.com](http://www.eahadcongress.com)**





# About EAHAD

## Mission

The European Association for Haemophilia and Allied Disorders (EAHAD) is a multidisciplinary association of healthcare professionals who provide care for individuals with haemophilia and other bleeding disorders. Its members include haematologists, internists, paediatricians, nurses, physiotherapists, laboratory scientists and researchers from across Europe. Since its establishment in 2007, EAHAD has worked to improve the situation of people living with haemophilia and other bleeding disorders.

## Aims

EAHAD's work is guided by the following three aims:

### To ensure the provision of the highest quality of clinical care

By recognising measuring and addressing the problems of people with haemophilia and allied disorders in Europe, to protect their interests and to ensure the provision of the highest quality of care available.

### To educate the medical community and the general public

By advancing the education of medical practitioners, clinical scientists, professions allied to medicine and the general public in the knowledge of haemophilia and allied disorders and their treatment.

### To promote scientific research

By supporting scientific research and auditing into the causes, prevention, alleviation and management of haemophilia and allied disorders and to disseminate the useful results of such research

*For more information, please visit [www.eahad.org](http://www.eahad.org)*

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### Congress Secretariat

EAHAD 2027  
c/o MCI Suisse SA  
Rue du Pré-Bouvier 9  
CH-1242 Satigny



Partnership Queries:  
[eahad@mci-agency.com](mailto:eahad@mci-agency.com)

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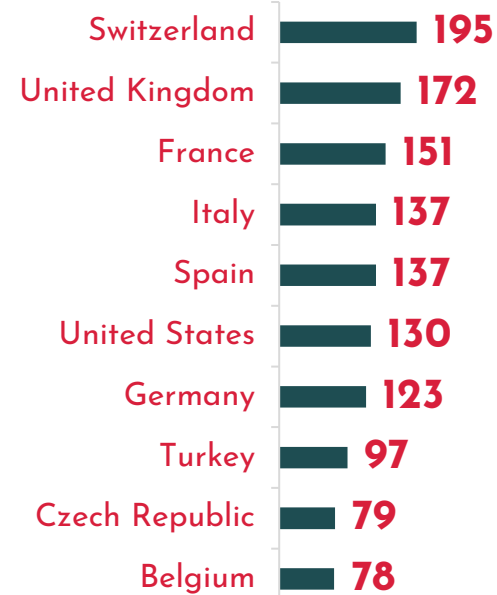


