

## **PRIVACY POLICY EASYFAIRS GROUP & AFFILIATE ENTITIES**

### **1 INTRODUCTION**

- 1.1 Easyfairs International SA/NV is the parent company of a group of undertakings, active in the organisation of live events and exhibitions and venue management.
- 1.2 Easyfairs International SA/NV and its affiliated entities take the protection of their clients' (exhibitors, attendees, visitors, organisers, readers, advertisers, members, partners, prospects, etc.) personal information very seriously. Therefore, the personal data concerning our clients are kept in a secure way and treated with the utmost care. This is also true for the personal data concerning suppliers, other stakeholders and any parties in contact with us.
- 1.3 While processing your personal data, Easyfairs International SA/NV and its affiliated entities respect your right to privacy and will only process your personal information in accordance with applicable data protection laws, which include the General Data Protection Regulation (Regulation 2016/679) ("**GDPR**") and the national data protection laws.
- 1.4 This Privacy Policy (the "**Policy**") explains (i) how we process the personal information we collect about you, (ii) how you can instruct us if you prefer to limit the use of that information and (iii) what procedures we have in place to safeguard your privacy.

### **2 CONTACT DETAILS OF THE DATA CONTROLLER**

- 2.1 Your personal data is processed by the following **Joint Controllers**:
  - Easyfairs NV, with registered office Jan Van Rijswijklaan 191, 2020 Antwerpen, Belgium;
  - Easyfairs Belgium NV, with registered office Maaltekouter 1, 9051 Sint-Denijs-Westrem, Belgium;
  - Easyfairs Group NV, with registered office Sint-Lambertusstraat 135, 1200 Sint-Lambrechts-Woluwe, Belgium;
  - Easyfairs Deutschland GmbH, with registered office at Via Visconti di Modrone 2, 20122 Milan, Italy;
  - Easyfairs Deutschland GmbH, with registered office Balanstr. 73, Haus 8, 81541 München, Germany and
  - Easyfairs GmbH, with registered office Potsdamer Straße 211, 33719 Bielefeld, Germany.

(Together "**Easyfairs**", "**we**" and "**us**")

- 2.2 If you have any questions about this Privacy Policy, or if you wish to exercise your rights mentioned under paragraph 10, please contact our Privacy Officer, by mail on the following address Easyfairs Deutschland GmbH, Via Visconti di Modrone 2, 20122 Milano, Italy or by email address [privacyIT@easyfairs.com](mailto:privacyIT@easyfairs.com) according to the procedure described in paragraph 10.
- 2.3 You can also contact our group Data Protection Officer by e-mail on the following address: [dpo@easyfairs.com](mailto:dpo@easyfairs.com).

### 3 WHAT IS PERSONAL DATA?

Personal data means any information relating to a person who can be identified either directly or indirectly; it may include name, address, email, phone number, credit / debit card number, IP address and location data (“**Personal Data**”).

### 4 TO WHOM IS THIS POLICY ADDRESSED?

The Policy applies to the following categories of data subjects whose Personal Data is processed by us:

- Exhibitors and potential future exhibitors at our events (including, but not limited to, exhibitions, consumer and trade shows, conferences and congresses (the “**Events**”));
- Organisers and potential future organisers of Events in our venues;
- Visitors and potential future visitors of the Events;
- Subscribers to, readers, advertisers and prospects of our website, magazine, newsletters, online directories and mobile applications (the “**Media Tools**”);
- Press and public relations contacts and speakers;
- Visitors of our digital platforms and persons who contact us for information;
- Members of our clubs, groups and associations and
- Sponsors, suppliers, other stakeholders and any other parties in contact with us.

### 5 WHAT CATEGORIES OF PERSONAL DATA DO WE PROCESS?

#### 5.1 General information:

We will process any of your Personal Data in accordance with the terms of this Policy, such as your name, language, salutation, gender, date of birth, address, phone number (fixed and/or mobile), email, fax and social network accounts. If you are a professional, we also process the company name and address, VAT and/or company number, company industry, your function/job title within the company and your business email.

