

Hereinafter we will inform you about which of your data we store when and why. This relates to the processing of various data by VNU Exhibitions Asia, including the data collected upon access to our website, and the use of cookies. Moreover, we will inform you about your rights and provide further legally required information.

I. Who is the controller of the data and how can I contact the data protection officer?

Controller within the meaning of the GDPR is VNU Exhibitions Asia, Business Mansion, Shanghai Exhibition Center, No. 1333, Nanjing Rd (W) Shanghai, PRC (200040).

II. Your rights as a data subject

Every data subject has the following rights:

right of access (Art. 15 GDPR)

right to rectification of data (Art. 16 GDPR)

right to erasure and/or “right to be forgotten” (Art. 17 GDPR)

right to restriction of the processing of personal data (Art. 18 GDPR)

right to data portability (Art. 20 GDPR).

You may at any time object to the processing of your personal data for marketing purposes – including profiling in connection with direct marketing – without giving reasons.

Moreover, you have a general right to object (cf. Art. 21 para. 1 GDPR). In this case, reasons must be given for the objection.

To the extent data is processed on the basis of consent, such consent can be revoked at any time with future effect.

Furthermore, you have the right to file a complaint with a Data Protection Authority against the data processing performed by us.

III. Scope of data collection, scope of data processing, purpose of processing, transfer of data in connection with the use of services / offers of VNU Exhibitions Asia

The use of the online services offered by VNU Exhibitions Asia requires the setting up of a customer account (Account). This is the basis for VNU Exhibitions Asia to offer to its customers various services in order to make participation in the event as interesting and pleasant as possible. The online services offered by VNU Exhibitions Asia come as a comprehensive package. The legal basis for the setting up and allocation of user accounts is Art. 6 (1) b GDPR.

1. Booking of exhibition space

VNU Exhibitions Asia will process the personal data collected within the framework of booking exhibition space for purposes of contractual performance, accounting and customer administration.

In addition, the data collected in connection with the booking of exhibition space will be used to process any warranty claims or complaints. Your data may also be transferred to external auditors and/or tax authorities for auditing purposes. The data will be stored in accordance with statutory retention periods pursuant to Secs. 146 et seq. German Revenue Code (AO) and/or Sec. 257 German Commercial Code (HGB) and deleted upon expiry of the respective retention periods.

Legal bases:

setting up and allocation of user accounts: Art. 6 (1) b GDPR

contractual performance including processing of complaints / warranty claims: Art. 6 (1) b
GDPR

transfer of data to other group companies of VNU Exhibitions Asia: Art. 6 (1) f GDPR

transfer of data to service partners for the provision of services on behalf of VNU Exhibitions Asia

AG: Art. 6 (1) b GDPR and/or Art. 6 (1) f GDPR

storage of data pursuant to AO/HGB and, where applicable, audits by financial authorities /
auditors: Art. 6 (1) c GDPR

2. Purchase of event tickets

a. Setting up a user account

The purchase of event tickets (tickets for trade fairs, symposiums, or other events) requires the setting up of a customer account. Via this account you can also use further services and book further tickets. After completion of your purchase, you can deactivate such account at any time if you want to.

b. Purchase of event tickets

Once you are registered for our online ticket shop, you can use this platform for the purchase of event tickets (tickets for trade fairs, conferences). VNU Exhibitions Asia will process the mandatory data provided by you and the data relating to the selected event for your ticket purchase and to ensure entry to the selected events on the respective date(s). In addition, this data will be used to issue name badges for trade fair visits / conference attendances.

The data about the ticket purchase will be used for accounting purposes and, where applicable, to process any warranty claims or complaints. Moreover, your data may be transferred to external auditors and/or tax authorities for auditing purposes. The data about the ticket purchase will be stored in accordance with statutory retention periods pursuant to Secs. 146 et seq. German Revenue Code (AO) and/or Sec. 257 German Commercial Code (HGB) and deleted upon expiry of the respective retention periods.

