

# SSAT NATIONAL CONFERENCE 2019: **FIGHTING FOR DEEP SOCIAL JUSTICE**

4-5 DECEMBER, ICC BIRMINGHAM

SPONSORSHIP  
AND EXHIBITION  
OPPORTUNITIES

**ssat** the schools, students  
and teachers network

**besa** |   
BRITISH EDUCATIONAL  
SUPPLIERS ASSOCIATION

## ABOUT SSAT

**I'm really honoured to be chief executive of SSAT, the Schools, Students and Teachers network. We have been at the forefront of educational leadership, innovation and school improvement for 30 years.**

First set up in 1987 to support the development of the first city technology colleges – we have always had our lively and committed networks of schools at our heart. As the Specialist Schools and Academies Trust, we developed innovative programmes to raise achievement, trained a generation of system leaders, and connected schools across the world.

Since 2012, we've been an independent organisation, working with maintained schools, academies, free schools and independent schools in England and beyond – of all phases.

When I go into our member schools, I hear how much heads, senior leaders and teachers value the services we provide. In addition to our core membership offer, we continue to provide innovative and everchanging programmes and CPD for staff and students alike.



I am proud of SSAT's long heritage and proud of our work with schools now. SSAT are all about providing fresh ideas for ambitious schools. I hope this is an aim you share, and that you will support this mission by joining us at our annual SSAT National Conference this year in Birmingham. We are delighted to be working with BESA again on this year's exhibition; BESA members' products reflect the quality, integrity and innovation shared by the SSAT brand.

**Sue Williamson**  
Chief Executive

## ABOUT BESA

**BESA, the British Educational Suppliers Association, is the trade association covering the entirety of the UK educational suppliers sector.**

It has an 85-year heritage and represents over 400 educational suppliers in the UK, including manufacturers and distributors of equipment, materials, books, furniture, ICT hardware and EdTech. BESA has a Code of Practice to which all members must adhere, along with a stringent membership process, both of which assure schools of a high standard of quality.



Working with the Department for International Trade (DIT), BESA helps take over a hundred companies overseas every year to a wide range of important export markets, from the US to Malaysia and China, providing intelligence briefings, logistical support and often substantial bursaries.

BESA, supported by the Department for Education (DfE), also runs the LearnED Roadshow offering free teacher EdTech training, plus the LendED.org.uk online EdTech lending platform.

For more information, visit:  
[www.besa.org.uk](http://www.besa.org.uk)

**besa** |   
**BRITISH EDUCATIONAL  
SUPPLIERS ASSOCIATION**

# SSAT NATIONAL CONFERENCE 2019

The annual SSAT National Conference is one of the largest and most popular gatherings of MAT chief executives, headteachers, and their senior colleagues in the school calendar. This year's conference takes place on 4-5 December at The ICC Birmingham.

For the last six years all SSAT secondary members have been given a free pass to both days of the conference