In order to improve the quality of our services to all of our clients, we may also enrich any of your Personal Data with additional relevant information. This can be public information or information which we obtain via third parties and that we process for the purposes mentioned in this Policy, including but not limited to, verifying the accuracy of the data in our database and optimizing our direct marketing actions, possibly based upon your marketing profile.

Aforementioned public information can consist of information published in official publications or information that you have made public (*such as information on your social media profile*).

#### 5.2 Information related to the services contract you have with us and to your particular status as a (potential) visitor, exhibitor, organiser, sponsor, Media Tool user or advertiser, club-, group- or association member, supplier or other status:

*Such as*

*Information related to your status as a visitor or potential future visitor of our Events:*

We will process any of your Personal Data obtained from information related to the Events that you have visited or register for, if an exhibitor has invited you and which exhibitor it is, your fields of interest or the type of events that could interest you, the exhibitors in which you showed an interest or the commercial information you have requested, your time of arrival, the duration and frequency of your visit, which exhibitors you have visited, which seminars or workshops you have attended, your location within and around the event hall, and the products you bought and their monetary value. Some of this data may be collected via the use of 'smart badge technology' (please see paragraph 5.5. below).

*Information related to your status as an exhibitor or potential future exhibitor at our Events:*

We will process any of your Personal Data obtained from information related to the Events at which you or your company have exhibited or have expressed an interest in exhibiting, the type of events that could interest you, the type, size and components of your stand, the list of visitors/customers that you invited, the list of visitors who have used their 'smart badge' on your stand, the list of visitors whose badge you have scanned with one of our mobile applications, and information with regard to the execution of your exhibitor contract with an affiliated entity of ours (e.g. surface rented, product information, website, conditions for use, payment information, eventual non-paid invoices, etc.).

*Information related to your status as organiser or potential future organiser of our Events:*

We will process any of your Personal Data obtained from information related to the Events that you or your company have organised or have expressed an interest in organising, the type of Events, including the exhibitors', visitors' and attendees' profiles, and information with regard to the execution of your organiser contract with an affiliated entity of ours (e.g. surface rented, event, product and service information, information relating to any additional services, web shop information, website, conditions for use, payment information, eventual non-paid invoices, etc.).

*Information related to your status as subscriber, reader, advertiser or potential user of our Media Tools:*

We will process any of your Personal Data obtained from information related to the Media Tool that you or your company have subscribed to or advertised in or have expressed an interest in subscribing or advertising, the subscription (and eventual unsubscription) or advertisement date, content of the advertisement, payment information, eventual non-paid invoices etc).

*Information related to your status as a club, group or association member or prospect of a club, group or association:*

We will process any of your Personal Data obtained from information related to the club, group or association that you or your company have subscribed to or have expressed an interest in subscribing, the subscription date, payment information, eventual non-paid invoices etc).

5.3 Information related to your browser such as IP address and information registered by the cookies we use:

We will use the information collected via our website for functional, analytical, behavioural and advertisement purposes.

5.4 External data sources

We may have obtained your Personal Data via external data sources. We make regular use of external databases obtained via third parties, such as trusted commercial partners or trusted data partners (e.g. Bisnode group and Dun & Bradstreet) for prospection purposes. If you want to know via which external source we have specifically obtained your Personal Data, you may contact us either by mail or by email on the above-mentioned addresses in paragraph 2.2.

5.5 Registration, digital business card, app use and 'smart badge' technology

When using the app or when you register as an event visitor via an exhibitor, the exhibitor will be informed that you have registered for the event based on their invitation and will receive your registration details (i.e. full name, language, gender, industry, company name and contact information, business email address and job title within your company. This registration information is also called a 'digital business card'). The exhibitor will also be notified when you start attending the event and can contact you if necessary. This function is linked to the registration system.

By scanning your smart badge (or a badge with similar technology) at the readers set up at the venue or by using the app during the event, you enable us to record the stands you visit so that we can send you a summary of your day. You will also receive digital information about the exhibitors and products you were interested in. In addition, we will forward your digital business card (with the personal data provided above) to the exhibitor(s) in which you have expressed an interest.

