

## Privacy policy

### Artexis Easyfairs Group and affiliated entities

#### **1. Introduction**

Artexis Easyfairs Group SA/NV and its affiliated entities take the protection of their exhibitors' and visitors' personal data very seriously. Therefore, the personal information concerning exhibitors and visitors is kept in a secure way and treated with the utmost care. This is also true for the information concerning the users of our websites.

All processing of personal data is carried out in accordance with all applicable legislation regarding the protection of privacy.

#### **2. Personal data controller**

The legal person responsible for the processing of the data is Easyfairs Deutschland GmbH, located in Balanstr. 73, Haus 8, 81541 Munich ("Artexis Easyfairs").

For any questions related to the protection of your personal data, you may contact us either by mail to the above-mentioned address, or by email [datenschutz@easyfairs.com](mailto:datenschutz@easyfairs.com), enclosing a copy of your identity card, passport or other valid means of identification.

In compliance with the applicable laws on data protection, Artexis Easyfairs provides, if need be, the local data protection agencies with the necessary details regarding the processed personal data.

#### **3. Processed data and purposes of the processing**

3.1. In the performance of our services, linked to the organization of events (these include, for example, exhibitions and trade shows) for professionals and the general public, Artexis Easyfairs collects and processes its exhibitors' and prospects' data, as well as the data of its visitors and potential visitors.

The information collected about you is primarily used to provide the agreed service and to improve the way Artexis Easyfairs meets your needs.

These data, such as contact details, payment information, billing data, ordered products and services, responsibilities and/or fields of interest of the persons concerned, must be processed for the proper performance of our contracts, the organization of our events and other services, and if need be for billing purposes, as well as for the internal workings of the Artexis Easyfairs Group.

The data are also used in order to inform exhibitors and potential visitors about the events and services of our partner suppliers, who are carefully selected. They may also be used in connection with the publishing of an event's catalogue.

3.2. We also process the data concerning our vents' visitors. This allows us to adapt our events to our visitors' preferences and desires and to provide additional information concerning our products and services to those visitors who wish to receive it.

The data may also help us to optimize the management and the quality of our websites' services.

3.3. Subject to what is stated below, the data may be transferred to third parties for direct marketing purposes, including companies related to the Artexis Easyfairs Group and third companies with which Artexis Easyfairs has strong contractual relations.

3.4. When, as a visitor, you register for an event via an exhibitor, the exhibitor will be informed that you registered for this event through its invitation and provided with your registration data (i.e. full name, company name and contact details, professional email address, and position within the company. This registration information is also called a 'digital business card'). The exhibitor will also receive a notification when you enter the event and might contact you in return.

Moreover, by touching the readers displayed on the event site with your badge during an event using the smart badge technology, we will keep track of the stands you visited in order to send you a recap of your day and you will receive digital information concerning the exhibitors you showed interest in. Your digital business card will also be shared with them.

3.5. The data shall be erased or made anonymous as soon as they are no longer necessary for the intended purpose.

#### **4. Email address**

If you gave us your email address, for example when registering for one of our events or because you requested information through our website, this address may be used by Artexis Easyfairs or its partners to inform you about the other events organized by the Artexis Easyfairs Group or its partners. If you do not wish to receive this kind of information, you have the opportunity to unsubscribe at any time through an unsubscribe link provided in all of our commercial emails to you.

#### **5. Control over your personal data**

You stay in control of your personal data at all times. You have the right to know which information Artexis Easyfairs processes about you and to consult this information. If some information related to you is incorrect, incomplete or obsolete, you may ask Artexis Easyfairs to correct this information without any charge.

To consult or rectify your personal data, please contact our Data Protection Department, c/o Easyfairs Deutschland GmbH, Balanstr. 73, Haus 8, 81541 Munich, and specify the details of your request. You may also send a letter to the above-mentioned address if you want Artexis Easyfairs to delete your personal data. In both cases we ask you, in order to secure your data, to annex a copy of your identity card, passport or other valid means of identification.

Furthermore, you have the right, at any time, without any justification and free of charge, to object to the processing and/or transfer of your personal data to third parties for purposes of direct marketing.

## **6. Unsubscribing from Artexis Easyfairs**

Should you not wish to receive any more information with regard to Artexis Easyfairs trade shows, exhibitions or other events organized by the Artexis Easyfairs Group or its partners, please send an email to [datenschutz@easyfairs.com](mailto:datenschutz@easyfairs.com) or send a letter to Easyfairs Deutschland GmbH, Balanstr. 73, Haus 8, 81541 Munich addressed to the Data Protection Department.