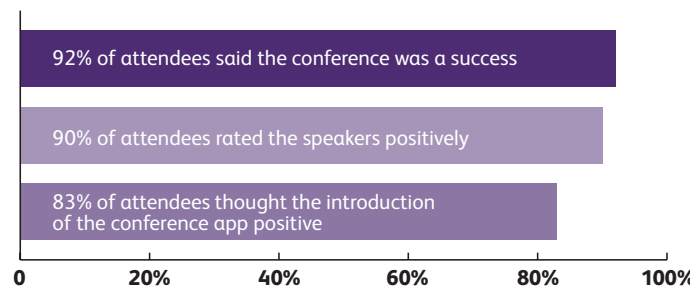
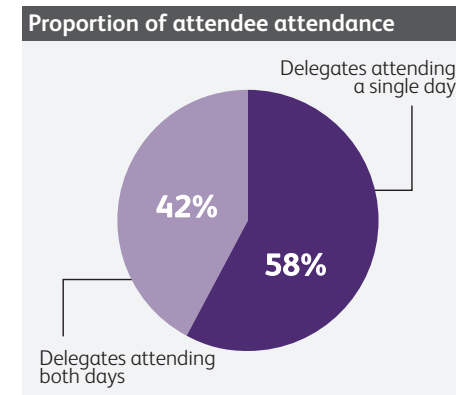
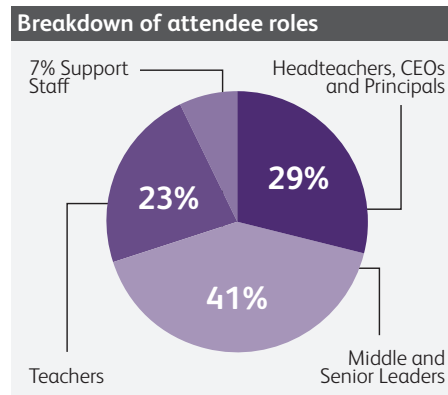
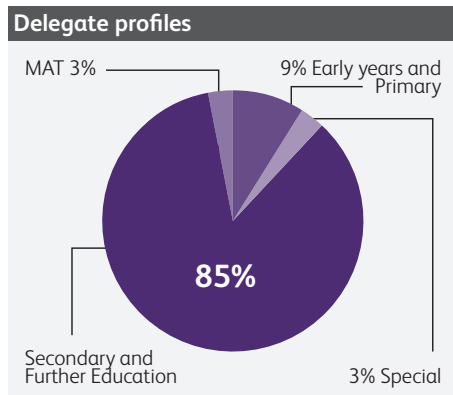
– making delegate engagement stronger than ever before.

For the third year running, we're also inviting all of our members to bring their chief finance officer, school business manager or bursar to the conference for free on the Wednesday – for an exclusive SSAT SBM National Conference programme.

# SSAT'S NATIONAL CONFERENCE GIVES YOU ACCESS TO:

700+ school leaders among over 1000 attendees

- 2 days of networking and business opportunities
- Busy exhibition zone with 5 hours of dedicated exhibition time
- Opportunities to upgrade your package to include a SSAT Marketplace profile
- Network with delegates at the evening gala drinks reception
- Substantial social media coverage before and during the conference



## SSAT NATIONAL CONFERENCE 2019: THE THEME



### Fighting for Deep Social Justice

At this year's SSAT National Conference, we will be fighting for deep social justice.

Throughout 2019, we are working with schools, other educational organisations, and cross-sector to make the case for deep social justice: a commitment to ensuring that all students leave school fully prepared to lead fulfilled and purposeful lives. This is a grand ambition and one that can be achieved only through strong, principled leadership, working in partnership, and continual review of practice and policy.

At the conference, we will look at what is already happening in schools across the country, but also what more we can do together, going into the 2020s.

Through high-profile main stage speakers, practical 'how-to' workshops, and SSAT masterclasses, the two days of the conference will cover:

- What do we mean by 'deep' social justice?
- What's the challenge schools are facing?
- What are schools already doing about it?
- How can we achieve long-term learning?
- What experiences do young people need to be successful?
- How can we best engage parents and carers?
- How can we protect staff and student wellbeing?
- What sort of leadership is needed to achieve this?
- What are the next actions?

Confirmed speakers include **Rt Hon David Lammy MP**, Patron of SSAT's Social Justice Campaign, **Daniel Sobel**, the inclusion expert, **Dr Efrat Furst**, Education and Research Communicator, Harvard University.

Visit [ssatuk.co.uk/nc19](https://ssatuk.co.uk/nc19) and follow [@SSAT](https://twitter.com/SSAT) for the latest speaker and programme updates.

### 2019 HIGHLIGHTS

- Expansion of the **School Business Manager** strand – all SSAT members are invited to bring their SBM for an exclusive programme on Wednesday. We hope 50-100 SBMs take up this valuable membership benefit.
- From the moment of booking an exhibitor space or a sponsorship package, you will be signed up to receive the **Deep Social Justice pamphlets** that are integral to this important agenda.
- **SSAT National conference app** – following its success in 2018, your profile, stand location and contact details are listed in the exhibition list. Launched in advance of the conference lengthens your brand visibility with the delegates.

