

Privacy Policy

Data protection is of a particularly high priority for the management of V-EX Virtual Exhibitions Ltd. (“V-Ex”, “us”, “we”, “our”). If the processing of personal data is necessary and there is no statutory basis for such processing, we generally obtain consent from the data subject.

This Privacy Policy applies when you use our Services (described below). We offer our users choices about the data we collect, use and share as described in the Privacy Policy, Cookie Policy and Profile Manager.

The processing of personal data shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to V-Ex. By means of this data protection declaration, our enterprise would like to inform the general public of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed, by means of this data protection declaration, of the rights to which they are entitled.

INTRODUCTION

Our registered users (“Members”) share their professional identities, engage with their network, communicate with Exhibitors and Exhibition Owners (“Customers”), view relevant content, learn, and find business opportunities.

Our Customers share their company data, professional identities, engage with their network, communicate with Members, post relevant content, and find business opportunities.

Content and data on some of our Services is viewable to non-registered users (“Visitors”).

Services

This Privacy Policy applies to v-ex.com, V-Ex-branded apps and other V-Ex-related sites, apps, communications and services, including off-site services. This Privacy Policy applies where a Member or Visitor is accessing or viewing an instance of the V-Ex Platform via a third party website (e.g. the instance is embedded in the website via the available iFrame tool supplied by us).

Data Controller and Contracting Parties

Controller for the purposes of the General Data Protection Regulation (GDPR), other data protection laws applicable in Member states of the European Union and other provisions related to data protection is V-Ex Virtual Exhibitions Ltd.

As a Visitor or Member using our Services, the collection, use and sharing of your personal data is subject to this Privacy Policy and other documents referenced in this Privacy Policy, as well as updates.

Change

V-Ex can modify this Privacy Policy, and if we make material changes to it, we will provide notice through our Services, or by other means, to provide you the opportunity to review the changes before they become effective. If you object to any change, you may close your account using the Profile Manager.

You acknowledge that your continued use of the Services after we publish or send a notice about our changes to the Privacy Policy means that the collection, use and sharing of your personal data is subject to the updated Privacy Policy, as of its effective date.

V-Ex as a Data Processor

In addition to being a data controller for our own purposes, we also act as a data processor for our Customers. When acting as a data processor we abide by the privacy policy of the data controller.

DEFINITIONS

The data protection declaration of V-Ex is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR). Our data protection declaration should be legible and understandable for the general public, as well as our customers and business partners. To ensure this, we would like to first explain the terminology used.

In this data protection declaration, we use, inter alia, the following terms:

a) Personal data

Personal data means any information relating to an identified or identifiable natural person (“data subject”). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

b) Data subject

Data subject is any identified or identifiable natural person, whose personal data is processed by the controller responsible for the processing.

c) Processing

Processing is any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

d) Restriction of processing

Restriction of processing is the marking of stored personal data with the aim of limiting their processing in the future.

e) Profiling

Profiling means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural

person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

f) Controller or controller responsible for the processing

Controller or controller responsible for the processing is the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

g) Processor

Processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

h) Recipient

Recipient is a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

i) Third party

Third party is a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

j) Consent

Consent of the data subject is any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

1. DATA WE COLLECT

1.1 Data You Provide to Us

Registration

To create an account as a Member you need to provide data including your name, email address and/or telephone number and a password

Profile

You have choices about the information on your profile, such as your photo, job title, place of work. You don't have to provide additional information on your profile; however, profile information helps you to get more from our Services, including helping business opportunities find you. It's your choice whether to include sensitive information on your profile and to make that sensitive information public. Please do not add personal data to your profile that you would not want to be publicly available.

Messages and Uploading Content

We collect personal data from you when you provide, post or upload it to our Services, such as when you fill out a form, use the messaging function or add information to your profile.

You don't have to post or upload personal data; though if you don't, it may limit your ability to grow and engage with your network over our Services.

1.2 Data From Others

Contact Information

We may receive personal data (including information) about you when Customers import their marketing contacts database to our Services, or send messages using our Services.

1.3 Service Use

We log usage data when you visit or otherwise use our Services, including our sites, app and platform technology, such as when you view or click on content (e.g. hotspots), perform a search or share content. We use log-ins, cookies, device information and internet protocol ("IP") addresses to identify you and log your use.

1.4 Cookies and Similar Technologies

As further described in our Cookie Policy, we use cookies and similar technologies to collect data to recognise you and your device(s) on, off and across different services and devices where you have engaged with our Services. We also allow some others to use cookies as described in our Cookie Policy.

