

## **Privacy Policy**

We take the security of the personal data of our clients (Exhibitors, Visitors, Potential Visitors, Partners, conference and show Attendees and others who have contacted us with any enquiries or complaints) very seriously. In this regard, Premier Expo has developed this privacy policy (hereinafter referred to as the "Policy") to inform you of the collection, storage and processing of personal data and the information you provide through this website.

We control the manner in which we collect your personal data and determine the purposes this personal data is used for by Premier Expo. We are the "data controller" for the purposes of the EU General Data Protection Regulation 2016/679 (hereinafter "GDPR") and other applicable data protection legislation and the "personal data controller" within the meaning of the Law of Ukraine "Personal Data Protection" dated 01.06.2010 No. 2297-VI.

*We only process your personal data if one of the conditions set out in Article 6 of the GDPR is met, including but not limited to:*

- you have consented to the processing of personal data;
- the processing is necessary in order to enter into and/or execute a contract with you for the provision of a set of works/services for the organisation and holding of an exhibition event or for the provision of additional services to you;
- such processing is required by the laws of the countries with which we co-operate in the organisation of specialised events, exhibitions and conferences.

We may update this Privacy Policy from time to time, including as required by applicable law. We therefore ask that you visit [www.pe.com.ua](http://www.pe.com.ua) to ensure that you have up-to-date information.

### **Basic concepts (terms)**

**Personal data** is any information of a personal nature that allows a third party to identify an individual (data subject).

**Private person (individual)** is a person who can be identified, directly or indirectly, in particular by reference to a specific identifier (name, surname, document number, other identifier) or by analysing several elements of the physical, genetic, psychological, economic, cultural or other identity of the private person (individual).

**The subject of personal data** is the private person (individual) to whom the personal data relates and who can be identified or is already identified by that personal data.

**The controller of personal data** is a private person or legal entity that determines the purposes and means of personal data processing and is primarily responsible for its processing. The controller of personal data is the owner of personal data in the terminology of Ukrainian legislation.

**A personal data processor** is a private or legal person who processes personal data for the controller on the basis of instructions (instructions, orders). A personal data processor is a controller of personal data in the terminology of Ukrainian law.

**Processing of personal data** is any operation or set of operations performed on personal data or arrays of personal data, with or without the use of automatic procedures, such as collecting, recording, systematising, structuring, storing, modifying, arranging, viewing, using, distributing or otherwise making available to third parties, including employees of the controller or processor of personal data, as well as deleting.

### **Legislation regulating the processing of personal data**

The processing of your personal data is carried out in accordance with the requirements of the Ukrainian Personal Data Protection Act. The processing of personal data of customers located in the EU or who are EU citizens is regulated in particular by the EU General Data Protection Regulation

2016/679 (hereinafter "GDPR"). Also the legislation of the countries whose residents we are in business partnerships with may impose additional requirements.

### **Scope of this policy**

This Policy applies to "personal data and information" that we collect through this website.

"Personal data and information" in particular, but not exclusively, means data identifying you personally, either alone or in combination with other information available to us. Examples of personal data include but are not limited to your name, location, phone number, email address, IP address and other information which you may provide when using our website.

By using this website and giving your explicit consent to the processing of personal data, you accept the practices described in this Policy. If you do not agree to this Policy, please do not use this website.

### **Personal identification information and information collected through our website**

*Personal identification information* (personal data) means information that lets us know who you are. Personal information is requested when ordering a service, registering for an exhibition event, applying for an invitation to attend an exhibition event, registering an account, registering as an exhibitor, etc. In particular, but not exclusively, this information may include your name, address (both registered and actual), email address, details of your job title, the industry in which you work etc. This information may be stored in our databases because of your past or current relationship with us or because we think that you may be interested in hearing from us about our operations and services. This allows us to manage our relationship more effectively, to improve our site and the services we offer to you and to target the materials we may send you with your interests.

*Non-personally identifiable information* means information of a statistical nature only, which by itself does not identify specific individuals or entities and depends on your visits to the website. For example, this information may include the IP address from which you access the Internet, the date and time of access, and the website address from which you linked directly to the site. This information is used in aggregate form to make the site more useful and attractive to users.

