201 Summit View Drive, Suite 250 Brentwood, TN 37027 www.bankdirector.com

CODE OF CONDUCT

Attendee List Code of Conduct

Bank Director conferences are designed to bring together the most senior leaders in banking, such as CEOs, board directors and C-suite executives, in an environment built on trust, peer networking and professional integrity. The attendee list provided in connection with your conference participation reflects that community. Access to this list is a privilege, and it comes with clear responsibilities.

By registering for or sponsoring a Bank Director conference, each participant, whether an attendee, sponsor, exhibitor, or vendor representative, agrees to the following terms governing the use of the attendee list and any registrant contact information.

1. Permitted Use

The attendee list is provided solely to facilitate meaningful professional connections among conference participants. Use of the list is limited to:

- Personalized outreach to individuals with whom you have a pre-existing professional relationship or that you wish to connect with during the conference, conducted in a manner that is clearly individualized and relevant to that relationship.
- Any communication made using the attendee list must be personal in nature, directly reference your shared connection or prior interaction, and be clearly addressed to the specific recipient.

2. Prohibited Uses

The following uses of the attendee list are strictly prohibited:

- Repeated cold solicitation of any kind, including unsolicited phone calls, text messages or emails sent to individuals with whom you do not have a pre-existing professional relationship. We define cold solicitation as any outreach — by phone, text, or email — directed at an attendee with whom you have no substantive, pre-existing professional relationship.
- Batch, mass or automated outreach: The attendee list may not be used as the basis for any bulk email campaign, mass text distribution, automated dialing program or similar impersonal solicitation effort, regardless of whether you have a prior relationship with some recipients on the list.
- Third-party sharing: The attendee list, in whole or in part, may not be sold, licensed, transferred or otherwise shared with any person or entity outside of your own organization. Internal use must also be limited to the purposes outlined in this policy.

- List aggregation: Registrant data obtained through the conference may not be combined with other data sources or incorporated into any third-party database, CRM upload or data product intended for broad use.

3. Personalized Outreach

Outreach to individuals you already know is permitted, provided it is:

- Clearly written for that specific individual (not a template sent to multiple recipients);
- Directly relevant to your existing relationship or a meaningful, shared conference experience; and
- Respectful of the recipient's time and professional standing.

A brief, personal note referencing a prior conversation or a thoughtful follow-up to an established business relationship reflects exactly the kind of professional engagement Bank Director's conferences are designed to foster.

4. Acknowledgment and Accountability

By accessing the attendee list, you acknowledge that:

- You have read and agree to this policy in full;
- Your organization is responsible for ensuring that all personnel who access the list comply with these terms;
- Violations of this policy may result in the immediate revocation of your access to future attendee lists; and
- Bank Director reserves the right to take any additional action it deems appropriate in response to a violation of this policy.

5. Data Privacy

Bank Director is committed to protecting the privacy of its conference community and expects all participants to share that commitment. Bank Director complies with all data privacy laws governing the sharing of personnel information, including, but not limited to, email addresses.

Questions regarding this policy should be directed to Bank Director at events@bankdirector.com.