# About EAHAD

## EAHAD's growth over the past decade

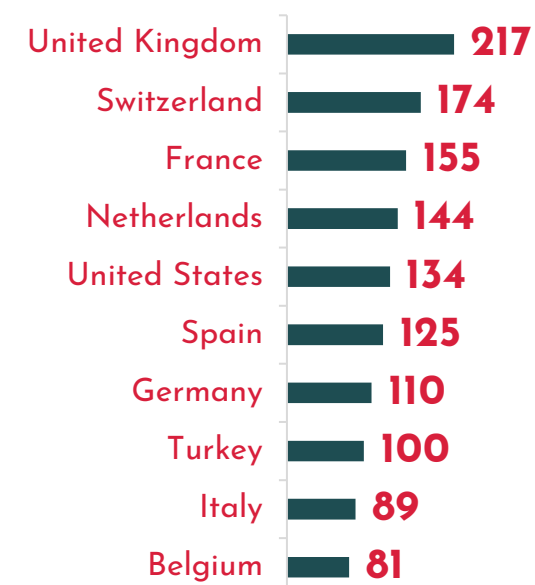
### Prague 2019

Total registrations: 2'610



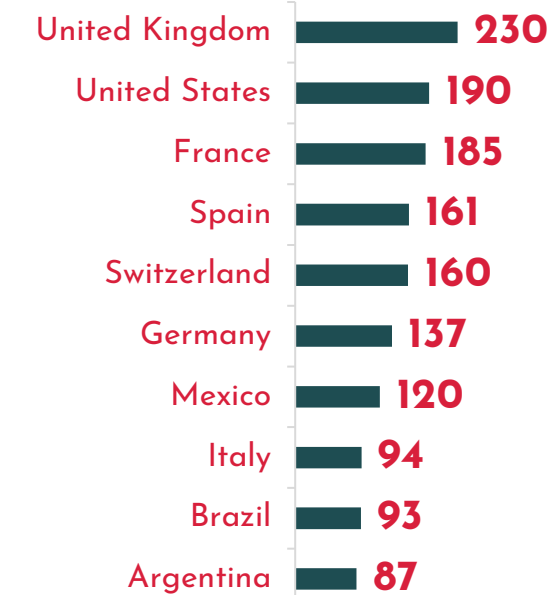
### The Hague 2020

Total registrations: 2'360



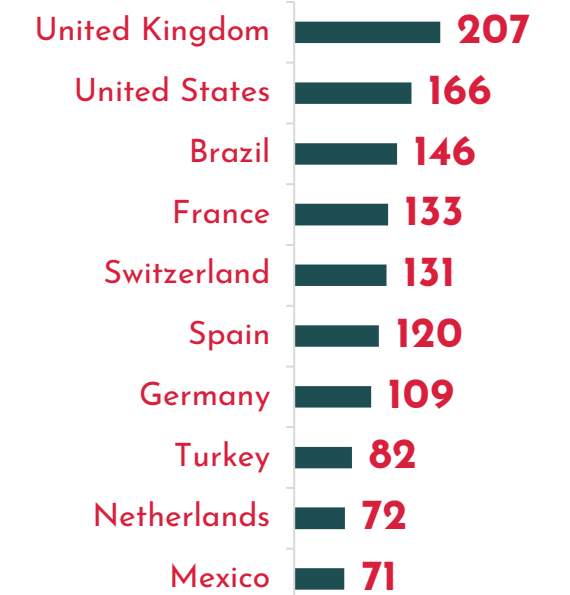
### Virtual 2021

Total registrations: 3'128



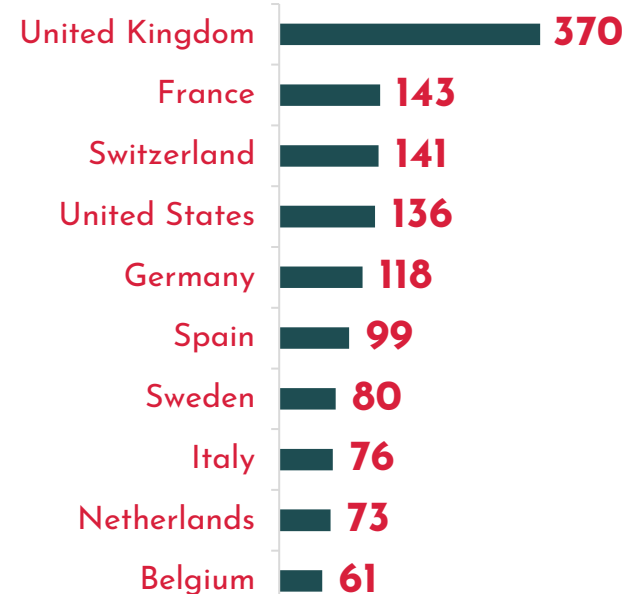
### Virtual 2022

Total registrations: 2'391



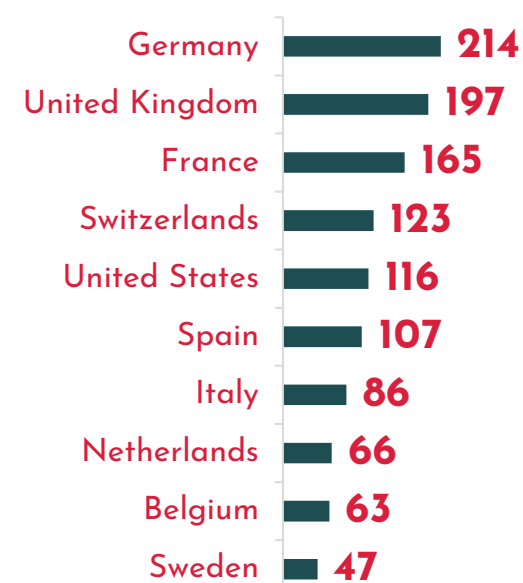
### Manchester 2023

Total registrations: 2'226



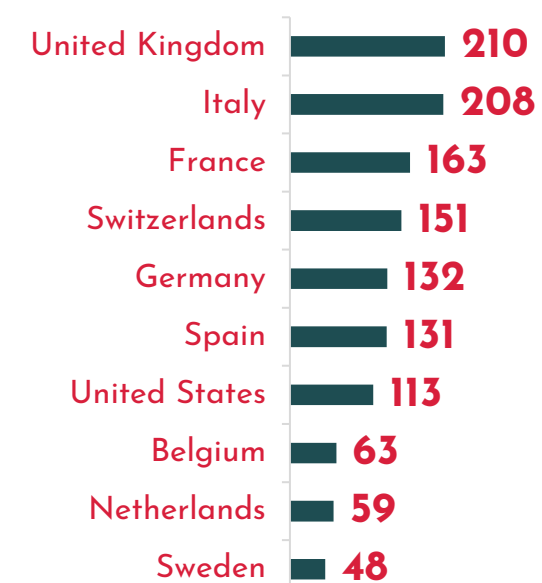
### Frankfurt 2024

Total registrations: 1'951



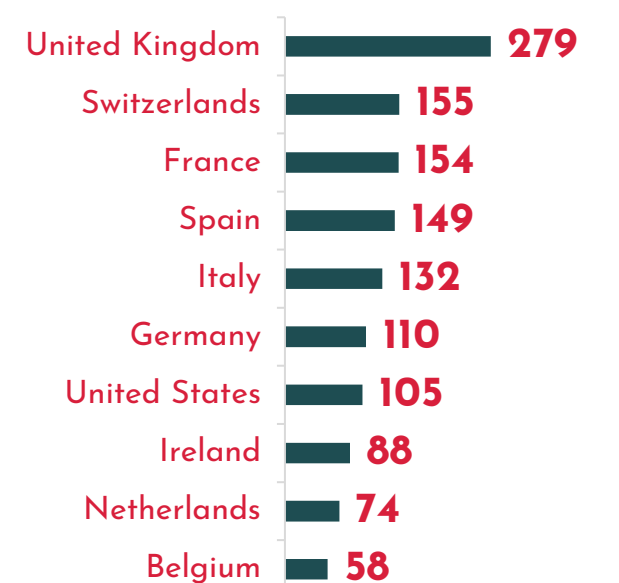
### Milan 2025

Total registrations: 2'172



### Dublin 2026

Total registrations: 2'090



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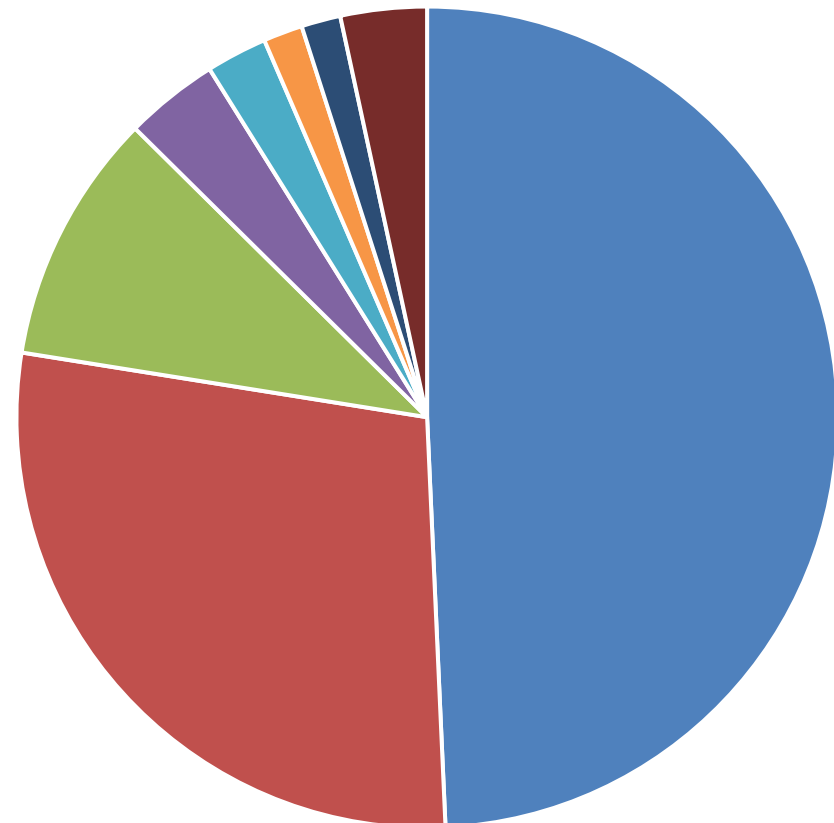
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# Attendees Profile

## Professional Category EAHAD 2026



|                                    |        |
|------------------------------------|--------|
| Physician                          | 47.18% |
| Industry                           | 27.03% |
| Allied Health Professionals        | 9.47%  |
| Agency                             | 3.54%  |
| Researcher                         | 2.30%  |
| Student                            | 1.48%  |
| Patient Advocate                   | 1.48%  |
| Other (Staff, Day Pass, Guest,...) | 3.25%  |

## Who Partnered with us at EAHAD 2026?



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Confidential

# Programme Overview

 = NO LONGER AVAILABLE

  
AM

  
PM