1.5 Your Device and Location

When you visit or leave our Services (including some plugin and our cookies or similar technology on the sites of others), we receive the URL of both the site you came from and the one you go to and the time of your visit. We also get information about your network and device (e.g., IP address, proxy server, operating system, web browser and add-ons, device identifier and features, cookie IDs and/or ISP, or your mobile carrier). If you use our Services from a mobile device, that device will send us data about your location based on your phone settings.

1.6 Other

Our Services are dynamic, and we often introduce new features, which may require the collection of new information. If we collect materially different personal data or materially change how we collect, use or share your data, we will notify you and may also modify this Privacy Policy.

2. HOW WE USE YOUR DATA

How we use your personal data will depend on which Services you use, how you use those Services and the choices you make in your Profile Manager. We use the data that we have about you to provide and personalise our Services, including with the help of automated systems and inferences we make, so that our Services can be more relevant and useful to you and others.

2.1 Services

We use your data to authorise access to our Services and honour your settings.

Stay Connected

Our Services allow you to stay in touch and up to date with Exhibitors and Exhibition Owners. To do so, you can “Visit” and “Favourite” the content that you choose, and opt to request further content or communications. Subject to your settings in the Profile Manager, when you visit content the content owner will see your activity.

We use data about you (such as your profile and the content you have viewed) to suggest content you may wish to Visit.

It is your choice whether to invite someone to our Services, share hotspot content.

Stay Informed

Our Services allow you to stay informed about news, events and ideas regarding professional topics you care about and from organisations you respect. We use the data we have about you to personalise our Services for you, such as by recommending or ranking relevant content on our Services.

Productivity

Our Services allow you to search for business opportunities and collaborate with new partners. Our Services allow you to communicate with Exhibitors and Exhibition Owners.

2.2 Exhibitors and Exhibition Owners (“Customers”)

Customers are provided with customised functionality and tools as part of our Services. Once you Visit content uploaded by a Customer they can export limited information from your profile, such as name, company of employment, job title and general location (e.g. London), such as to manage sales leads, unless you choose to activate “Private Navigation” on your Profile Manager.

We do not provide contact information to our Customers as part of our Services without your consent. Customers can store information they have about you using our administrative functionality. The data stored about you by these customers is subject to the policies of those customers.

2.3 Communications

We will contact you through email, telephone, notices posted on our websites or apps, messages to your V-Ex inbox, and other ways through our Services. We will send you messages about the availability of our Services, security, or other service-related issues. We also send messages about how to use our Services, network updates, reminders and promotional messages from us and our partners. You may change your communication preferences at any time using the Profile Manager. Please be aware that you cannot opt out of receiving service messages from us, including security and legal notices.

We also enable communications between you and others through our Services, including messages, “Goodie Bags” and contact requests.

2.4 Marketing

In addition to advertising our Services, we use Members' data and content for invitations and communications promoting membership and network growth, engagement and our Services such as by showing Customers you have engaged with that you have used a feature on our Service.

2.5 Developing Services and Research

Service Development

We use data, including public feedback, to conduct research and development for our Services in order to provide you and others with a better, more intuitive and personalised experience, drive membership growth and engagement on our Services, and help connect professionals to each other and to economic opportunity.

Other Research

We seek to create economic opportunity for Customers and Members and to help them be more productive and successful. We use the personal data available to us to research social, economic and workplace trends. In some cases, we work with trusted parties to perform this research, under controls that are designed to protect your privacy. We publish or allow others to publish economic or industry insights, presented as aggregated data rather than personal data.

Surveys

Polls and surveys may be conducted by us and others through our Services. You are not obliged to respond to polls or surveys, and you have choices about the information you provide.

2.6 Customer Support

We use data (which can include your communications) to investigate, respond to and resolve complaints and for Service issues (e.g. bugs)

2.7 Insights That Do No Identify You

We use your data to produce, and share with our Customers, insights that do not identify you. For example, we may use your data to generate statistics about our membership, their profession or industry, to publish visitor demographics for a Service or create demographic workforce insights.

2.8 Security and Investigations

We use your data (including your communications) for security purposes or to prevent or investigate possible fraud or other violations of our User Agreement and/or attempts to harm our Members, Visitors, Customers or others.

3. HOW WE SHARE INFORMATION

3.1 Our Services

Profile

Data from your profile will be visible to our Customers, subject to your chosen settings in the Profile Manager. Your privacy settings and degree of interaction with the viewing Customer will impact the availability of your profile and whether they can view certain fields in your profile (e.g. email or telephone number).

Form Submissions, Messages, Visits

Our Services allow viewing and sharing information including through form submissions, messages and visits.

- Any information you share through form submissions will be viewable by the Customer the form is associated with.
- Subject to your privacy settings on your Profile Manager, we let Customers know when you view their content.
- When you add a Customer's content to your "Goodie Bag", your action is visible to the Customer.