Legal bases:

contractual performance including processing of warranty or other claims: Art. 6 (1) b GDPR

setting up and allocation of user accounts: Art. 6 (1) b GDPR

storage of data pursuant to AO/HGB and, where applicable audits by financial authorities /
auditors: Art. 6 (1) c GDPR

3. Registration of professional visitor tickets and exhibitor passes (together “visitor tickets”)

Registration for professional visitor tickets requires the setting up of an own user account. Via this account, you can also benefit from further services offered in connection with the trade fair. Registration for professional visitor tickets only serves as an example for the services offered by VNU Exhibitions Asia in connection with your customer account.

In connection with the registration for professional visitor tickets, VNU Exhibitions Asia will use the collected data to ensure entry to the trade fair for the professional visitor on the scheduled dates. In addition, the data will be used to issue name badges for the trade fair visit.

Since the costs for entry to the trade fair are borne by the exhibitor inviting the professional visitor, the data related to the ticket registration will also be transferred to the exhibitor who issued the invitation (core data and voluntary information).

Legal bases:

setting up and allocation of user accounts: Art. 6 (1) b GDPR

contractual performance including processing of claims / warranty claims: Art. 6 (1) b GDPR

transfer of core data to the exhibitor who issued the invitation: Art. 6 (1) f GDPR

4. Use of further trade fair services

By setting up a user account, in particular when purchasing online tickets or registering for professional visitor tickets or exhibitor passes, trade fair attendees will get access to additional trade fair services offered by VNU Exhibitions Asia as part of a service package. This includes the following services:

- Lead Management
- Favorites Search
- Routing
- Name badges

The following data processing is carried out in connection with the individual services:

Lead Management

If desired, VNU Exhibitions Asia can streamline the forwarding of stored visitor's ticket registration data to exhibitors or other relevant companies, organizations or individuals taking part in the event (e.g. convention or forum participants, speakers, sponsors, etc. – hereinafter "Event Participants"). The Event Participant can scan the barcode on his/her ticket in order to see what data is stored by VNU Exhibitions Asia.

Favorites Search & Routing

Users of our website or app can add exhibitors, products and events to their favorites list. On the basis of such favorites list, an optimal route will be generated for the user, which can be processed and stored in the user account. If you have installed the trade fair app – and consented to the use of your location – the app can show your specific route and your location.

Legal basis:

contractual performance including processing of warranty claims or complaints: Art. 6 (1) b GDPR.

5. Processing of personal data by VNU Exhibitions Asia for marketing purposes

VNU Exhibitions Asia and service providers engaged by it (e.g. letter shops) will use your name and address for further purposes in connection with customer retention and customer reactivation. This will include the delivery by post of information regarding further interesting products and services, because VNU Exhibitions Asia wishes to draw your attention to interesting offers and establish a long-lasting customer relationship.

Moreover, VNU Exhibitions Asia will use the mandatory data provided in connection with the use of its offers / services as well as voluntary information provided (see paragraphs 1-4 above) to personalize and constantly improve trade fair attendance for visitors and exhibitors and to provide future offers tailor-made to your interests. We process the data collected in connection with the use of our offers / services to provide you with the best possible support regarding your business development and to point out interesting options for trade fair visitors / exhibitors. Your data will be processed internally and in pseudonymised form in order to comply with your legitimate interest to ensure protection of your personal data. The data processing allows us to provide you with personalized offers (website, email, post).

We will basically stop processing your personal data collected upon prior use of our offers / services for marketing purposes – including profiling within the scope of direct marketing – if you have not used any of the offers / services of VNU Exhibitions Asia for a period of up to 5 years with this exception: In the following two years we will continue to process your name, address, company affiliation, and status (professional visitor, exhibitor) as well as the last trade fair you attended for the purpose of direct mailings only.

As a principle, your email address will only be used for marketing purposes if we have obtained your consent.