5.6 Recording of phone calls performed by our call centre operators

We will record your call with call centre agents working on our behalf for training purposes and to ensure quality customer service.

5.7 Pictures and images from surveillance cameras

In order to ensure the security during our Events, we installed cameras inside the venues as well as on the carpark. Those camera images are solely recorded and viewed for surveillance and security purposes.

Also, during our Events photographers may take pictures of exhibitors and customers attending the Event. Those pictures may be used in our folders, brochures or flyers or on the website and/or social media page of the Event concerned for promotional purposes and to enable you to view pictures of your participation to the Event.

## 6 WHAT IS THE PURPOSE AND LEGAL GROUND FOR THE PROCESSING OF YOUR PERSONAL DATA?

6.1 We process your Personal Data for the following purposes and based upon the following legal grounds, in accordance with applicable law:

6.1.1 with your consent (*article 6 (1)(a) GDPR*), for, including but not limited to, the following purposes:

- (a) to handle your request when you send an enquiry via our Website or via our call centre;
- (b) to handle your participation in a contest or other commercial actions in which you have participated;
- (c) to send you newsletters or magazines to which you have subscribed;
- (d) to send you direct marketing communications that you have consented to receive via email (or via any other channel for which applicable law imposes prior obtaining of your consent and for which you have consented);
- (e) to transfer your email address (or any other Personal Data for which applicable law imposes prior obtaining of your consent and for which you have consented) to a specified third party; and
- (f) to provide you with the services of the 'smart badge technology' (please see paragraphs 5.5 above) when you have chosen to use it.

You have a right to withdraw your consent for the processing of your Personal Data at any time where your consent is the legal ground for the processing of your Personal Data.

6.1.2 for the preparation or the performance of our services contract with you (*article 6 (1)(b) GDPR*) for, including but not limited to, the following purposes:

- (a) to send you direct marketing communications via email based on your implicit consent if you are an existing customer and we have received your email address from you. You have the ability to object to this use of your email address at any time and free of charge. You can unsubscribe easily via the added link at the bottom of any email;
- (b) to make a contract proposal, to conclude, execute and monitor the particular service contract ("**Contract Management**");
- (c) to publish an Event catalogue;
- (d) to perform entry and ticket management and to perform visitor management;
- (e) to follow-up on visits made during the Events or perform surveys;
- (f) to perform security management during the Events; and
- (g) to prevent and combat bad payment, and to determine, exercise and safeguard our rights in general, including but not limited to, debt collection, management of litigation and any legal proceedings.

6.1.3 for the realization of our legitimate interests, when the processing of your Personal Data is necessary for us to conduct our company activities (*article 6 (1)(f) GDPR*) for, including but not limited to, the following purposes (except where your explicit consent is required):

- (a) to inform you of our upcoming Events, products and services or upcoming Events, products and services of our group companies, exhibitors or other carefully selected commercial partners;
- (b) to establish client or prospect segments or marketing profiles, e.g. for targeted marketing;
- (c) to centralize, combine and enhance your Personal Data with useful information obtained from third parties;
- (d) to optimize our services, to adapt our Events to our visitors' and exhibitors' preferences and desires;
- (e) to optimize the management and the quality of our digital marketing and sales activities and services;
- (f) to measure our performance (e.g. via market research);
- (g) to use within aggregated or anonymized models in order to establish market analyses, for financial management, marketing or reporting or for performing big data analytics or any other type of analytics;
- (h) to monitor the quality of our customer service and train our contact centre agents;
- (i) to promote our Events and venues and
- (j) to prevent and combat fraud, crimes and possible violations.

In the cases referred to above, we always strive for maintaining a fair balance between the need to process your Personal Data and the preservation of your rights and freedoms, including the respect for your privacy.

- 6.1.4 For complying with legal or regulatory provisions to which we are subject (article 6 (1)(c) GDPR).