# **EXHIBITION OPPORTUNITIES**

The background features abstract, overlapping shapes in light green and purple. A large, light green shape is on the left, and a large, purple shape is on the right. The text is positioned in the upper left area, overlapping the green shape.



## EXHIBITING AT THE CONFERENCE

The exhibition is at the heart of the conference. In the ICC Birmingham, the exhibition is located in the Hall 3, where all refreshments will be served.

### What's included?

- A shell scheme including panel walls, fascia name board, carpet and 1x500w electric point, 2 conference passes and a service listing on conference app/website.
- If you're booking over 8m<sup>2</sup>, we'll also give you a free advert in the pre-conference materials and SSAT Journal. As well as 3 conference passes and 1 digital advert in the conference app.
- If you're booking over 16m<sup>2</sup>, we'll give you a free feature in the SSAT Marketplace, a substantial advert or feature in the pre-conference materials and SSAT Journal, rolling digital advertising presence, additional exhibitor passes and an opportunity to discuss with representatives of SSAT and BESA ways to enhance your presence at the National Conference. Please get in touch with BESA to see what we can do for you.

For additional information, costs, and to book your exhibition space, see page 16.



## EXHIBITING AT THE CONFERENCE CONT.

### EXHIBITOR PLUS PACKAGE

Our regular exhibition package is a great way to make the most of the footfall in our busy exhibition zone but why not enhance this by raising your brand visibility even further.

- 1/4 page advert in the pre-conference materials sent to all SSAT members
- 1 additional exhibitor pass
- Rolling digital advertising presence at the conference
- 1 digital advert pushed out through the SSAT Conference app on the run up to the conference
- Feature in the SSAT Marketplace for members to access your exclusive offers during the Autumn term
- 1/8 page advert in the SSAT Journal distributed to all delegates at the conference

For additional information, costs, and to book your exhibition space, see page 16.

**Price** £600+VAT  
In addition to your  
exhibition booking fee



# **SPONSORSHIP OPPORTUNITIES**



## SPONSORSHIP OPPORTUNITIES

Sponsorship is a great way to deepen your partnership and presence at the SSAT National Conference. Sponsorship packages range in price from £15,950 for the Headline Sponsor package to £2,950 for the Lanyard Sponsor package. Upgrade your exhibition space to Exhibitor Plus for as little as £600. All main sponsorship packages include exhibition space as standard.

Contact [SSATpartners@ssatuk.co.uk](mailto:SSATpartners@ssatuk.co.uk) to discuss sponsorship packages and preferential early bird discounts

### HEADLINE SPONSOR

**SOLD**



Our Headline Sponsor has a unique opportunity to work with us throughout 2019 to help shape the conference theme and programme, as well as dramatic and exclusive profile across the event.

- Opportunity for a main stage presence linked to the SSAT National Conference theme
- Opportunity to co-host a school-based workshop connected with the conference theme
- Provide an editorial article for the pre-conference materials that speaks to the conference theme
- 1/2 page advert in the pre-conference materials sent to all SSAT members
- Exhibition space (4m x 3m)
- Four exhibitor passes (with access to the full programme) and four exhibition only passes
- Social media coverage – including retweeting – from @SSAT

- Personalised digital banner for use in social media, marketing collateral, your website and emails
- Exclusive front-page branding as the Lead Conference Partner on key conference publications, marketing and on-the-day materials
- Rolling digital advertising presence at the conference
- Exclusive branding on the conference app splash screen as well as in-app branding on the main menu screen
- Full exhibitor listing on the official conference website and the in-app exhibition list
- Digital advert pushed out five times through the SSAT Conference app on the run up to and during the conference
- Feature in the SSAT Marketplace for members to access your exclusive offers during the Autumn term
- 1/4 page advert in the SSAT Journal distributed to all delegates at the conference
- Receive SSAT's Deep Social Justice pamphlets as they are published leading up to the event

**Price £15,950+VAT**

## SPONSORSHIP OPPORTUNITIES CONT.

### WORKSHOP SPONSOR

Our school-led 'how to' workshops are one of the most popular elements of the conference, showcasing innovative and exciting practice happening across the SSAT network. Workshop sponsors can support the fantastic work happening in schools and align their brand to our 'by schools, for schools' heritage and current mission to provide fresh ideas for ambitious schools.