There are the following exemptions: To the extent VNU Exhibitions Asia obtains your email address in connection with the sale of products / services, we will use your email address to promote similar own products. You are entitled to object to the use of your data for marketing purposes at any time; this will be pointed out to you upon collection of any data as well as in any marketing communications.

Legal bases:

data processing for marketing purposes, including profiling in connection with marketing purposes, and transfer: Art. 6 (1) f GDPR
telephone marketing: Art. 6 (1) a GDPR and Sec. 7 para. 2 no. 2 alt. 2 German Unfair Competition Act (UWG)
email marketing: Art. 6 (1) a GDPR and Sec. 7 para. 3 UWG

6. Subscription to email newsletter

We will only send you marketing communications via email if we have obtained your prior explicit consent. Notwithstanding, we may process your email address for marketing purposes as described in paragraph 5.

Legal basis:

email marketing: Art. 6 (1) a GDPR.

IV. Data processing in connection with the use of online services

Hereinafter we will explain what types of data processings are carried out in connection with the access to a website or an app of VNU Exhibitions Asia.

1. Processing of data upon access to our website – logfile data

When you access our website / app, some pieces of general information will automatically be collected. This information (server logfiles) includes e.g. the type of your browser, the operating system you use, the domain name of your internet service provider and similar information. In addition, your IP address will be transferred and used for the purpose of providing the service requested by you. This information is technically required to accurately provide the contents of websites you call up and are inevitably collected when using the internet.

In accordance with our IT security concept, the generated logfile data will be stored for a period of 3 weeks to enable us to detect and analyse any attacks against our website. The legal basis for this data processing is Art. 6 (1) sentence 1 f GDPR.

2. Processing of data in connection with the use of our website – your requests

If you send us a request via email or via our contact form, we will collect the data provided by you for processing and responding to such request. This information will remain stored for a period of up to

two years for verification purposes. The legal basis for this data processing is Art. 6 (1) sentence 1 letter of GDPR.

3. Integration of external service providers

Linking with other services is a fundamental principle of the Internet. Therefore, we have integrated various external service providers into our website.

a. Integration of social plug-ins

To offer you mean of interacting with your contacts and more easily share interesting information, our website uses the social plug-ins of various social networks, e.g. Facebook.com, Twitter.com and Google+. The different plug-ins can be recognized by their respective network logos. We use a 2-click approach to ensure that access to our website as such will not trigger a transfer of data.

Only if you click on a plug-in, your browser will establish a direct connection with the servers of the respective network. The network transmits the content of the plug-in directly to your browser and your browser integrates such content into the website. To the extent a network has its seat outside the EU / the EEA, we cannot exclude that your data will be transferred to and processed by a server outside the EU / the EEA. Since we have no influence on the amount of data collected by the networks through the plug-ins or the respective period of use, we hereby inform you according to our present knowledge:

When clicking on a plug-in, the respective network will receive the information that you have accessed the link included in our website. If you are logged into a network, such network can connect this information with your profile. If you do not want the network to collect information on your access to our website, you have to log out before calling up our site. In principle, however, it is possible that a network detects and stores your IP address, even if you are not registered with or logged into such network. Furthermore, we have no information regarding the deletion of data collected by the respective plug-in providers.

The plug-in provider will store the data collected about you as a user profile to be used for purposes of marketing, market research and the demand-oriented design of its website. In particular, this evaluation takes place (also for users not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of a user profile by service providers.