## **7 TO WHOM WILL YOUR PERSONAL DATA BE TRANSFERRED ?**

- 7.1 There are circumstances where we wish or are compelled to disclose your Personal Data to third parties. This will only take place in accordance with the applicable law and for the purposes listed in clause 6 above. These scenarios include disclosure:
  - 7.1.1 to our group companies, for the same purposes as referred to under paragraph 6.
  - 7.1.2 to our service providers, suppliers or subcontractors (group companies or third parties) who provide services that include data processing on our behalf, such as external contact centres, agencies, IT support service providers, stand builders, food & beverage partners etc.). These companies may use your Personal Data only within the strict limits of instructions that we give them and in compliance with this Policy. They are subject to significant confidentiality and security obligations with respect to Personal Data. We also ensure that they strictly comply with existing laws and guidelines on data protection;
  - 7.1.3 to our advertising and media partners and sponsors and unless you have opposed to such transfer, for them to send you direct marketing communications, possibly based upon your marketing profile
  - 7.1.4 to our exhibitors, unless you have opposed to such transfer, for them to send you direct marketing communications, possibly based upon your marketing profile and for the purpose mentioned under paragraphs 5.5 and 5.6;
  - 7.1.5 to our group companies, unless you have opposed to such transfer, to send you direct marketing communications, possibly based upon your marketing profile;

- 7.1.6 to any other third party where you have provided your consent.
- 7.1.7 to another legal entity, on a temporary or permanent basis, for the purposes of a joint venture, collaboration, financing, sale, merger, reorganisation, change of legal form, dissolution or similar event. In the case of a merger or sale, your Personal Data will be permanently transferred to a successor company;
- 7.1.8 to public authorities or other third parties where we are required by law to do so or in the context of legal procedures

## 8 INTERNATIONAL TRANSFER OF PERSONAL DATA

By communicating your Personal Data to us, you acknowledge that we may transfer your Personal Data to recipients, companies part of the Easyfairs group or subcontractors (e.g. cloud solution providers), established outside the European Economic Area. In this case, the processing of your Personal Data will be protected in conformity with the requirements of applicable law and this Policy. In particular, when transferring data to countries which are outside the European Economic Area and which do not offer an adequate level of protection, we will ensure the use of appropriate data transfer tools (e.g. the European Commission’s Standard Contractual Clauses).

## 9 HOW LONG DO WE STORE YOUR PERSONAL DATA?

### 9.1 *Retention period for specific purposes:*

Your Personal Data will be retained for the following retention periods unless longer retention is required by applicable local law or where we have a legitimate and lawful purpose to do so:

Categories of data	Retention period
Prospects	stored for a period of five years starting from integration into the database
Exhibitors – sponsors -visitors	stored for as long as the event in which the exhibitor/sponsor has exhibited/sponsored or for which an interest has been expressed continues to be organized and for a period of ten more years after the concerned event is no longer organized.
Subscribers and persons that have registered in our Media Tools	stored for as long as their registration or subscription is maintained and for a period of three more years after expiration of the free registration or subscription or for a period of ten more years after expiration of the paid registration or subscription.
Members of our clubs, groups and associations	stored for as long their membership is maintained and for a period of ten more years after expiration of the membership.
Press contacts, public relations, stakeholders, VIP contacts	stored for as long as the concerned person represents the instance with whom we have the press, public relation, stakeholder or VIP contacts.
Special categories of data	stored for the duration of the event.
Recording of call centers calls	stored for a period of one month
Images from surveillance cameras	Stored for a period of 1 month, unless those images can contribute to prove an offense, damage, incivility or allow to identify a perpetrator, a disruptor of the public order, a witness or a victim.

Depending on your status, different retention periods can apply (e.g. when you are a visitor and you have subscribed to one of our digital newsletters or magazines).

Abovementioned retention periods do not apply in case you exercise your right to erasure prior to expiry of the retention period.

- 9.2 *Retention period for complying with legal obligations and evidentiary purposes:* For compliance with legal obligations (such as accounting, tax and insurance purposes) and evidentiary purposes, Personal Data is stored in our database for the duration of ten years after the expiry of a paid registration or subscription, unless longer retention is required where we have a legitimate and lawful purpose to do so.
- 9.3 We may keep an anonymised form of your Personal Data which will no longer refer to you, for statistical purposes without time limits, to the extent that we have a legitimate and lawful interest in doing so.