3.2 Communication Archival

Some Members (or their employers) and Customers need, for legal or professional compliance, to archive their communications and social media activity, and will use services of others to provide these archival services. Where possible, and appropriate, we enable archiving of messages by and to those Members outside of our Services.

3.3 Related Services

We will share your personal data with our affiliates to provide and develop our Services. We may combine information internally across different Services covered by the Privacy Policy to help our Services be more relevant and useful to you and others.

3.4 Service Providers

We use others to help us provide our Services. They will have access to your information as reasonably necessary to perform these tasks on our behalf and are obliged not to disclose or use it for other purposes.

3.5 Legal Disclosures

It is possible that we will need to disclose information about you when required by law, or if we have a good faith belief that disclosure is reasonably necessary to (1) investigate, prevent or take action regarding suspected or actual illegal activities or to assist government enforcement agencies; (2) enforce our agreements with you; (3) investigate and defend ourselves against any third-party claims or allegations; (4) protect the security or integrity of our Services; or (5) exercise or protect the rights and safety of V-Ex, our Customers, our Members, personnel or others. We attempt to notify Members about legal demands for their personal data when appropriate in our judgement, unless prohibited by law or court order or when the request is an emergency. We may dispute such demands when we believe, in our discretion, that the requests are overbroad, vague or lack proper authority, but we do not promise to challenge every demand.

3.6 Change in Control or Sale

We can also share your personal data as part of a sale, merger or change in control, or in preparation for any of these events. Any other entity which buys us or part of our business will have the right to continue to use your data, but only in the manner set out in this Privacy Policy unless you agree otherwise.

4. YOUR CHOICES & OBLIGATIONS

4.1 Data Retention

We generally retain your personal data as long as you keep your account open or as needed to provide you Services. This includes data you or others provided to us and data generated or inferred from your use of our Services. Even if you only use our Services on occasion, we will retain your information and keep your profile open, unless you close your account. In some cases we choose to retain certain information (e.g. insights about Services used) in a depersonalised or aggregated form.

4.2 Rights to Access and Control Your Personal Data

We provide many choices about the collection, use and sharing of your data, from deleting or correcting data you include in your profile and controlling the visibility of your profile. We offer you personal control of your privacy setting via the Profile Manager, and the ability to manage the personal data we have about you.

In accordance with the GDPR we extend the following rights to all Data Subjects:

i. The right to be informed

You have the right to obtain from us confirmation as whether or not personal data concerning you are being processed.

ii. The right of access

You have the right to obtain from us free information about your personal data stored at any time and a copy of this information.

iii. The right to rectification

You have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you. Taking into account the purposes of the processing, you have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

iv. The right to erasure (The right to be forgotten)

You have the right to obtain from us the erasure of personal data concerning you without undue delay, and we shall have the obligation to erase personal data without undue delay.

This right does not apply if processing of your data is necessary for one of the following reasons:

- a) to exercise the right of freedom of expression and information;
- b) to comply with legal obligation;
- c) for the performance of a task carried out in the public interest or in the exercise of official authority;
- d) for archiving purposes in the public interest, scientific research historical research or statistical purposes where erasure is likely to render impossible or seriously impair the achievement of that processing; or
- e) for the establishment, exercise or defence of legal claims.

v. The right to restrict processing

You have the right to obtain from us restriction of processing where one of four conditions defined by the GDPR have been met.

vi. The right to data portability

You have the right to receive your personal data that we hold, in a structured, commonly used and machine-readable format. You also have the right to transmit those data to another controller without hindrance from us.

Furthermore, in exercising your right to data portability pursuant to Article 20(1) of the GDPR, you have the right to have personal data transmitted directly from us to another controller, where technically feasible and when doing so does not adversely affect the rights and freedoms of others.

vii. The right to object

You have the right to object, on grounds relating to your particular situation, at any time, to processing of your personal data.

V-Ex shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the establishment, exercise or defence of legal claims.

viii. Rights in relation to automated decision making and profiling

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you, or similarly significantly affects you.

ix. Right to withdraw data protection consent

You have the right to withdraw your consent to processing of your personal data at any time.

Visitors or Members who would like more information about the rights pertaining to their personal data, or would like to act on those rights, may contact us using the contact information provided in Section 5.1. We will consider your request in accordance with applicable laws.

4.3 Account Closure

If you choose to close your V-Ex account, your personal data will generally stop being visible to others on our Services within 24 hours.

We retain your personal data even after you have closed your account if reasonably necessary to comply with our legal obligations (including law enforcement requests), meet regulatory requirements, resolve disputes, maintain security, prevent fraud and abuse (e.g. if we have restricted your account for breach of our general policies), enforce our User Agreement, or fulfil your request to “unsubscribe” from further messages from us. We will retain de-personalised information after your account has been closed.