The legal basis for the use of plug-ins is Art. 6, para. 1 sentence 1 letter f GDPR. Please refer to the privacy guidelines of the respective social network for information regarding the purpose, duration and scope of the data collection, the further processing and use of your data, your respective rights, and setting options to protect your privacy:

Facebook: <http://www.facebook.com/policy.php>

Twitter: <https://twitter.com/privacy?lang=de>

Google+: <http://www.google.de/intl/de/policies/privacy>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

b. Use of Google Tag Manager

To deliver online marketing and to integrate our external partners we use the Google Tag Manager. This allows us to control the delivery of online advertisements. This tool does not use cookies, but still requires the transfer of IP addresses to Google, where the use of the Tag Manager will be analyzed. We have activated a function that automatically anonymizes IP addresses prior to their transfer to Google. The legal basis for this data processing is Art. 6 (1) sentence 1 letter f GDPR. The data collected will be deleted after two years.

c. Use of Google Maps

Our website uses Google Maps, a service offered by Google, Inc. This allows us to display interactive maps, to ensure easy traceability of the locations indicated on our website, and to facilitate convenient use of the map functions.

This application is retrieved directly from the Google servers. Google will therefore receive the IP-address currently assigned to you. When you access the function, Google will receive the information that you have called up our respective website. If, to what extent and for how long your IP address is stored and internally used by Google is beyond our knowledge. The legal basis for the use of this service is Art. 6 (1) sentence 1, letter f GDPR.

If you are registered with a Google service, Google can assign your visit to your user account. Even if you are not registered with Google or not logged in, it is possible that Google may store your IP address and use it for profiling purposes. Google will store the data collected about you as a user profile to be used for purposes of advertising, market research and/or the demand-oriented design of its websites. In particular, this evaluation takes place (also for user not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of a user profile by Google.

Please note that data processing by Google may be performed outside the EU/EEA. Google will process your personal data also in the U.S. and has accepted the regulations of the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. For further information on data protection by Google please go to <https://www.google.de/intl/de/policies/privacy>.

d. Use of YouTube

Our website uses plug-ins of the website YouTube, which is operated by Google. The operator of the web pages is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, U.S.A.

When you visit one of our web pages that uses the YouTube plug-in, a connection will be established to the servers of YouTube. The YouTube server will receive information on which of our web pages you have visited.

If you are logged into your YouTube account, YouTube will be able to assign your browsing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

We use YouTube in the interest of presenting our online offers in an attractive way; the legal basis therefore is Art. 6 (1) letter f GDPR. We only collect information on the frequency of call-ups of the YouTube videos integrated in our website and will delete the respective data after 2 years.

For further information on the handling of user data please refer to the privacy policy of YouTube at: <https://www.google.de/intl/de/policies/privacy> .

e. Use of reCAPTCHA

To protect user enquiries via our internet contact form, online ticket registrations and subscriptions to our newsletter, VNU Exhibitions Asia uses the reCAPTCHA service of Google Inc. The legal basis is Art. 6

(1) letter f GDPR. The prompts of reCAPTCHA are used to discern whether an entry is made by a human being or, improperly, automated machine processing is used. The prompts include the transfer of IP addresses and any further data required by Google for the provision of reCAPTCHA. To this purpose, your entry will be transferred to and further used by Google. By using reCAPTCHA you agree that the recognition you have made will be incorporated in the digitalization of old works. DMAG will not store any further data about your use of this service.

We have activated IP anonymisation on our website. Therefore, Google will shorten your IP address within the member states of the European Union and contracting states of the agreement of the European Economic Area. Only in exceptional cases will your full IP address will be transferred to a server of Google in the U.S.A. and shortened there. On behalf of the operator of this website Google will use such information to analyze the use of this service. The IP address transmitted by your browser will not be merged with any other data of Google. The data is subject to separate data protection regulations of Google. For further information on the privacy policy of Google please refer to: <https://www.google.com/intl/de/policies/privacy/> .

V. Our cookie guidelines

1. General information on the use of cookies

Our website uses so-called cookies. Cookies are small text files that are placed on your device and stored on your browser. Their purpose is to make our offer more user-friendly, more efficient, and more secure. We use temporary cookies that are automatically deleted when you shut down your browser (so-called “session cookies”) as well as permanent (“persistent”) cookies.