- Opportunity to co-host a school-based workshop connected with the conference theme
- 1/4 page advert in the pre-conference materials sent to all SSAT members
- Exhibition space (4m x 2m)
- Four exhibitor passes (with access to the full programme) and one exhibition only pass
- Social media coverage – including retweeting – from @SSAT
- Personalised digital banner for use in social media, marketing collateral, your website and emails
- Opportunity to provide marketing material in the workshop sessions
- Branding as the Workshop Sponsor on key conference publications, marketing and on-the-day materials
- Rolling digital advertising presence at the conference
- In-app branding on the main menu screen
- Full exhibitor listing on the official conference website and the in-app exhibition list
- Digital advert pushed out three times through the SSAT Conference app on the run up to and during the conference
- Feature in the SSAT Marketplace for members to access your exclusive offers during the Autumn term
- 1/8 page advert in the SSAT Journal distributed to all delegates at the conference
- Receive SSAT's Deep Social Justice pamphlets as they are published leading up to the event

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to discuss sponsorship packages and  
preferential early bird discounts

**Price £5,950+VAT**

## SPONSORSHIP OPPORTUNITIES CONT.

### STUDENT ENGAGEMENT SPONSOR

Every year we invite over 200 students to participate in a range of activities and performances throughout the two days, including elements like main stage speeches, performances, student enterprise and reporting. Sponsoring these contributions gives you a unique profile through the event and closely associates you with directly supporting students' artistic and creative endeavours.

- 5-minute welcome and introduction speech on the main stage to all attendees
- 1/4 page advert in the pre-conference materials sent to all SSAT members
- Exhibition space (4m x 2m)
- Four exhibitor passes (with access to the full programme) and one exhibition only pass
- Social media coverage – including retweeting – from @SSAT
- Personalised digital banner for use in social media, marketing collateral, your website and emails
- Opportunity to provide materials or gifts to every student participant
- Branding as the Student Engagement Sponsor on key conference publications, marketing and on-the-day materials
- Rolling digital advertising presence at the conference
- In-app branding on the main menu screen
- Full exhibitor listing on the official conference website and the in-app exhibition list
- Digital advert pushed out three times through the SSAT Conference app on the run up to and during the conference
- Feature in the SSAT Marketplace for members to access your exclusive offers during the Autumn term
- 1/8 page advert in the SSAT Journal distributed to all delegates at the conference
- Receive SSAT's Deep Social Justice pamphlets as they are published leading up to the event

Contact [SSATpartners@ssatuk.co.uk](mailto:SSATpartners@ssatuk.co.uk)  
to discuss sponsorship packages and  
preferential early bird discounts

**Price £5,950+VAT**

## SPONSORSHIP OPPORTUNITIES CONT.

### SCHOOL BUSINESS MANAGER STRAND SPONSOR

This year we invite all member schools to send their school business leader to attend the School Business Manager strand of the SSAT National Conference 2019. We aim to bring together 50-100 school business managers to participate in a range of thought-provoking keynotes and workshops on Wednesday. Sponsoring these contributions gives you a unique profile throughout the event and closely associates you with directly supporting our school business manager community in the creative use of funding in times of austerity.