## 02

### TUESDAY

Ultrasound Workshop

AHP Day Registration & Lunch

Ultrasound Workshop

**AHP Day**  
Joint Session  
Nurses Sessions  
Physiotherapists Sessions  
Psychosocial Professionals  
Sessions

AHP Day Networking Evening

## 03

### WEDNESDAY

Welcome &  
Multidisciplinary Session

Coffee Break / Poster Viewing

Oral Communications

Lunch Break / Poster Viewing

13:00 - 14:00  
~~Satellite Symposium 1~~  
~~Satellite Symposium 2~~  
~~Satellite Symposium 3~~

Coffee Break / Poster Viewing

14:30 - 15:30  
~~Satellite Symposium 4~~  
~~Satellite Symposium 5~~  
~~Satellite Symposium 6~~

Coffee Break / Poster Viewing

16:00 - 17:00  
~~Satellite Symposium 7~~  
~~Satellite Symposium 8~~  
~~Satellite Symposium 9~~

Coffee Break / Poster Viewing

17:30 - 18:30  
~~Satellite Symposium 10~~  
~~Satellite Symposium 11~~  
~~Satellite Symposium 12~~

Welcome Reception /  
Poster Viewing

## 04

### THURSDAY

Session 1

Coffee Break / Poster Viewing

Session 2

Lunch Break / Poster Viewing

Session 3

Coffee Break / Poster Viewing

Session 4

Coffee Break / Poster Viewing

Sessions 5 & 6

Networking Evening  
*Subject to an additional fee*

## 05

### FRIDAY

Session 7

Coffee Break / Poster Viewing

Session 8

Arosenius Lecture 2027

Lunch Break / Poster Viewing

Session 9

Coffee Break / Poster Viewing

Session 10



# Welcome Message

Dear colleagues,

It is our great pleasure to welcome you to EAHAD 2027 in Brussels, a congress that holds particular significance as we celebrate the 20th anniversary of the European Association for Haemophilia and Allied Disorders.