You have the option to choose whether you want to allow the placing of cookies. You can adjust the settings of your browser accordingly. Your options are to accept all cookies, to be informed when cookies are placed, or to accept no cookies at all. If you opt for the third alternative, you may not be able to use our services to the full extent.

Regarding the use of cookies, it is important to distinguish between indispensable cookies and cookies placed for further purposes (access quantification, marketing).

2. Cookies that are indispensable for the use of our website

We use session cookies that are indispensable for the use of our website. These include cookies that enable us to recognize you when you visit our site for a single session. These session cookies help to make our site more secure, e.g. by ensuring safe operation of the shopping cart function and payment processes. The legal basis for this data processing is Art. 6 (1) sentence 1 letter f GDPR.

3. Use of cookies with your prior consent

Hereinafter, we provide you with an overview of the cookies we use if we have obtained your respective consent upon access to our website (Art. 6 (1) sentence 1 letter a GDPR). These cookies are used for the purpose of analyzing user behavior and for marketing purposes. Respective opt-out options are included in each description.

The use of tracking cookies allows us to “recognize” users when they revisit our website and to allocate usage events to an internal indicator (pseudonym). Thus, we can capture and analyze the repeated access to our website. We use the following tracking cookies:

Google Analytics

This website uses Google Analytics, a web analytics service of Google Inc. (“Google”). Google Analytics uses so-called “cookies”, text files that are stored on your computer and facilitate an analysis of your use of our website. The information about your use of this website generated by the cookie is usually transferred to a Google server in the U.S.A. and stored there. Since we have activated IP anonymisation on our website, Google will shorten your IP address within the member states of the European Union and contracting states of the agreement of the European Economic Area. Only in exceptional cases will your full IP address will be transferred to a server of Google in the U.S.A. and shortened there. Google uses this information on our behalf to analyze your use of this website, to compile reports on website activities and to provide additional services related to

website and internet use. The IP address transferred by your browser in the context of Google Analytics will not be merged with other data of Google.

You can prevent the storage of cookies by adjusting the settings of your browser accordingly. Please note, however, that in such case you may not be able to use all functions of our website to their full extent. Moreover, you can prevent the collection of data related to your use of the website generated by the cookie (including your IP address) and the processing of such data by Google by downloading and installing the browser plugin available at: <http://tools.google.com/dlpage/gaoptout?hl=de>

We use Google Analytics to analyze and constantly improve the use of our website. The resulting statistics help us to improve our offer and make it more attractive for our users. For exceptional cases where personal data is transferred to the U.S.A., Google has accepted the provisions of the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) sentence 1 letter a GDPR. The further evaluation of the collected data with the help of Google Analytics for a period of up to 2 years is based on Art. 6 (1) sentence 1 letter f GDPR.

For further information please also refer to <http://tools.google.com/dlpage/gaoptout?hl=de>; for general information on Google Analytics and data protection please go to <https://www.google.de/intl/de/policies/privacy/>

Twitter Ads conversion tracking

We use the online marketing program “Twitter Ads”, including the conversion tracking function. When you click on an advertisement run by Twitter, a conversion tracking cookie will be placed on your computer. These cookies remain valid for a period of 30 days and do not serve the purpose of identifying individuals. Twitter will not transfer your private or personal information to advertising clients without your consent. Instead, advertising clients will e.g. receive reports containing details on how many users have viewed a certain ad or clicked on it, but not containing any information about who viewed or clicked on an ad. Such reports merely contain aggregated, public or non-personal data. If you call up a certain page of our website and the cookie is still valid, we and Twitter can detect that you have clicked on the ad and that you were forwarded to such page. Each client of Twitter Ads obtains a different cookie; this ensures that cookies cannot be tracked via the websites of Twitter Ads clients. The information collected via the conversion cookie is used to compile reports containing details on how many users have viewed a certain ad or clicked on it, but not containing any information on who viewed or clicked on an ad. These reports merely contain aggregated, public or non-personal data. Moreover, Twitter supports the “Do Not Track (DNT)” option. If you activate the DNT option on your browser, Twitter will not associate browser-related information with your account for the purpose of displaying personalized advertisements. For further information on DNT and on how you can activate this option on your browser, please refer to: <http://optout.aboutads.info>

