

# KOELNMESSE INC. PRIVACY POLICY

## 1. Terms of Use

Koelnmesse Inc.'s privacy policy as a wholly-owned subsidiary is aligned with the policy of our headquarters, Koelnmesse GmbH.

This document delineates the policy regarding information collected from visitors to the website as well as how we use and protect that information. Our focus is on providing information & services to existing clients (exhibitors & trade attendees), prospective exhibitors, attendees, the media, trade associations, and governmental entities – all based in North America.

Protecting your privacy and your personal data is of utmost importance to us and is our guideline for creating, organizing, and implementing our activities online and offline.

## 2. GDPR Notice

Koelnmesse Inc. complies with [the GDPR](#). For direct questions regarding Koelnmesse Inc. and the GDPR, please contact [info@koelnmessenafra.com](mailto:info@koelnmessenafra.com).

### Koelnmesse Inc. and Legitimate Interests

Koelnmesse Inc. is the North American subsidiary of Koelnmesse GmbH, a trade fair organizer known for its innovative and internationally renowned trade fairs across the globe. What makes us different? The high-level expertise, dedicated commitment, and total customer focus provided by everyone who works here. As a renowned and experienced trade fair organizer, Koelnmesse Inc.'s continued success and progress is based on our combined efforts including your invaluable support.

When engaging in the following activities with Koelnmesse Inc., Koelnmesse Inc. acts as a Data Controller and will process your data for the benefit of the community at large.

#### 1. Stand-alone Exhibitors

- a) Booking trade fair exhibit space packages via Koelnmesse Inc.
- b) Buying North American directory ads via Koelnmesse Inc.

#### 2. Visitors

- a) Requesting program information & registering for our events.

#### 3. Registering for webinars and digital events

Legitimate interests of Koelnmesse Inc. include: Fulfillment of contractual and legal obligations, direct marketing of all our exhibit packages and services including personalized offers, and personalizing the website experience. Koelnmesse Inc. may use this information for as long as Koelnmesse Inc. remains active in conducting any of the above-listed activities.

#### Legitimate Interests for Email Subscribers

Koelnmesse Inc. acts as a Data Controller and will process your data in order to personalize the email content and your website experience.

#### Legitimate Interests for Anonymous Website Visitors

Koelnmesse Inc. processes data for anonymous website visitors in order to personalize the experience, in accordance with our "Cookie Policy" defined in this privacy policy.

#### Rights as a Data Subject

Koelnmesse Inc. complies with all articles relating to rights of the Data Subjects, including but not limited to:

1. **Right to information** – Section 2.1
2. **Right to rectification of incorrect data** – Section 2.2
3. **Right to erasure** – Section 2.3
4. **Right to restriction of processing** Section 2.4
5. **Right to data portability** – Section 2.5
6. **Right to object** – Section 2.6

#### 2.1 Right to information

Pursuant to Section 2.4 GDPR, you have the right to request us, at any time, to provide you with information concerning personal data relating to you that we process. You can make this request by sending a postal letter or e-mail to the above address.

### 2.2 Right to rectification of incorrect data

You have the right to request us to immediately rectify your personal data if they are inaccurate. To do so, please contact the above addresses.

### 2.3 Right to erasure

You have the right to obtain from us the erasure of personal data on the grounds described in Section 2.6 GDPR. These grounds especially give you the right to erasure if the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed if the personal data have been unlawfully processed, if we have received an objection to the processing, or the personal data have to be erased in compliance with a legal obligation in Union or Member State law to which Koelnmesse Inc. is subject. To exercise the aforementioned right, please contact the above addresses.

### 2.4 Right to restriction of processing

You have the right to request us to restrict processing pursuant to Section 2.7 GDPR. This right applies, in particular, to the following cases: When the accuracy of the personal data is contested between the user and ourselves, for a period enabling us to verify the accuracy of the personal data; the user has an existing right to erasure but opposes the erasure of the personal data and requests the restriction of their use instead; the data are no longer needed for our purposes, but they are required by the user for the establishment, exercise or defense of legal claims; the user has objected to processing pending the verification whether our legitimate grounds override those of the user. To exercise the aforementioned right, please contact the above addresses.

### 2.5 Right to data portability

You have the right to receive the personal data concerning yourself, which you have provided to us, in a structured, commonly used and machine-readable format pursuant to Section 2.8 GDPR. To exercise the aforementioned right, please contact the above addresses.

### 2.6 Right to object

Pursuant to Section 2.9 GDPR, you have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning yourself which is based on point (e) or (f) of Article 6 (1) GDPR. In that case, we shall no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights, and freedoms or for the establishment, exercise, or defense of legal claims.

### General Privacy Policy

## 3. Personal data

Personal data in the sense of this privacy policy are any individual information relating to your personal or material circumstances. This includes in particular your name, your date of birth, your e-mail address, your address, and your telephone number.

Personal data in the sense of this privacy policy also includes information about your use of our website ("access data"). In addition to the access data, personal data is only stored by us when you freely provide us with this information, e.g. in the context of a registration, a survey, a contact query, a subscription to a newsletter, or for carrying out an online order. Personal data are also only processed to the extent necessary and only for the purposes to which you have given consent or for legally permissible purposes.

## 4. Collection and use of your data

We collect both non-personally identifiable information and personally identifiable information.

When you access our website, your terminal automatically transfers data for technical reasons. The following data are stored separately from other data that you may possibly transmit to us:

- Date, time, and duration of your visit to our websites
- IP address, that has been assigned to you by your Internet provider
- the web page visited
- the user tool (i.e. web browser, operating system) you have used to access the site
- the action that you carried out on our website
- the terms you used in the search engines and in the site search and the search result
- whether a site was successfully accessed or not
- what information was called up (incl. downloads)
- from which server you accessed the website and the website from which you reached the current website
- these data are exclusively stored for technical purposes and are not at any time associated with a specific person.