- 5-minute welcome and introduction speech to all attendees in the School Business Manager strand
- 1/4 page advert in the pre-conference materials sent to all SSAT members
- Exhibition space (3m x 2m)
- Two exhibitor passes (with access to the full programme) plus a total of three exhibition only passes
- Social media coverage – including retweeting – from @SSAT
- Personalised digital banner for use in social media, marketing collateral, your website and emails
- Opportunity to provide materials or gifts to every School Business Manager attendee
- Branding as the School Business Manager Sponsor on key conference publications, marketing and on-the-day materials
- Rolling digital advertising presence at the conference
- In-app branding on the main menu screen
- Full exhibitor listing on the official conference website and the in-app exhibition list
- Digital advert pushed out two times through the SSAT Conference app on the run up to and during the conference
- Feature in the SSAT Marketplace for members to access your exclusive offers during the Autumn term
- 1/4 page advert in the SSAT Journal distributed to all delegates at the conference
- Receive SSAT's Deep Social Justice pamphlets as they are published leading up to the event

Contact [SSATpartners@ssatuk.co.uk](mailto:SSATpartners@ssatuk.co.uk)  
to discuss sponsorship packages and  
preferential early bird discounts

**Price £3,950+VAT**



## SPONSORSHIP OPPORTUNITIES CONT.

### EVENING GALA RECEPTION SPONSOR / HOST

With your support, we will organise a drinks and canapés gala reception immediately following the pre-gala address by the Rt Hon David Lammy MP, Patron of SSAT's Deep Social Justice campaign. Taking place in the main registration area, the vast majority of attendees will join in the networking. Sponsoring/hosting this reception will be a high profile and greatly appreciated activity, including the opportunity for your chosen representative to welcome all guests and briefly explain your reasons for participating in the SSAT National Conference.

- 5-minute welcome and introduction speech to all attendees
- 1/4 page advert in the pre-conference materials sent to all SSAT members
- Exhibition space (3m x 2m)
- Two exhibitor passes (with access to the full programme) plus a total of three exhibition only passes
- Social media coverage – including retweeting – from @SSAT
- Personalised digital banner for use in social media, marketing collateral, your website and emails
- Opportunity to provide materials or gifts to every gala reception attendee
- Branding as the Gala Reception Sponsor on key conference publications, marketing and on-the-day materials
- Rolling digital advertising presence at the conference
- In-app branding on the main menu screen
- Full exhibitor listing on the official conference website and the in-app exhibition list
- Digital advert pushed out two times through the SSAT Conference app on the run up to and during the conference
- Feature in the SSAT Marketplace for members to access your exclusive offers during the Autumn term
- 1/4 page advert in the SSAT Journal distributed to all delegates at the conference
- Receive SSAT's Deep Social Justice pamphlets as they are published leading up to the event

Contact [SSATpartners@ssatuk.co.uk](mailto:SSATpartners@ssatuk.co.uk)  
to discuss sponsorship packages and  
preferential early bird discounts