Over the past two decades, EAHAD has grown into a truly multidisciplinary community, bringing together healthcare professionals, researchers, scientists and partners who share a common commitment to improving the lives of people with bleeding disorders. This milestone offers an opportunity not only to reflect on how far we have come, but also to look ahead with confidence, ambition and a shared sense of purpose.

Returning to Brussels, where EAHAD has its headquarters, provides a fitting setting for this special edition of our annual congress. Throughout the 4-day congress, delegates will present and discuss the state of the art and future of bleeding disorders care through a comprehensive scientific programme addressing the evolving organisation of haemophilia treatment centres, innovative therapeutic strategies, laboratory advances, musculoskeletal health, gene therapy and gene editing, von Willebrand disease and rare bleeding disorders.

As we celebrate twenty years of progress, innovation and partnership, we also recognise that our greatest achievements have always been driven by the dedication and expertise of our members.

Beyond the scientific programme, our 20th anniversary congress offers the perfect occasion to discover the city's remarkable museums and historic landmarks, and, of course, to enjoy its world-renowned Belgian chocolates, waffles and beers!

Together, we will continue to shape the future of bleeding disorders care through excellence in research, education and clinical practice. We sincerely thank you for being part of this important milestone and hope you enjoy an inspiring and rewarding congress in Brussels.

We look forward to welcoming you.  
**Cedric Hermans & Thierry VandenDriessche**

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# Venue Floorplans

## Maison de la Poste

Satellite Symposium Room 3\*

AHP Day Session Rooms

Meeting Rooms



## Sheds 1 & 2

Registration Area

Cloakroom

Posters & Catering Area

Speaker Preview Room

Satellite Symposia Rooms 1&2\*

Plenary Session Room

*\*More information is available on page 14.*

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# Sponsorship

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*= Exclusive sponsorship*

## Web Banner

**€15'500**

Feature your company logo and URL on the EAHAD congress website and benefit from an enhanced and permanent presence online.

It is the best way to reach already targeted people! Last year, the congress website had 40'000+ hits !



## Lanyards

**€26'000**

Sponsoring the EAHAD lanyards is a highly visible branding opportunity. The lanyard will be attached to each delegate's badge therefore offering prominent branding exposure.

Delegates must wear their badges throughout the whole conference.

## Online Abstract Book

**€15'500**

Feature your company's name in the abstract book of one of the largest European haemophilia specialist communities. The digital book will be available on the congress website shortly before the congress start and will remain thereafter.

The book is published by Wiley and will remain in their Online Library. It makes the perfect reference tool after the meeting is over.



## Mini Programme

**€18'500**

The mini programme is a pocket-sized conference overview that conveniently fits into the back of the delegate's badge.

All participants receive a mini programme upon collection of their badge.

This item will be used as a daily reference tool at the conference.

## Signage

**€25'500**

Signage is one of the most looked at items at the congress. All delegates use this to get around and find the different areas of the event.

This is a superb opportunity and ensures your brand will reach all attendees !



## Poster Area

**€20'500**

With over 300 posters during the event, delegates are sure to explore the poster area.

A great opportunity to share with delegates how your company supports the cutting-edge ideas featured on the posters.

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## Pens and Pads

**€14'500**

Align your brand with this highly requested and appreciated item. Pens and pads are particularly useful during the scientific sessions.

Even after the congress, you can continue to provide convenience to the delegates.

*Pens and pads provided by the partner at their cost.*

## Travel & EAHAD without Borders Grants

**Travel: €4'000 | Without Borders: €150**

Offer the opportunity to young scientists, colleagues from emerging countries (incl. non-European), junior physicians and allied health professionals to attend the congress by sponsoring travel grants and/or virtual access grants.

Your logo will be highlighted in the programme and on the website. It is the best way to reach the community and start building a long-term relationship!



## Wireless Access

**€20'500**

Hundreds of delegates access the internet wirelessly during meetings and events.

In order to comply with EAHAD rules and regulations, the organiser will setup the visibility via the corporate sponsor logo and / or a dedicated login page, pending on feasibility.



## Recharge Zone

**€18'500**

Sponsor an individual power tower or all of the power towers if you would like to make this area exclusive to your company. Each tower will be allocated on a 1st come 1st served basis.

In this area, delegates will be able to work whilst recharging their computers and mobile devices. Your branding will be prominently displayed and viewed by both users and people passing by.

