

PRIVACY POLICY

1. INTRODUCTION

1.1. What Else Events Ltd is active in the organisation of live events and exhibitions.

1.2. What Else Events Ltd takes 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, What Else Events respects your right to privacy and will only process your personal information in accordance with applicable data protection laws, which the General Data Protection Regulation (Regulation 2016/679) ("**GDPR**").

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 What Else Events Ltd:

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, either by mail or by email on the following address What Else Events Ltd, Raven House, 29 Linkfield Lane, Redhill, Surrey, England, RH1 1SS or email address tim@whatelseevents.com according to the procedure described in paragraph 10.

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**"));

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- 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;
- 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 use, store or otherwise 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 use 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

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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 5.6. 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

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unsubscribe) or advertisement date, content of the advertisement, 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 can use the information collected via our website for functional, analytical, behavioural and advertisement purposes (please see paragraph 12 below).

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 for prospection purposes. If you want to know via which external source we have 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 and 'smart badge' technology

When, as a visitor, you register for an Event via an exhibitor, the exhibitor will be informed that you registered for the Event through its invitation and provided with your registration data (i.e. full name, language, gender, industry, company name and contact details, professional email address, and job title within your 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. This is linked to the registration system.

Moreover, by touching the readers displayed on the Event site with your 'smart badge' (or other similar technology) during an Event, we will have a record of the stands you visited in order to send you a recap of your day and you will receive digital information concerning the exhibitors and products you showed interest in. Your digital business card (containing the Personal Data indicated above) will also be shared with the exhibitors in which you expressed an interest.

5.6 Recording of phone calls performed by our call centre operators

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

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5.7 PHOTOGRAPHY AND RECORDING

5.7.1 The Event may be photographed, filmed, or recorded.

5.7.2 By attending, you grant What Else Events the right to use images, video, and audio recordings that may include you for marketing, promotional, and commercial purposes in any media.

If you do not wish to appear in recordings, please notify us in writing before 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 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;
- f. 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
- g. to provide you with the services of the 'smart badge technology' (please see paragraphs 5.6 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 make a contract proposal, to conclude, execute and monitor the particular service contract (“**Contract Management**”);
- b. to publish an Event catalogue;
- c. to perform entry and ticket management and to perform visitor management;



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- d. to follow-up on visits made during the Events or perform surveys;
- e. to perform security management during the Events; and
- f. 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
- 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.



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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 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;

7.1.2 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

7.1.3 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 5.6 and 5.7;

7.1.4 to any other third party where you have provided your consent.

7.1.5 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;

7.1.6 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 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

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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
Exhibitor/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 five more years after expiration of the paid registration or subscription.
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.
Recording of call centre's calls	stored for a period of one month.

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

another five (5) years after expiry of the retention period imposed by the specific applicable legislation, 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.

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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 local Privacy Officer, either by mail or by email at the addresses mentioned under paragraph 2.2, enclosing a copy of your identity card, passport or other valid means of identification and your specific request.

10.1. Right to access. You may, where permitted by applicable law, 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. PRIVACY POLICY

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. 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 What Else Events Ltd (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 or by email on the following

address What Else Events Ltd, Raven House, 29 Linkfield Lane, Redhill, Surrey, England, RH1 1SS or email address tim@whatelseevents.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 or by email on the following address What Else Events Ltd, Raven House, 29 Linkfield Lane, Redhill, Surrey, England, RH1 1SS or email address tim@whatelseevents.com

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- Should you no longer wish that we use your Personal Data for establishing marketing profiles, please contact our Privacy Officer, either by mail or by email on the following address What Else Events Ltd, Raven House, 29 Linkfield Lane, Redhill, Surrey, England, RH1 1SS or email address tim@whatelseevents.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 or by email on the following address What Else Events Ltd, Raven House, 29 Linkfield Lane, Redhill, Surrey, England, RH1 1SS or email address tim@whatelseevents.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 or sponsors, 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. WEBSITES, COOKIES AND MOBILE APPLICATIONS

12.1. Apart from the Personal Data that you voluntarily share with us when using our website and mobile applications, we also use cookies and other technological resources to collect data. PRIVACY POLICY Browsing history and IP address

12.2. General information concerning visits of websites which are edited or managed by us are collected and registered without the visitors being identified. The purpose of this is to improve the performance and quality of our websites and the users' browsing experience. This information may also be used in order to discover how the website(s) is being used and with the purpose of analysing and compiling reports.

12.3. With these aims in mind, we can also use your computer's IP address if this address is identified. An IP address is a number that is automatically assigned to your

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computer when you browse on the Internet. IP addresses do not allow us to identify you, unless you have given us your explicit permission for this.



Cookie Statement

What exactly are cookies?

12.4. In order to collect the information as described in this Policy, we use cookies on our website.

12.5. A cookie is a small file that a website or its service provider transfers to your computer's hard drive through your web browser (if you allow) that enables the websites or service providers systems to recognize your browser and capture and remember certain information.

12.6. You can set your browser to notify you when you receive a cookie. This enables you to decide if you want to accept it or not. Alternatively, you can choose to turn off all cookies via your browser settings. However, some of the services and features offered through our Website may not function properly if your cookies are disabled.

12.7. Cookies can be first party or third-party cookies.

- First party cookies - cookies that the website you are visiting places on your computer.
- Third party cookies - cookies placed on your computer through the website but

by third parties, such as, Google.

The cookies placed on your device

12.8. We use the following cookies on our Website:

- *Strictly necessary/ session cookies*

These cookies are essential in order to enable you to move around our website and use its features. Without these cookies, services you have asked for cannot be provided.

They are deleted when you close the browser. These are first party cookies.

- *Performance cookies*

These cookies collect information in an anonymous form about how visitors use our website. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it and the approximate regions that they are visiting from. These are first party cookies.

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- *Functionality cookies*

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites. These are first party cookies.

- *Analytics and advertising cookies*

These cookies allow us and our advertisers to deliver information more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of advertising campaigns. They remember that you have visited our website and may help us in compiling your profile. These are persistent cookies which will be kept on your device until their expiration or earlier manual deletion. We make use of third party cookies, including the Google Analytics cookie and the Google Advertising cookie.

- *Social Media cookies*

These cookies allow you to connect with social media networks such as LinkedIn, Twitter, Facebook, Instagram and YouTube. These are persistent cookies which will be kept on your device until their expiration or earlier manual deletion.

12.9. We may combine information from these types of cookies and technologies with information about you from any other source.

Cookie consent and opting out

When you arrive on our website a pop-up message will appear notifying you that our website uses cookies. By using our website, you are consenting to our use of cookies. If you, or another user of your device, wish to withdraw your consent at any time, you can do so by altering your browser settings, otherwise we will assume that you are happy to receive cookies from our website.

12.10. In addition to paragraph 12.8. above, you can access the following page, which contains the currently available Google Analytics opt-outs for the web, in order to deactivate Google Analytics: <https://tools.google.com/dlpage/gaoptout/>.

13. CHILDREN

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

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14. 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.

15. 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. This privacy policy was last updated on 16 April 2021.

