

PRIVACY POLICY FOR THE CLEAN SHOW

Effective as of: May 25, 2018:

The Clean Show website is operated by the Clean Show and its affiliates (collectively, “we” or “us”). This Privacy Policy applies to this site and any other website, offered by us, which references or links to this Privacy Policy (collectively, the “Website”).

Please read our Privacy Policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your personal information. Your use of the Website reflects your acceptance of this Privacy Policy and its Terms of Use. If you disagree with any portion of this Privacy Policy or the Terms of Use, your sole remedy is to immediately discontinue using the Website.

What personal information do we collect from the people that visit our Website?

“Personal information” is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

The personal information you may be asked to enter, and we may collect on our Website includes your name and e-mail address.

When do we collect information?

We collect information from you when you register on our Site or enter information on our Site.

Do we collect information from third parties?

Yes. We may receive information about you, including personal information, from third parties. We may combine the information we receive from these third parties with information we collect through our Website. If we do so, we will apply this Privacy Policy to personal information received, unless we have disclosed otherwise.

How do we use your information?

We may use the information we collect from you for a variety of business purposes, including:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our Website in order to better serve you.
- To allow us to better service you in responding to your customer service requests.
- To administer a contest, promotion, survey or other site feature.
- To send periodic emails regarding our services.
- To administer and protect the Website.

How do we share information?

We do not sell your personal information to third parties. Except as disclosed in this Privacy Policy, we do not transfer your personal information. We may use or disclose your personal information and other information with website hosting partners, security partners, and our third-party broker-dealer and clearing firms who assist us in operating our Website, conducting our business, or servicing you, and to protect the security and integrity of our Website. We may also release your information if requested by law enforcement, or if we are required to do so by law, treaty, regulation, subpoena, court order, or by a government entity. We may disclose your information if it is necessary to enforce our Website policies, or protect ours or others’ rights, property, or safety.

We reserve the right to transfer any information we have about you in connection with a sale, merger, consolidation, change in control, transfer of assets, reorganization or liquidation of our business.

We may use or disclose non-personally identifiable visitor information to other parties for marketing, advertising, or other similar uses.

How do we protect visitor information?

We take reasonably security precautions, including physical, electronic and managerial procedures, to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

Due to the design of the Internet and other factors outside our control, we cannot guarantee that communications between you and our servers will be free from unauthorized access by third parties.

How do we use “cookies” and similar technologies?

There are various technologies, including “cookies”, which automatically or passively collect information about how the Website is accessed and used. We refer to this information as traffic data. Traffic data may include browser type, device type used to access the website (i.e., computer or mobile device), user browsing time, geographical data, unique number assigned to identify such device, operating system, application version, click path taken through the Website, your use of features or applications on the Website, and other publicly available information. Traffic data may be used to provide you with tailored information from a Website. Traffic data is generally non-identifying, but if we associate it with you as an identifiable person, we will treat it as personal information.

Technologies we use on the Website to collect traffic data may include cookies (small files that a site or its service provider transfers to your computer’s hard drive through your Web browser, if you allow), mobile analytics software and pixel tags (transparent graphic image, sometimes called a web beacon or tracking beacon, placed on a web page or in an e-mail, which indicated that a page or e-mail has been viewed). We use cookies to enable us to help us understand your preferences based on previous or current site activity and to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You can do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser’s Help menu to learn the correct way to modify your cookies. If you disable or opt out of cookies, please be aware that some features or services on our Website may be disabled and some of our services may not function as intended, and you may not have access to all the services and features we may offer

Occasionally, at our discretion, we may include or offer third party products or services on our Website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our Site and welcome any feedback about these sites. Once you have left our Website you should check the applicable privacy policy of the third-party website.

Public Forums

If you post self-identifying information or other content on or through public areas on our Website, e.g., blog comments, this information is public information and is generally accessible to, and may be collected and used by, others and may result in unsolicited messages or other contact from others. You are encouraged to exercise caution when posting online self-identifying information.

Your Privacy Rights: Direct Marketing

We do not share your personal information with third parties for such third parties' direct marketing purposes.

Do Not Track Requests; Third Party Tracking

We honor "do not track" signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

We allow third parties may track the websites you visited prior and after visiting our Website. That said, we cannot control third party tracking and there may be some third-party tracking that occurs without our knowledge or consent.

Children

The Website is not intended for use by children under the age of 13. We do not specifically market to children under 13 and do not knowingly collect personal information from such children. If we learn that we have collected personal information from such a child, we will take steps to delete the information as soon as possible.

Opt-Out; Updating Information

You can help us maintain the accuracy of your information by notifying us of any changes. If you have previously given your personal information to us and no longer want to be contacted, please e-mail info@cleanshow.com. We may not be able to correct or update your personal information previously provided to us by third parties. If you sign up for an electronic newsletter or e-mail list, each message will include instructions on how to "unsubscribe" from that list.