## 10. YOUR RIGHTS IN RELATION TO YOUR PERSONAL DATA

As a data subject, you can exercise the following rights in relation to your personal data.

To exercise these rights, please contact our Privacy Officer, either by mail or by email at the addresses mentioned under paragraph 2.2. Please ensure that you are also the rights holder, for example by presenting an identification document, and describe your request.

- 10.1. **Right to access.** You may request to obtain information whether we process your Personal Data and, where applicable, have access to them.
- 10.2. **Right to rectification.** You may request that we rectify any inaccurate and/or complete any incomplete Personal Data free of charge.
- 10.3. **Right to withdraw consent.** You may, as permitted by applicable law, withdraw your consent to the processing of your Personal Data at any time with effect for the future. Such withdrawal will not affect the lawfulness of processing based on your previous consent. Please note that if you withdraw your consent, you may not be able to benefit from certain service features for which the processing of your Personal Data is essential.
- 10.4. **Right to erasure.** You may request that we erase your Personal Data and we will comply, unless there is a lawful reason for not doing so. For example, there may be an overriding legitimate ground for keeping your Personal Data, such as, a legal obligation that we have to comply with, or if retention is necessary for us to comply with our legal obligations.
- 10.5. **Right to lodge a complaint with the supervisory authority.** You have the right to contact the relevant supervisory authority in case you consider we process your Personal Data unlawfully.
- 10.6. **Unsubscribing from Easyfairs (Right to object)**
- Should you no longer wish to receive information with regard to Events organised by us, please contact our Privacy Officer either by mail on the



following address Easyfairs Deutschland GmbH, Via Visconti di Modrone 2, 20122 Milano, Italy or by email address [privacyIT@easyfairs.com](mailto:privacyIT@easyfairs.com).

- Should you no longer wish that we transfer your personal data to third parties (advertising and media partners, exhibitors or commercial partners), please contact our Privacy Officer either by mail on the following address Easyfairs Deutschland GmbH, Via Visconti di Modrone 2, 20122 Milano, Italy or by email address [privacyIT@easyfairs.com](mailto:privacyIT@easyfairs.com).
- Should you no longer wish that we use your Personal Data for establishing marketing profiles, please contact our Privacy Officer either by mail on the following address Easyfairs Deutschland GmbH, Via Visconti di Modrone 2, 20122 Milano, Italy or by email address [privacyIT@easyfairs.com](mailto:privacyIT@easyfairs.com).
- Should you wish to unsubscribe from our emailing list, please use the unsubscribe button that appears on each email sent for commercial purposes by us, please contact our Privacy Officer either by mail on the following address Easyfairs Deutschland GmbH, Via Visconti di Modrone 2, 20122 Milano, Italy or by email address [privacyIT@easyfairs.com](mailto:privacyIT@easyfairs.com) and state the type of information you do not want to receive anymore or indicate the email address you want to unsubscribe from.

However, please note that, even if you unsubscribe from us, by touching the readers displayed on the Event site with your 'smart badge', NFC tag or other tool during an Event, you still allow us to collect some Personal Data to share your digital business card with the exhibitors, unless you withdraw your consent in accordance with paragraph 10.3.

## **11. SECURITY MEASURES**

Due to the importance we grant to privacy and data protection, we do everything we can to safeguard your Personal Data from any misuse. Our employees are trained to correctly deal with Personal Data. Your Personal Data is 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 adequate industry security standards. Access to your Personal Data is solely granted to those persons who are so authorized for the performance of their duties.

## **12. CHILDREN**

Please note that this website is not intended for children under the age of 16.

## **13. LINKED WEBSITES**

We are not responsible for the privacy policies and practices of other websites even if you accessed the third party website using links from our Website. We recommend that you check the policy of each website you visit and contact the owner or operator of such website if you have concerns or questions.

## **14. CHANGES TO OUR POLICY**

We reserve the right to amend or modify this Policy without notice to you and if we do so we will post the changes on this page. It is your responsibility to check the Policy every time you submit information to us or place an order.

Status of the declaration: December 2023