Should you wish to unsubscribe from Artexis Easyfairs' mailing list, please use the unsubscribe option that appears on each email sent for commercial purposes by Artexis Easyfairs.

## **7. Browsing history and IP address**

General information concerning visits of websites which are edited or managed by Artexis Easyfairs, are collected and kept without the visitors being identified. The purpose is to improve the quality of our Internet websites and the users' browsing experience.

This information may also be used in order to discover how the website is being used and with the purpose of analysis and compilation of reports.

With these aims in mind, Artexis Easyfairs also uses your computer's IP address. An IP address is a number that is automatically assigned to your computer when you browse on the Internet. In theory, IP addresses do not allow us to identify you, unless you have given us your explicit permission for this.

## **8. Security measures**

Because the privacy and the data protection of its exhibitors and visitors is important to Artexis Easyfairs, we do everything we can to safeguard your data from any misuse. Your data are hosted in secured environments, which are not accessible to the general public. Our computer facilities are equipped with back up, filtering and firewall systems, conforming to the usual security standards. Access to your data is solely granted to those persons who are so authorized for the performance of their duties.

However, we remind you that you should always act with vigilance when you communicate personal information, especially through the Internet, since Artexis Easyfairs is under no obligation to offer a secure network connection.

## **9. Cookies**

9.1. Cookies are compact elements of information sent by a website to your computer and kept on its hard disk. The website instructs the web browser you are using (for example Internet Explorer) to keep these cookies on your computer.

Artexis Easyfairs uses cookies in accordance with the applicable legal provisions.

Two types of cookies are being used:

1) Session cookies do not contain personal information and are only intended to facilitate your use of the website. They are erased from your computer when you close your web browser. Since they are necessary to ensure proper website navigation, it is not possible to refuse the use of such cookies.

2) Permanent cookies are also kept on your computer and allow our website to identify you each time you come back on the Artexis Easyfairs website. This enables us to present the website in such a way that it is already customized to your needs and provides you with a more pleasant experience and efficient navigation. The storage of the permanent cookies constitutes a processing of personal data.

9.2. Artexis Easyfairs uses cookies to make it easier for you to navigate through its website, to analyse the website's use and to improve its quality. Session cookies are used for this purpose. If permanent cookies are used, it is solely to identify you when you return to the Artexis Easyfairs website. Thus, by using cookies, the users' browsing experience is facilitated within the framework of the services provided by Artexis Easyfairs.

9.3. When you access Artexis Easyfairs website(s), we ask you if you accept the use of cookies. You can refuse the use of permanent cookies at any time by adjusting your browser settings (e.g. Internet Explorer or Mozilla Firefox) in order to disable all or certain cookies (see your web browser manual or help function). If you deactivate the cookies or if you refuse the cookies linked to the visited web pages, some services may not be available. However, you will still be able to access most pages of the Artexis Easyfairs website(s).

## **10. Location data**

It may be that location data relating to Artexis Easyfairs' exhibitors or visitors will be used within the framework of the services provided.

Location data (for example the signals transmitted by the visitors' or exhibitors' mobile phones) may be used to determine which areas of the event are the most frequented, in order to improve the arrangement of the exhibition areas and future events. The processing of these data is completely anonymous. Artexis Easyfairs does not keep or process any such location data that allow us to identify the persons to whom they relate.

Location data may also be used to inform the visitors about the location of exhibition stands or the exhibitors who may be of interest to them, thereby optimizing the visitors' visit.

The processing of location data is carried out in compliance with the applicable laws on data protection.

## **11. Links to other websites**

The Artexis Easyfairs website contains links to the websites of third party companies and organizations. Artexis Easyfairs cannot be held responsible for the way these companies handle personal data and ensure the protection of your privacy. Moreover, Artexis Easyfairs does not control the installation of cookies on those websites.

Consequently, we advise you to consult the privacy policies of these websites prior to their use. The conditions offered by these websites may not be the same as those offered by Artexis Easyfairs.

## **12. Questions**

If you have any questions or observations concerning this privacy policy, please contact us at [datenschutz@easyfairs.com](mailto:datenschutz@easyfairs.com).

## **13. Changes**

Artexis Easyfairs reserves the right to change or update its privacy policy if need be. For this reason, we suggest that you regularly check this privacy statement in order to read the most recent version of Artexis Easyfairs' privacy policy in terms of data protection.