### **Use of special functions and password-protected areas**

This site may contain special features and password-protected areas. When you register to use any special features or password-protected areas, you may be required to agree to special terms governing your use of special features or password-protected areas. In these cases, you will be asked for your express consent to the special terms, for example, by checking a box or clicking on a button to confirm acceptance of the user agreement - "I agree".

### **Purposes of personal data processing**

Premier Expo provides services of organizing and holding of specialised events - international exhibitions and conferences in Ukraine. We require your personal data in order to enable us and our partners to ensure your participation and/or attendance at specialised events, in particular:

- processing of an application for participation in a specialised event;
- production of badges for participants and staff;
- issuance of invitations to attend the specialised event;
- registration of the participant/visitor of the specialised event;
- publication of the data of the participant in the official catalogue of the specialised event;
- provision of other information and services requested by you;
- security and fraud prevention;
- efficient customer service;
- personalisation of the use of our website;
- displaying personalised advertising;
- providing you with special offers and other information that we think may be of interest to you;
- providing you with information and communications about your use of our website;
- providing you with invitations to participate in exhibitions, surveys and to provide us with your comments;
- better understanding of your needs and interests;
- improving the content, functionality and usability of the site;

- improving our products and services;
- improving our marketing and promotional activities;
- any other purposes specified in the applicable privacy notice or other agreements between you and Premier Expo.

We ask you to provide only such personal data as is necessary to provide the service you have chosen, to receive the newsletter or to respond to your specific enquiry/claim. At the same time, if you decide to provide us with additional personal data, we will also be able to process it with the necessary level of protection.

#### **Time of processing (storage) of personal data**

We will not retain your data longer than is necessary to fulfil the purposes for which it is being processed or to comply with statutory requirements.

To determine the appropriate retention period, we will determine the nature and category of personal data, the purpose for which we process it, and whether we can achieve those purposes by other means.

As a general rule, the time limit for processing personal data in our company is 2555 days from the submission of tax reporting for the period when the relevant transaction took place. This processing time is in accordance with the provisions of the Tax Code of Ukraine on the retention period for documents related to the assessment and payment of taxes and fees.

#### **Cookies and similar technologies**

We use cookies and other web technologies to collect information and support certain functions of our websites. For example, we use these technologies for:

- collecting information about how visitors use our sites on the pages they visit, where links are used and the length of time they stay on each page;
- to measure and manage the effectiveness of our advertising campaigns; to maintain the functionality of our sites, such as eliminating the need to re-enter information that is already in our database or to re-set preferences already set on past visits to our sites; to personalise your experience on our sites.

Generally, the information collected through these web technologies does not personally identify you. However, if you have created a profile, for example, by signing up for a password-protected section of one of our sites, we may link the information we collect through the web technologies to other information that personally identifies you.

If you do not want to receive cookies, you can set your browser to reject cookies. You can also delete our cookies when you leave our website. Although you are not obliged to download cookies when you visit our websites, if you set your browser to reject cookies, you will not be able to use all of the features of our websites.

Internally to Premier Expo Ukraine. We provide access to personal information that is collected through our website to employees of Premier Expo in Ukraine - individuals who are processors of personal data.

Regulatory compliance, protecting our rights and the rights of others. We may disclose personal information when we believe in good faith that disclosure is compliant with the law pursuant to a court order or other law enforcement authority decision. We may also disclose personal information to prevent and investigate potential crimes, including fraud or identity theft, to enforce or apply our online terms of use or other agreements, or to protect our own rights or property or the property or safety of our users or others.

#### **Premier Expo sharing your personal information**

*Service Providers.* We share personal information with companies and organizations that perform services on our behalf, such as companies that provide support services to us (including processing, data centre and web hosting services) or Partners that help us deliver our services. These third parties are bound by confidentiality agreements to use the personal information to which we share with them solely to provide services with commercially reasonable measures to protect the confidentiality and security of your personal information.

*Internally to Premier Expo.* We share personal information that is collected through our website with employees of Premier Expo - individuals who are processors of personal data.

*Change of Control.* Your personal information may be transferred to companies that have acquired the corporate rights or assets of Premier Expo or one of our businesses, for example as a result of a sale, merger, reorganisation or liquidation. In the event of such a transfer of control, the company will use your personal information subject to the actual policy and privacy benefits you have stated to us.