Information that has been shared with Customers by yourself or by us will remain visible after you close your account or delete the information from your own profile, and we do not control the data that Customers have copied out of our Services.

5 OTHER IMPORTANT INFORMATION

5.1 Contact Information

For general enquiries about this Policy please contact us through our website. If you have questions or complaints regarding the Policy, please write to us at:

V-Ex Virtual Exhibitions Ltd.

Attn: Management (Privacy Policy and User Agreement)

Europa Building, Arthur Drive

Hoo Farm Industrial Estate

Kidderminster

Worcestershire, DY11 7RA

UK

5.2 Security

We implement security safeguards designed to protect your data, such as HTTPS. We regularly monitor our systems for possible vulnerabilities and attacks. However,

we cannot warrant the security of any information that you send us. There is no guarantee that data may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards.

5.3 Cross-Border Data Transfer

We process data both inside the and outside of the EU and rely on legally-provided mechanisms to lawfully transfer data across borders.

5.4 Lawful Bases for Processing

We will only collect and process personal data about you where we have a lawful bases. Lawful bases include consent (where you have given consent), contract (where processing is necessary for the performance of a contract with you e.g. to deliver the V-Ex Services you have requested) and “legitimate interests”.

Where we rely on your consent to process personal data, you have the right to withdraw or decline your consent at any time and where we rely on legitimate interests, you have the right to object.

If you have any questions about the lawful bases upon which we collect and use your personal data, please contact us in writing using the address provided in section 5.1.

6. GOOGLE ANALYTICS

Data protection provisions about the application and use of Google Analytics (with anonymization function)

On this website, we have integrated the component of Google Analytics (with the anonymizer function). Google Analytics is a web analytics service. Web analytics is the collection, gathering, and analysis of data about the behaviour of visitors to websites. A web analysis service collects, inter alia, data about the website from which a person has come (the so-called referrer), which sub-pages were visited, or how often and for what duration a sub-page was viewed. Web analytics are mainly

used for the optimization of a website and in order to carry out a cost-benefit analysis of Internet advertising.

The operator of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, United States.

For the web analytics through Google Analytics the controller uses the application "_gat._anonymizeIp". By means of this application the IP address of the Internet connection of the data subject is abridged by Google and anonymised when accessing our websites from a Member State of the European Union or another Contracting State to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyse the traffic on our website. Google uses the collected data and information, inter alia, to evaluate the use of our website and to provide online reports, which show the activities on our websites, and to provide other services concerning the use of our Internet site for us.

Google Analytics places a cookie on the information technology system of the data subject. The definition of cookies is explained above. With the setting of the cookie, Google is enabled to analyse the use of our website. With each call-up to one of the individual pages of this Internet site, which is operated by the controller and into which a Google Analytics component was integrated, the Internet browser on the information technology system of the data subject will automatically submit data through the Google Analytics component for the purpose of online advertising and the settlement of commissions to Google. During the course of this technical procedure, the enterprise Google gains knowledge of personal information, such as the IP address of the data subject, which serves Google, inter alia, to understand the origin of visitors and clicks, and subsequently create commission settlements.

The cookie is used to store personal information, such as the access time, the location from which the access was made, and the frequency of visits of our website by the data subject. With each visit to our Internet site, such personal data, including the IP address of the Internet access used by the data subject, will be transmitted to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass these personal data collected through the technical procedure to third parties.

The data subject may, as stated above, prevent the setting of cookies through our website at any time by means of a corresponding adjustment of the web browser used and thus permanently deny the setting of cookies. Such an adjustment to the Internet browser used would also prevent Google Analytics from setting a cookie on the information technology system of the data subject. In addition, cookies already in use by Google Analytics may be deleted at any time via a web browser or other software programs.

In addition, the data subject has the possibility of objecting to a collection of data that are generated by Google Analytics, which is related to the use of this website, as well as the processing of this data by Google and the chance to preclude any such. For this purpose, the data subject must download a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> and install it. This browser add-on tells Google Analytics through a JavaScript, that any data and information about the visits of Internet pages may not be transmitted to Google Analytics. The installation of the browser add-ons is considered an objection by Google. If the information technology system of the data subject is later deleted, formatted, or newly installed, then the data subject must reinstall the browser add-ons to disable Google Analytics. If the browser add-on was uninstalled by the data subject or any other person who is attributable to their sphere of competence, or is disabled, it is possible to execute the reinstallation or reactivation of the browser add-ons.

Further information and the applicable data protection provisions of Google may be retrieved under <https://www.google.com/intl/en/policies/privacy/> and under <http://www.google.com/analytics/terms/us.html>. Google Analytics is further explained under the following Link <https://www.google.com/analytics/>.