**Price £3,950+VAT**

## SPONSORSHIP OPPORTUNITIES CONT.

### LANYARD SPONSOR

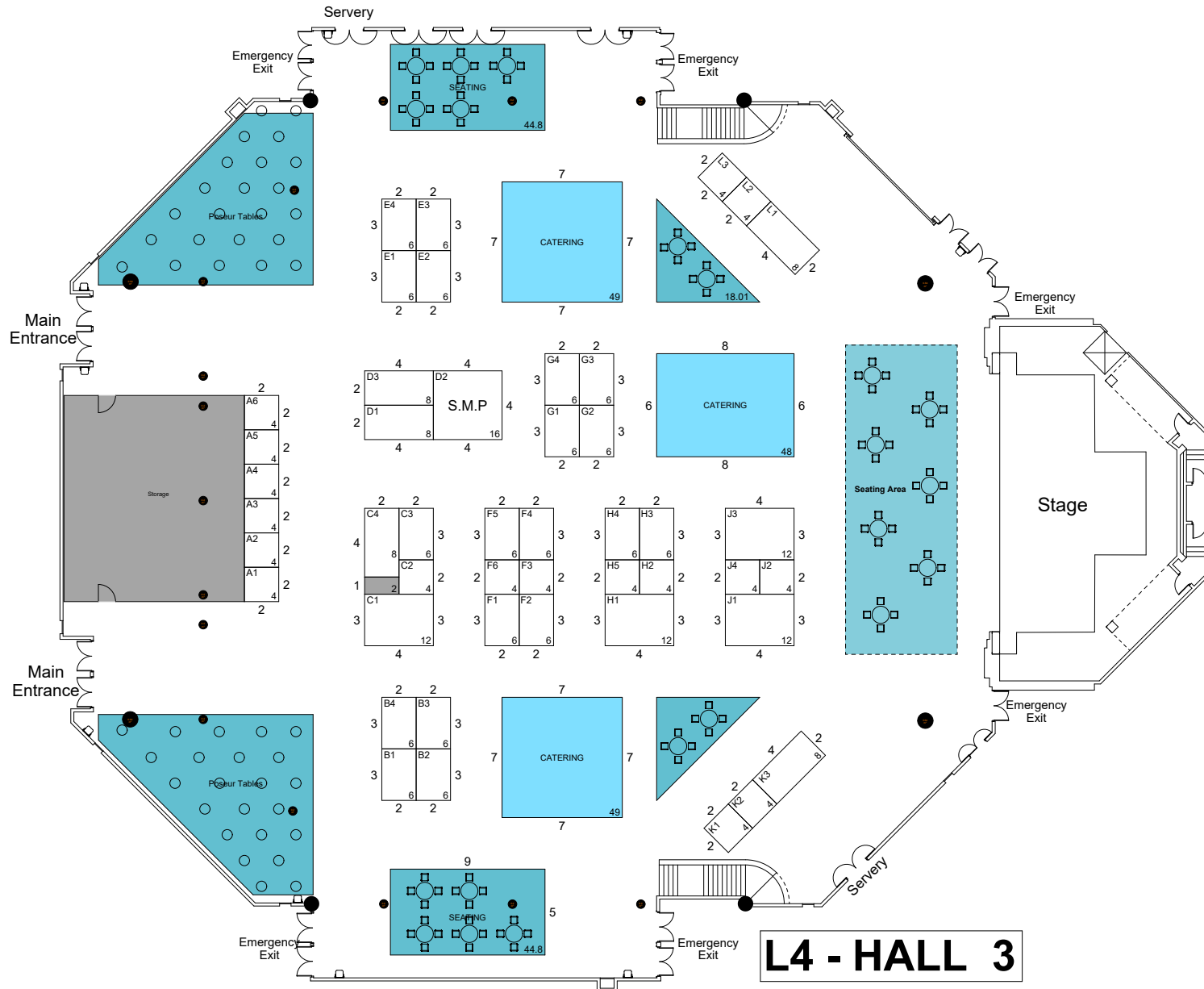
All visitors will receive a lanyard attached to their visitor badge. As Lanyard Sponsor your brand will be 'worn' by every attendee at the event, raising your organisation's profile across the two days.

- Exclusive branding on the delegate lanyards (supplied by the organiser)
- Exhibition space (2m x 2m)
- 2 exhibitor passes (with access to the full programme) plus one additional exhibition only pass
- Branding as the Lanyard Sponsor on key conference publications, marketing and on-the-day materials
- In-app branding on the main menu screen
- Full exhibitor listing on the official conference website and the in-app exhibition list
- Feature in the SSAT Marketplace for members to access your exclusive offers during the Autumn term
- 1/8 page advert in the SSAT Journal distributed to all delegates at the conference

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to discuss sponsorship packages and  
preferential early bird discounts

**Price** £2,950+VAT

# EXHIBITION FLOOR PLAN



**L4 - HALL 3**

# BOOKING FORM

## EARLY BIRD 2019 DISCOUNT

**SSAT NATIONAL CONFERENCE 2019**  
ICC Birmingham | 4-5 December 2019

### Contract with:

Company name

### Address




### Telephone

### Email

### Please tick stand package required

#### Platinum Package

- 16 sqm stand
- 4 full conference passes
- 2 exhibitor only passes
- Full-page advert in pre-conference materials
- Rolling digital advertising presence at the conference
- 1 digital advert pushed out through the conference app before the conference
- Feature in the SSAT Market place during Autumn term
- Half-page print advert in SSAT Journal
- Service listing on conference app/website
- Receive Deep Social Justice pamphlets