Alternatively, you can adjust your personal Twitter settings at: <https://twitter.com/personalization>

b. Use of cookies for marketing purposes

We use cookies for marketing purposes, e.g. to display our advertisements in accordance with the interests of our users. Moreover, cookies are used for frequency capping (i.e. to limit the frequency of advertisement displays) and ad efficiency evaluation. By tracking which websites and which products were clicked, we can collect information on usage behavior in order to display interest-based advertising. This information will be shared with third parties. In such cases, the cookies will be placed directly by our marketing partners.

We place the following cookies:

Google Remarketing

In addition to AdWords tracking, we also use Google Remarketing, a retargeting function that allows us to display interest-based advertisements beyond our own advertising space. With the help of this function, we can display our advertisements to you on other websites you visit based on the services / products you previously called up on our website. A “recognition” cookie stored on your browser allows Google to record your interest in certain products during your visit to our website and to display respective targeted advertisements on other websites you call up. According to Google, the data collected within the scope of remarketing will not be merged with any personal data about you stored by Google; in particular, remarketing data will be used in pseudonymised form.

We use this function for purposes of interest-based advertising and targeted promotion regarding our products. Google has accepted the provisions of the EU-US Privacy Shield. The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) sentence 1 letter a GDPR. The further evaluation of the collected data for a period of up to two years is based on Art. 6 (1) sentence 1 letter f GDPR.

If you do not wish to be shown interest-based advertisements, you can deactivate respective cookies on your browser or go to <https://www.google.com/settings/ads/onweb/> to prevent the further use of cookies by Google.

Google DoubleClick

This website uses the online marketing tool DoubleClick by Google. DoubleClick uses cookies to display relevant advertisements to users, to improve campaign performance reports, or to prevent that a user is shown the same ads more than once. Google uses a cookie ID to track which ads are placed via which browsers and can thus prevent that they are displayed more than once. In addition, DoubleClick may use cookie IDs to detect so-called conversions in relation to ad requests. For example, a user sees a DoubleClick ad and later, using the same browser, visits the advertiser's website to make a purchase. According to Google, DoubleClick cookies do not contain any personal information.

By implementing this tool, your browser will automatically establish a connection to a Google server. Please note that in this context data processing outside the European Union / the European Economic Area may occur. Google has accepted the provisions of the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework> . We have no influence on how the data is handled and further used by Google. The legal basis for the processing of your data for a period of up to two years is Art. 6, para. 1 sentence 1 letter f GDPR.

If you do not wish to receive any interest-based advertising, you can deactivate the respective use of cookies by Google at <https://www.google.de/settings/ads> . For further information on DoubleClick by Google please refer to <https://www.google.de/doubleclick> and for general information of data privacy at Google got to <https://www.google.de/intl/de/policies/privacy> . Alternatively, you can visit the website of Network Advertising Initiative (NAI) at www.networkadvertising.org .

VI. Transfer of data to companies outside the EU / EEA

As explained in this data protection notice, VNU Exhibitions Asia will in some cases transfer personal data to companies that are based in countries outside the EU / EEA, e.g. the transfer of contact data to subsidiaries and/or sales partners of VNU Exhibitions Asia where visitors / companies are based abroad.

Where data is transferred to controllers outside the EU / EEA, VNU Exhibitions Asia will provide for an adequate level of data protection by concluding EU model clauses, unless the recipient of the data is validly registered with the US Data Privacy Shield, the exemptions of Art. 49 GDPR apply, or the EU commission has decided that the recipient country provides for an adequate level of data protection.