## Mobile Application

**€16'000**

Sponsoring the congress application on smartphone and tablet devices is an innovative interactive service that you can provide to the EAHAD delegates.

This technology will enable delegates to access the complete programme and content of EAHAD 2027.

## Fruit Stations

**€10'500**

Promote healthy eating habits and become the official 'five-a-day' provider of the Congress.

Included: Branded fruit station with its features.

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# Sponsorship

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*= Exclusive sponsorship*



## Water Stations

**€17'500**

Ensure the well-being of participants and minimize the use of plastic bottles by sponsoring water stations !

Your branding will be prominently displayed and viewed by both users and people passing by.



## Hand Sanitisers

**€15'500**

The stations will be strategically placed in high traffic spots to maximize their usage and convenience to the participants and enhance recognition of the sponsor support.

Not only will you help to ensure a proper and clean environment, but your logo representation will also drive awareness and acknowledgement.



## Meeting Stools

**€17'500**

Offer attendees the option to sit down, relax and/or meet and discuss with other participants during the meeting - and give your company very prominent visibility.

The stools will be branded with EAHAD 2027 and with your company's colour/logo/pictures.

EAHAD will produce, assemble and distribute 150 stools around the exhibition hall. Stools are made of recycled cardboard.

## Ropes and Poles

**From €375**

Give your company unique visibility by branding the official ropes and poles of the Congress. They will be seen by every single delegate that comes to the registration desk to pick up their badge.

## Branded Banner between Poles

**€20'500**

After the event, you may keep the branded ropes and poles for future Congresses or Corporate events. This opportunity not only will grant you a very high level of visibility but will also serve as an investment as you may re-use the branded ropes and poles afterwards.

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# Sponsorship

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## Virtual Platform Sponsoring

**€25'750**

Sponsoring the virtual platform is an innovative interactive service that you can provide to the EAHAD delegates.

This technology will enable delegates to access the content and the programme of EAHAD 2027.

## E-Driver to EAHAD 2027 Delegates

**€11'000**

Promote your symposium or your company to registered delegates!

An HTML email provided by the sponsor will be sent at a requested date. This is the perfect way to drive your brand to a specific audience before any of your competitors.

These emails are sent out directly by MCI - no email lists are provided.

## E-Driver to EAHAD Full Database

**€16'000**

Send a survey, promote your symposium or your company to all EAHAD database with over 6'000 contacts. The open rate is over 40%, compared to an international average of 15%!

An HTML email provided by the sponsor will be sent at a requested date.

These emails are sent out directly by MCI - no email lists are provided.

## Push Notifications

**€8'500**

Promote your symposium or your company on the EAHAD virtual platform during the congress days!

This is the perfect way to drive your activity to a specific audience.

The notifications will appear for all connected delegates at the time and for 10 minutes after that.

## One-Hour Virtual Round-Up

**€12'000**

After the congress, a fully open EAHAD 2027 round-up will take place on Zoom.

The Congress President, the EAHAD President and other EAHAD faculty members, will be joining us online recapping the event.

During the round-up, each presenter will have 5-7 minutes to speak, followed by a Q&A discussion.



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# Sponsorship

## Allied Health Professionals Day on Tuesday 2 February 2027

### €20'500

EAHAD is keen to share and promote expertise and develop interactions between all members of the multidisciplinary team involved in the care of patients with haemophilia and other bleeding disorders.

The congress will again begin with the AHP Day. It will feature an expanded joint session before three insightful separate streams for nurses, physiotherapists, and psychosocial professionals. The meeting will start in the afternoon and run until the early evening.

Sponsoring of the EAHAD 2027 AHP Day supports multidisciplinary education, the sharing of expertise, and the opportunity for meaningful and productive networking leading to the development of future research activities.

## Ultrasound Workshop on Tuesday 2 February 2027

### €10'000

EAHAD introduces a brand-new Ultrasound Workshop, a full-day, hands-on HEAD-US training course. Designed for 30-35 participants, this practical workshop equips clinicians with essential skills in musculoskeletal point-of-care ultrasound and standardized HEAD-US joint assessment.

Sponsoring this workshop positions your company at the forefront of innovation in haemophilia care. It offers direct visibility among engaged healthcare professionals, supports the adoption of cutting-edge clinical tools, and contributes to improving joint-health assessment across Europe.

## Think Outside the Box

As always, we welcome your ideas !

Feel free to submit any additional support opportunity that you do not find listed in this document to us for review, we are always happy to discuss your concept with you and find the right price for the right exposure for your company.