**£7760+VAT**

#### Gold Package

- 12 sqm stand
- 3 full conference passes
- 2 exhibitor only passes
- Half-page advert in pre-conference materials
- 1 digital advert pushed out through the conference app before the conference
- Rolling digital advertising presence at the conference
- Feature in the SSAT Market place during Autumn term
- Quarter-page print advert in SSAT Journal
- Service listing on conference app/website
- Receive Deep Social Justice pamphlets

**£5820+VAT**

#### Silver Package

- 8 sqm stand
- 3 full conference passes
- 1 exhibitor only pass
- Quarter-page advert in pre-conference materials
- 1 digital advert pushed out through the conference app before the conference
- 1/8 page print advert in SSAT Journal
- Service listing on conference app/website
- Receive Deep Social Justice pamphlets

**£3880+VAT**

#### Bronze Package

- 4-6 sqm stand
- 2 full conference passes
- 1 exhibitor only pass
- Service listing on conference app/website
- Receive Deep Social Justice pamphlets

**From £1940+VAT**

#### Plus Package

Add this package to receive:

- Add this package to receive:
- Feature in the SSAT Market place during Autumn term
- Quarter-page advert in pre-conference materials
- Rolling digital advertising presence at the conference
- 1 digital advert pushed out through the conference app before the conference
- 1 additional exhibitor only pass
- 1/8 page print advert in SSAT Journal

**£600**

We hereby contract to be part of the SSAT National Conference 2019 with the above selected package and the following stand size:

Size of stand in sq. metres (A)*	Sq mtr cost (B)	Plus package (C) (optional)	Total £ A x B + C	Purchase Order No
sqm	£485 per sqm	£600	£ +VAT	

\* MINIMUM STAND SIZE: 4 SQ. MTRS.

### To be completed by exhibitor:

Contact name

Position

Signature

Date

### Contract confirmation (to be completed by BESA):

BESA contact name

Position

Signature

Date

Once BESA has received the booking form, BESA will contact you to discuss stand location.

Please see cancellation policy (5) overleaf.

I am a BESA member, please apply 15% discount

I am not a BESA member, please apply 10% early bird discount



# BRITISH EDUCATIONAL SUPPLIERS ASSOCIATION

## TERMS AND CONDITIONS – SSAT NATIONAL CONFERENCE 2019

### 1. LIMITATION OF LIABILITY

- i. To enable BESA to provide the services to the exhibitor for the prices and fees charged, BESA excludes certain types of loss and limits its liability to the exhibitor. The exhibitor acknowledges that this clause 1 is an important inducement for BESA to enter into this contract with the exhibitor and that BESA would not enter into this contract without these limitations and exclusions.
- ii. BESA, its employees, agents and sub-contractors, shall not be liable in any event for any economic loss of profits, revenue, goodwill or anticipated saving or for indirect, special, incidental or consequential loss or damage of the exhibitors or others, however caused, whether or not BESA was aware that such loss or damage may arise.
- iii. Except as provided in these terms and conditions BESA, its employees, agents or sub-contractors shall not be liable, either in contract, tort, (including negligence) or otherwise, for any claim, costs, demand or liability whatsoever and howsoever arising out of or in connection herewith or the supply of any services hereunder.
- iv. In no event shall BESA's aggregate liability to the exhibitor exceed the amount paid by the exhibitor to BESA for the services.
- v. The limitations and exclusions in this clause 1 shall not apply to death or personal injury arising from negligence, except to the extent permitted under the Unfair Contract Terms Act 1977.
- vi. BESA shall have no liability whatsoever or howsoever arising in respect of any claim of which it is not notified in writing prior to the first anniversary of this contract.