*Regulatory compliance, protecting our rights and the rights of others.* We have the right to disclose personal information when we believe in good faith that the disclosure is compliant with the law pursuant to a court order or other law enforcement authority decision. We may also disclose personal information to prevent or investigate potential crimes, including fraud or identity theft, to enforce or apply our online terms of use or other agreements, or to protect our own rights or property or the property or safety of our users or others.

*Aggregate Information.* We may share demographic or survey information with third parties but such information will be anonymous and will not contain any personal details or information.

Aggregate information we share may include anonymous information that is collected through the use of cookies and other similar tracking technologies as described above in "Cookies and Similar Technologies".

### **General guidelines**

We respect your right to choose how we collect, use and disclose your personal information. We also provide a disclaimer link in newsletters or promotional emails so that you can inform us that you object to receiving such correspondence from us in the future.

### **Direct marketing**

Before using your personal data for direct marketing purposes (or allowing our business units to do so), we will give you the opportunity to allow or refuse the use of your information. You can at any time remove yourself from our direct marketing by sending an e-mail or a letter to the person responsible for data privacy. Please provide your name, address and e-mail address and telephone number if you opt out of being informed by SMS, so that we can locate you in our mailing lists. Once we have received the necessary information, we will remove you from our mailing lists. Please give us sufficient time to comply with your request.

### **The rules for access and updating your personal information**

If you create an account or a personal profile on one of our sites, you will be able to access or update some or all of your information via the account or profile settings page.

### **Rights of personal data subjects under the Ukrainian law**

- to know the sources of collection, the location of their personal data, the purpose of their processing, the location or residence (domicile) of the owner or manager of the personal data or to give a corresponding instruction for obtaining this information to persons authorised by them, except in cases established by law;
- to receive information on the conditions of access to personal data, in particular information about the third parties to whom their personal data is made available;
- to have access to their personal data;
- to receive no later than thirty calendar days from the date of receipt of the request, except in cases prescribed by law, a reply as to whether his personal data is processed, as well as to receive the content of such personal data;
- to submit a reasoned request to the personal data controller objecting to processing of his/her personal data;
- to submit a reasoned request for modification or destruction of his personal data by any personal data controller and disposer, if such data is processed illegally or is unreliable;
- to protect their personal data from unlawful processing and accidental loss, destruction, damage due to intentional concealment, failure to provide or untimely provision, as well as to protect from providing information that is inaccurate or discrediting the honour, dignity and business reputation of an individual;

- to appeal to the Ombudsman of the Verkhovna Rada of Ukraine for personal data processing or to the court;
- to apply legal remedies in case of violation of the legislation on personal data protection;
- to make reservations about limiting the right to process their personal data when giving consent;
- to withdraw the consent to the processing of personal data;
- to know the mechanism of automatic processing of personal data;
- to be protected against an automated decision that has legal consequences for them.

### **Other rights of personal data subjects under the GDPR**

- The right to information;
- The right to have data about you corrected;
- Withdrawal of consent to the processing of personal data and the right to be forgotten;
- The protection of personal information by Premier Expo in Ukraine.

We use a comprehensive data security programme, including commercially reasonable administrative, physical and technological measures to protect your personal information from unauthorized access, use, unauthorized or accidental destruction, alteration or disclosure. Although we take commercially reasonable measures to ensure a level of security, we cannot guarantee the absolute security of information provided over the Internet or stored in our databases against criminal interference by third parties (hacking attacks).

### **Links to other websites of Premier Expo in Ukraine**

The website contains links to other websites of the Premier Expo sub-divisions (hereafter referred to as "Premier Expo Other Websites"). Premier Expo's Other Websites are autonomous and separate. Each of them fulfils a specific function. Therefore, each of the other Premier Expo websites is subject to its own terms of use and privacy policy. When accessing other Premier Expo sites through links on this website, take a few minutes to read the privacy policy posted on each of the Other Premier Expo Sites you visit.

### **Links to the other websites**

This website may contain links to other companies' websites, including those of our partners and third parties. This Policy does not apply to personal information collected on any of these websites. If you access any third party websites linked to this website, please take a few minutes to read the privacy policy posted on this website.

### **Contracts for issues related to our privacy policy:**

If you have any questions about this Policy or our privacy practices, send a letter or written notice to the Data Privacy Officer responsible.

Premier Expo

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