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# Satellite Symposia

## Satellite Symposium Room 1

### Shed 2

Purpose Built Room  
Used as Plenary Session Room  
Capacity: 1'800 pax

**€49'500**

## Satellite Symposium Room 2

### Shed 2 bis

**NO LONGER  
AVAILABLE**

**€47'500**

## Satellite Symposium Room 3

### Ticket Window Hall

**NO LONGER  
AVAILABLE**

**€45'500**

## Shed 1

Posters & Catering Area

## Shed 1 bis

Registration Area

Cloakroom

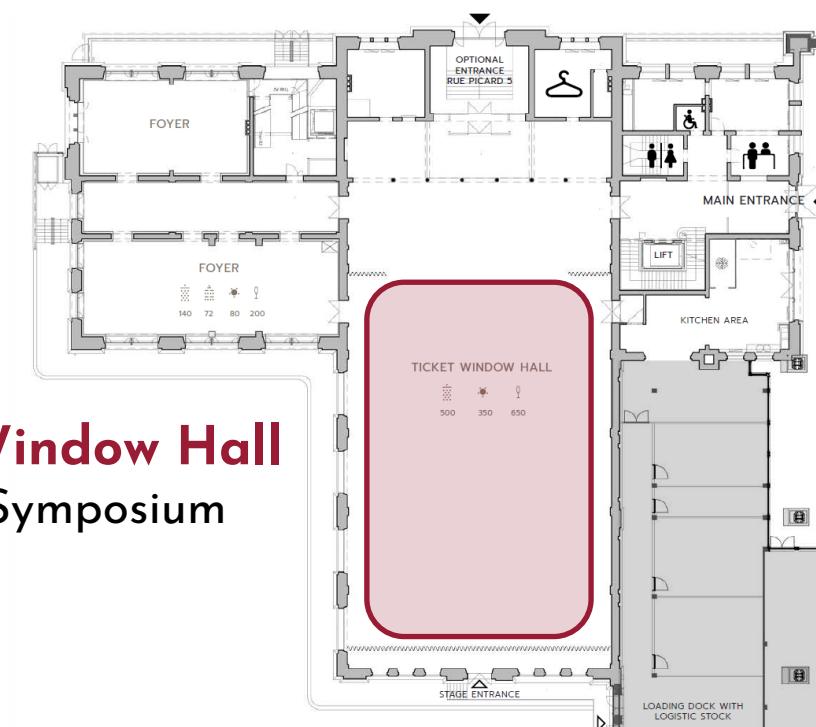
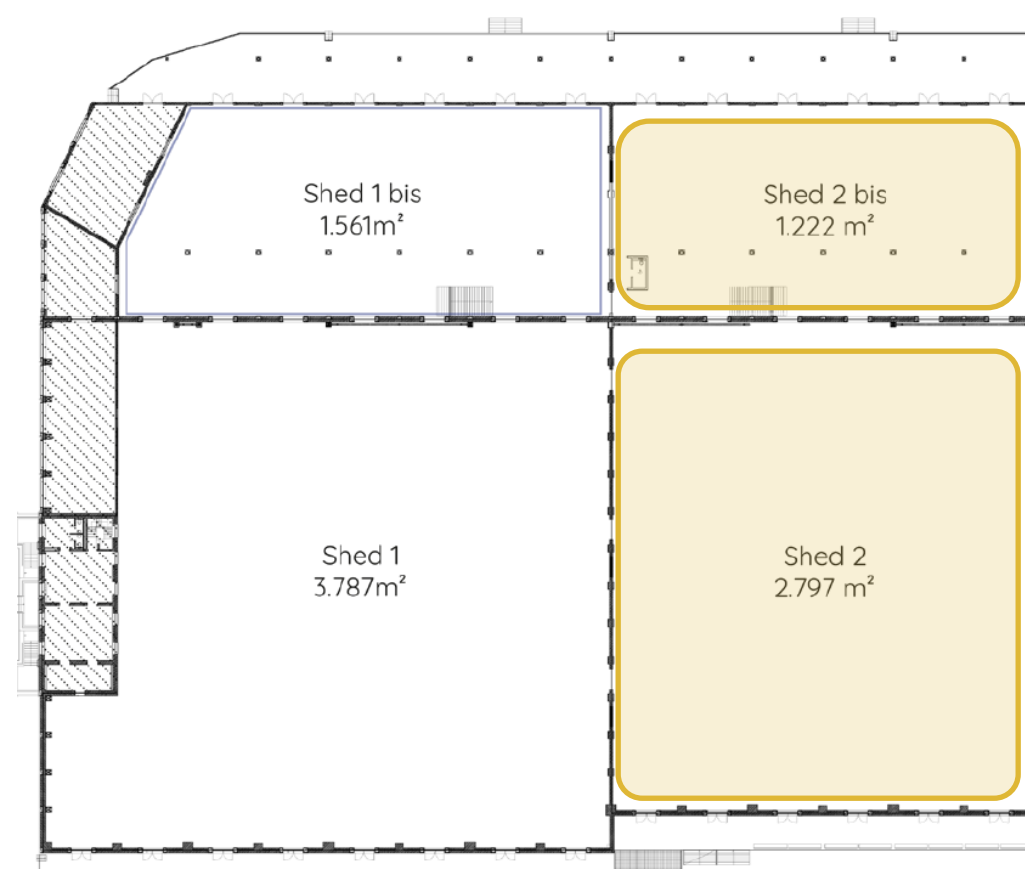
Speaker Preview Room

## Shed 2

Satellite Symposium Room 1 /  
Plenary Room

## Shed 2 bis

Satellite Symposium Room 2



## Ticket Window Hall

Satellite Symposium  
Room 3

## Foyer

AHP Day  
Catering Area

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# Satellite Symposia

This high visibility and high impact initiative allows you to engage with a targeted audience of interested and qualified delegates, offering them first-hand insights into the topics that matter to you. It's a top opportunity for open discussions among the members of the community.