### 2. CONTRA ACCOUNTS

BESA reserve the right to deduct from any sums due or which may become due to the exhibitor under this or any other contract with BESA, any sum which is due or which may become due to BESA from the exhibitor under this or any other contract

### 3. DAMAGE TO STANDS

No damage may be caused to the shell scheme or display aids/furniture supplied and if so caused exhibitors will be liable for the full cost of replacement.

### 4. FAILURE TO PAY

BESA shall not be bound to provide space and/or any stand for any exhibitor if BESA has not received payment in full of all monies due

### 5. CANCELLATIONS

**There is a 50% cancellation charge for cancellations of contracts prior to 31st August 2019, after which date the cancellation charge is 100% of the contract value**

### 6. CANCELLATION OF THE EVENT

If for any reason the event is cancelled before BESA has committed, or becomes committed to make, any expenditure any monies collected for space and stand construction will be reimbursed. However, if cancellation of the event occurs after BESA has committed or becomes committed to make any expenditure the exhibitor is liable to BESA for all costs incurred on its behalf.

### 7. ALLOCATION OF SPACE

BESA will make every effort to provide the size of stand requested but cannot guarantee in advance the hall, position, configuration of stand or total stand size.

### 8. ADJUSTMENTS TO SPACE

It may become necessary for layout purposes to allocate a slightly larger or smaller area than that applied for. Any increase will be restricted to the minimum essential but exhibitors will be liable for any consequent increase in space and stand construction costs.

### 9. TRAVEL AND FREIGHT ARRANGEMENTS

BESA will appoint travel and freight agents for events in the interest of reducing individual exhibitor costs for freight, travel and accommodation. Exhibitors are free to make use of these services but do so at their own risk. All transactions between exhibitors and the appointed agents will be direct and BESA cannot and does not accept any liability whatsoever for any claim or dispute between exhibitors and the agents.

### 10. ASSIGNMENT

This contract shall not be assigned or transferred in whole or in part by the exhibitor directly or indirectly without the prior written consent of BESA.

### 11. TERMINATION OF CONTRACT

The exhibitor acknowledges that BESA may terminate this contract if:

- a) the exhibitor becomes insolvent.
- b) the exhibitor fails to remedy any breach of contract within a reasonable period of being requested in writing by BESA so to do.
- c) in BESA's reasonable opinion there is insufficient support for the exhibition.

### 12. AMENDMENT, SEVERABILITY AND WAIVER

This contract and these terms and conditions or any of them cannot be varied, suspended or added to without BESA's written consent. If this contract or these terms and conditions or any of them is judged by any competent court to be invalid or unenforceable, the remaining part or parts shall continue in full force and effect. Any neglect, forbearance or indulgence on the part of BESA relating to rights under this contract, the terms or conditions or any of them shall in no way be deemed a waiver, implied or otherwise, or such rights.

### 13. FORCE MAJEURE

BESA shall not in any event be held responsible for or liable for failure to perform its obligations hereunder if such failure results from circumstances not under BESA's control.

### 14. NOTICES

Notices will be in writing and will for all purposes be deemed to have been fully given and received when actually received and they will be sent postage prepaid properly addressed to the parties at their respective addresses first above written in this contract or at such addresses for either party as may be specified by such party for such purposes above written in this contract or at such addresses for either party as may be specified by such party for such purpose.

### 15. GOVERNING LAW AND JURISDICTION

The construction, validity and performance of this contract shall be governed by the English law and the parties submit to the exclusive jurisdiction of the English Courts.

Your personal information, including name, email address and telephone number, will not be sold, rented or otherwise transferred to any third party without your explicit consent. However, this data will be shared with our partners and the conference organisers, SSAT (The Schools Network) Ltd, so that they can contact you regarding conference arrangements. Full details of how and why SSAT process personal data can be seen at [ssatuk.co.uk/privacy](https://ssatuk.co.uk/privacy). Personal data will be processed in accordance with the BESA's data protection policy; processed fairly and lawfully; for limited purposes and not in any manner incompatible with those purposes; adequate, relevant and not excessive; accurate; not kept longer than is necessary; processed in line with data subjects' rights; secure and not transferred to countries that do not protect personal data adequately.