The handling of your personal data for the purposes of providing this website and of communicating via this website are carried out on the basis of our legitimate interest pursuant to Article 6 (1) (f) General Data Protection Regulation (GDPR). It is technically necessary for us to process specific personal data (e.g. IP address) in order to provide this website. In order for you to communicate with us, it is necessary for us to handle your respective personal data.

In the context of the necessary balancing of interests, we have balanced your interest in the respective privacy of your personal data and our interest in the provision of this website and the establishment of contact with one another. Your interest in privacy is outweighed in both cases. If this were not the case, we would be unable to provide this website or to react to your contact query.

#### CAN-SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

1. Send information, respond to inquiries, and/or other requests or questions.
2. Process orders and send information and updates pertaining to orders.
3. Send you additional information related to your product and/or service.
4. Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CANSPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

## 5. Our Cookies Guideline

We use so-called browser cookies to collect information about your use of our website. Cookies are small text files that are stored on your hard drive where specific preferences and data regarding the exchange of information between our system and your browser is stored. A cookie generally contains the name of the domain from which the cookie data was sent and information about the age of the cookie and an alphanumeric identification sign. Cookies enable our systems to recognize the user's device and to make possibly existing settings available immediately. As soon as a user accesses the platform, a cookie is transferred to the hard drive of the respective user's computer. **Cookies help us to improve our website and enable us to offer you a better service that is even more customized to your needs.**

#### 5.1 Data Sharing

In principle, a transfer of your personal information without your prior express consent will only take place in the following cases:

- When it is required for the investigation of unlawful use of our services or for the prosecution, personal data are transferred to the law-enforcement authorities and if necessary, to injured third parties. However, this only occurs when there are concrete indications of unlawful or

abusive behavior. A transfer can also take place when it is necessary for the enforcement of terms and conditions of use or of other agreements. We are also legally obliged to provide information to specific public authorities on request. These are prosecutorial authorities, authorities that prosecute misdemeanors punishable by fines, and the financial authorities. The transfer of this data takes place on the basis of our legitimate interest in combatting misuse, the prosecution of criminal offenses, the safeguarding, assertion, and enforcement of claims, and the fact that your rights and interests with regard to the protection of personal data are not overriding pursuant to Article 6 (1) (f) GDPR.

- We may also transfer user or customer information, including personally identifiable information, in connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale. We will ensure that every such transfer of personal data to third parties to the extent described above takes place in conformity with this privacy policy and with the relevant data protection legislation.

A possible transfer of the personal data is justified by our legitimate interests in adapting our business form to economic and legal factors as required and the fact that your rights and interests with regard to the protection of personal data are not overriding pursuant to Article 6 (1) (f) GDPR.

#### 5.2 Credit Card Account Information

Koelnmesse Inc. does not disclose credit card account information provided by its customers except as necessary to process the customer transaction. When customers choose to pay using their credit cards, Koelnmesse Inc. submits the information needed to obtain payment to the appropriate clearinghouse.

#### 5.3 Security

Our site has industry-standard security measures in place to protect the loss, misuse, and alteration of the information under our control. While there is no such thing as "perfect security" on the Internet, we will take all reasonable steps to ensure the safety of your personal information.

#### 5.4 Children

We do not knowingly solicit or collect information from persons under the age of 18. We do not have a mechanism for determining the age of the visitors to our Site.

#### 5.5 Other Websites

Our website contains links to other websites such as social networks. Koelnmesse Inc. is not responsible for the privacy practices or the content of such websites. We encourage you to become familiar with the privacy policies of other sites you visit, including linked sites.

Please refer to the privacy guidelines of the respective social network for information regarding the purpose, duration, and scope of the data

## 4 KOELNMESSE INC. PRIVACY POLICY



collection, the further processing and use of your data, your respective rights, and setting options to protect your privacy.

### 5.6 Correct; Update

Koelnmesse Inc. allows its customers the option to change or modify information previously provided. This may be done through the following methods:

1. E-mail the corrected and/or updated information to [info@koelnmessenaftha.com](mailto:info@koelnmessenaftha.com)
2. Call Koelnmesse Inc. at 773-326-9920

Unfortunately, to the extent that such information is also stored in other databases, we cannot always ensure that such corrections or deletions will reach the other databases. We will use all reasonable efforts to ensure that your information is removed from or corrected in our records.

### 5.7 Choice; Opt-Out

You may opt-out of receiving postal mail, e-mail, and/or facsimile communications from Koelnmesse Inc. by the following means:

1. E-mail the corrected and/or updated information to [info@koelnmessenaftha.com](mailto:info@koelnmessenaftha.com)
2. Call Koelnmesse Inc. at 773-326-9920
3. Use the opt-out option contained in the respective promotional emails received from Koelnmesse Inc.

We will take commercially reasonable steps to implement your opt-out requests promptly, but you may still receive promotional information from us by postal mail for up to 60 days due to printing and mailing schedules, and up to 10 days for facsimile and e-mail.

### 5.8 Operations in the United States

Our website and the servers that make this site available worldwide are located in the United States. The laws of the State of Illinois govern all matters relating to this site. Any information you provide in subscribing to our website or registering or ordering at our website will be transferred to the United States. By visiting our site and submitting information, you authorize this transfer, processing, and use.

#### Contact us:

If you have any questions about this privacy statement, the practices of this site, or your dealings with this website, you can contact us at:

Koelnmesse Inc.  
8770 West Bryn Mawr, Suite 1300  
Chicago, IL 60631  
[info@koelnmessenaftha.com](mailto:info@koelnmessenaftha.com)  
773-326-9920

As of August 2, 2021