The time slots we offer are separate from the main sessions, so more people can join.

It is at the partners' discretion to provide catering for the morning, lunch or evening slots, so as to attract a maximum of participants

## What is included?

- Room rental
- Audio-visual equipment and on-site management\*
- Option to add a signage board advertising your symposium
- Live streaming of your symposium captured by a single fix camera on the virtual platform
- Recording of your symposium accessible **for 1 month** after the congress
- Acknowledgement in the programme and on the website
- Use of the EAHAD congress logo on the satellite symposium invitation
- Symposium programme on the EAHAD congress website

*\*Details regarding the equipment included will be listed in the technical manual sent in November 2026.*

**= NO LONGER AVAILABLE**

# 03

## WEDNESDAY

Welcome &  
Multidisciplinary Session

Coffee Break / Poster Viewing

Oral Communications

Lunch Break / Poster Viewing

13:00-14:00  
~~Satellite Symposium 1~~  
~~Satellite Symposium 2~~  
~~Satellite Symposium 3~~

Coffee Break / Poster Viewing

14:30-15:30  
Satellite Symposium 4  
~~Satellite Symposium 5~~  
~~Satellite Symposium 6~~

Coffee Break / Poster Viewing

16:00-17:00  
Satellite Symposium 7  
~~Satellite Symposium 8~~  
~~Satellite Symposium 9~~

Coffee Break / Poster Viewing

17:30-18:30  
Satellite Symposium 10  
~~Satellite Symposium 11~~  
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Welcome Reception /  
Poster Viewing



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# Satellite Symposia

## General Guidelines

Symposia should have as their objective the communication of scientific material to enhance the knowledge of attending medical doctors, scientists, and other healthcare professionals.

## Programme

Satellite Symposia should not replicate topics that appear on the main scientific programme. Please consult the EAHAD 2027 Scientific Programme available on the website.

The draft programme of the symposium, including all speakers' names, must be sent for approval to EAHAD by end-October, the latest. The programme will not be published this is solely to receive the approval and review from EAHAD.

## Speakers

Individuals can appear (as lecturers/chairs/moderators/discussants) maximum twice. This includes the satellite symposia and the main programme sessions. Companies should ask their invitees to confirm that they are not appearing more than twice.

The EAHAD President and the Congress Presidents will not accept invitations to appear on satellite symposia.

Individuals participating on the satellite symposia as speakers/chairs/discussants must register for the meeting as participants in the usual manner.

Satellite Symposia organisers must inform EAHAD in advance of any requests or unexpected changes regarding their symposium (e.g. exclusion of delegates, streaming).

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Registration Queries:  
[eahadregshot@mci-group.com](mailto:eahadregshot@mci-group.com)

Confidential

# EAHAD Academy Symposium Add-On

## Extend your symposium reach for a full year!

Maximise the reach, visibility, and long-term impact of your industry symposium by making it available on the EAHAD Academy after the congress.

This exclusive add-on gives companies purchasing a symposium slot the opportunity to host their symposium recording on the EAHAD Academy for one full year, once the congress platform goes offline one month after the event.

By securing this option, sponsors can continue engaging the EAHAD community well beyond the live congress dates and ensure their educational content remains accessible to a highly targeted haemophilia and allied disorders audience.

### Standard Rate

**€15'000**

Annual licence to host the symposium on the EAHAD Academy after the congress platform goes offline.

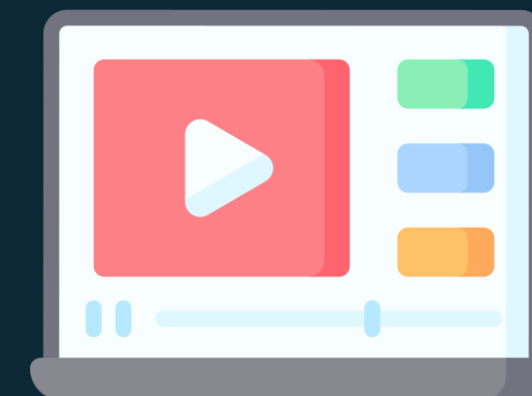
### Early Commitment Rate

**€10'000**

Save EUR 5,000 when confirmed together with your symposium slot booking.

### Key benefits

- **Extended visibility** beyond the congress period
- **Year-round access** for delegates and EAHAD Academy users
- **Longer content lifespan** for symposium presentations and discussions
- **Enhanced return on investment** from the symposium programme
- **Continued educational positioning** within the EAHAD community
- **An additional touchpoint** with healthcare professionals after the live event





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### Congress Secretariat

EAHAD 2027

c/o MCI Suisse SA

Rue du Pré-Bouvier 9

CH-1242 Satigny



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# Terms & Conditions

## Reservation

In order to be valid, your reservation must be completed via the official order forms. An invoice will be issued upon completion of your order, to be paid within 30 days of receipt.

The completion of an order constitutes a firm hire commitment and compels the subscriber to accept both the general conditions and the sponsorship rules and regulations. No verbal or telephone agreement will commit MCI Suisse SA nor the Organising Committee unless confirmed in writing. The full amount for your booking(s) must be received by 4 January 2027 at the latest. Non-payment by this stated deadline will lead to the cancellation of your booking, without reimbursement of the deposit paid. Satellite symposium slots and sponsorship items allocations will be attributed first to EAHAD Corporate Sponsors in order of reservation. Companies will be requested to make choices, but neither EAHAD nor MCI Suisse SA can guarantee first choice. Once locations have been attributed, no change of location will be possible without MCI Suisse SA's written agreement.

## Technical Manual

A Technical Manual will be sent to every registered sponsor by end-November 2026 at the latest. This manual will contain all information regarding general conditions, safety regulations, arrangement conditions, specification documents and maps along with order forms and prices for furniture, decoration and all necessary services.

## Local and Site Regulations

Sponsors shall abide by the local and site regulations with respect to law and order, safety and security. The Organisers will take appropriate action against those who do not comply with the regulations. The organisers have the authority to demand removal/ change of any structure which is not in accordance with the local and Congress rules or cancel participation. The decision of the organisers will be final and binding.

## Entry to the Congress

Access to the congress will only be possible to registered and fully paid congress participants.



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## Insurance

The signatory renounces to take recourse against the Organisers or against the owners of the premises and undertakes to underwrite insurance policies covering all the risks incurred by the material exhibited (theft, damage, etc...) along with public liability covering the permanent or occasional staff employed by the company, present at the congress. In any case, the insurance protection will NOT be given to the sponsors by the Organisers.

## Force Majeure

In the event of force majeure, the congress dates may be changed, or the latter may be purely and simply cancelled. In case of the latter, the disposable funds after payment of expenses will be shared between sponsors in proportion to their payments without it being possible to take recourse against the Organiser or the producer

## Interpretation of the Regulations and Amendments

MCI Suisse SA is the sole competent authority as to problems arising from the interpretation of the here enclosed regulations and their enforcement. Any expenses resulting from the non- observance of the here-enclosed regulations will be chargeable to the sponsors.

MCI Suisse SA reserves the right to change or to complete the here-enclosed regulations at any time. If any changes should occur, all participating companies will be informed.

## Important Note

EAHAD Congresses are scientific congresses. Keeping in mind the various country regulations with regards to the pharma codex, ONLY corporate branding (company logo) will be allowed on sponsorship items. The Organisers will not allow any visuals which do not correspond to this guideline. Product branding is NOT allowed.

It is the companies' responsibility to be compliant with the local rules and regulations pertaining to the pharma codex.

EAHAD has submitted the EAHAD 2027 congress for approval with the Conference Vetting System of EthicalMedTech.



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# Terms & Conditions

## Data Protection Clause

1. In accordance with European data protection regulation, in particular Regulation (EU) No. 2016/679 on the protection of natural persons with regard to the processing of personal data, MCI Group, as data controller, processes the sponsor's personal data for the purposes of

- (i) managing and organising the event, in particular the management of sponsor's investment opportunities or industry symposium
- (ii) managing and organising prospecting and loyalty
- (iii) enabling the sponsor to benefit from our services
- (iv) enabling the sponsor to receive our news.

These data processing have as legal basis the execution of the contract: the information we collect is necessary for the implementation of the contract to which the sponsor has adhered, failing which the contract cannot be executed.

Sponsor's data are retained for the time necessary for processing purposes, namely 5 years from the end of the business relationship.

For processing purposes, the data of the sponsor - or any transmitted by the sponsor - will be transmitted to the following recipients: management service providers of our Customer Relationship Manager, service providers in charge of management, event service providers (official contractors, security, official freight forwarders, etc.).

The data necessary for MCI Group to fulfil the purposes described above are those appearing on this order form. In accordance with the regulations in force, the sponsor benefits from a right of access, rectification, limitation, deletion and portability on his data.

The sponsor may also object to the processing of his personal data concerning him and lodge a complaint with the data protection and control authority. The sponsor may exercise his rights by sending a request to the following address by contacting our Data Protection Officer (DPO) : [anne.lesca@mci-group.com](mailto:anne.lesca@mci-group.com)

2. In any event, the sponsor acknowledges compliance with European data protection regulations for its own processing, including Regulation (EU) No. 2016/679 on the protection of personal data, foremost among which the integrity and confidentiality of data communicated by participants and compliance with their data-retention periods. In case of communication to MCI by the sponsor of a personal data file, the sponsor acknowledges having informed and obtained the consent of the person(s) concerned by this communication