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each email.

If you sign up to receive mobile messaging (e.g., SMS and MMS) offers and communications but later decide you no longer wish to receive them, please follow the opt-out instructions included in the mobile message.

Your option not to receive promotional or marketing material will not preclude us from corresponding with you, by e-mail or otherwise, regarding your existing or past relationship with us and will not preclude us from accessing and viewing your personal information in the course of maintaining and improving our Website and services.

Consent to Transfer Information to the United States

The Website primarily target users residing in the United States and are governed by and operated in accordance with the laws of the United States. We make no representation that the Sites are operated in accordance with the laws or regulations of, or governed by, any other nation. If you are located outside of the United States, please be advised that any information you provide to us will be transferred to the United States and that by submitting information to the Sites, you explicitly consent to its transfer to the United States.

Changes to this Privacy Policy

We may update our policy periodically. If we make revisions to the way we collect or use personal information, we may provide notice to you of those changes by either:

- Announcing the change on our Website, or
- Taking such other action as we deem appropriate under the circumstances, including without limitation, posting the revised version of this Privacy Policy on our Privacy Policy Page of the Website.

Any changes to this Privacy Policy will become effective upon posting of the revised Privacy Policy. By continuing to use the Website following such changes, you will be deemed to have agreed to such changes. If you do not agree with the terms of this Privacy Policy, as it may be amended periodically, in whole or in part, please do not continue using this Website.

Contact Us

Email: info@cleanshow.com

FOR EUROPEAN RESIDENTS ONLY:

1. INTRODUCTION

1.1 In this Privacy Policy:

1.1.1 references to **we, us** or **our** means **THE CLEAN SHOW**;

1.1.2 references to **you** or **your** means the person accessing and using the **Services** (as defined below);

1.1.3 references to the **Website** means the internet site found at www.cleanshow.com

1.1.4 references to the **Services** means the services that we make available to you via the Website and other places where we collect your information.

2. PRIVACY POLICY

2.1 This Privacy Policy sets out the basis on which we collect and use personal information about you through your use of the Services.

2.2 This Privacy Policy describes in detail who is responsible for the personal information that we collect about you, what personal information we collect, how we will use such personal information, who we may disclose it to and your rights and choices in relation to your personal information.

2.3 In this Privacy Policy where we use the words **personal information** we use these words to describe information that is about you and which identifies you.

3. WHO IS RESPONSIBLE FOR THE PERSONAL INFORMATION THAT WE COLLECT?

3.1 We are the data controller for the purpose of the European Union data protection law, in respect of your personal information collected and used through your use of the Services. This is because we dictate the purpose for which your personal information is used and how we use your personal information.

3.2 If you are providing personal information to us relating to a third party, you confirm that you have the consent of the third party to share such personal information with us and that you have made the information in this Privacy Policy available to the third party.

4. WHAT PERSONAL INFORMATION DO WE HOLD ABOUT YOU?

4.1 We collect and use personal information about you in the course of providing the Services. The personal information we collect includes:

4.1.1 Information that you provide to us

The information that you provide to us may include the following:

- (a) Name, address, email and telephone number. Payment information, including credit card number, but we do not keep or store them.

This information may be provided:

- (b) in the course of communications between you and us (including by phone, email or otherwise);
- (c) when you register for the Clean Show;
- (d) when you fill in forms for us including Clean Show registration forms and booth space contracts
- (e) when you report a problem to us.

4.1.2 Information we collect from you

5. PLEASE INCLUDE AS APPROPRIATE THE INFORMATION BELOW IN THE TABLE AT PARAGRAPH 4.1.2 OF THE PRIVACY POLICY

Type of Information We Collect From You	Method of Data Collection	Examples
Technical information	Through your internet browser or electronic device	Certain information is collected by most websites or automatically through your electronic device, such as your IP address (i.e. your computer’s address on the internet), screen resolution, operating system type (Windows or Mac) and version, internet browser type and version, electronic device manufacturer and model, language, time of the visit, pages visited, and the name and version of the Services (such as the App) you are using. We use this information to ensure that the Services function properly.
Technical information	Through your use of an App	When you download and use an App, we and our service providers may track and collect App usage data, such as the date and time the App on your electronic device accesses our servers

		and what information and files have been downloaded to the App based on your device number.
Technical information	Using cookies and online tracking	<p>Cookies are pieces of information stored directly on the device you are using. Cookies allow us to recognize your device and to collect information such as internet browser type, time spent using Services, pages visited, language preferences and relevant country website. We may use the information for security purposes, to facilitate navigation, to display information more effectively, and to personalize your experience while using the Services. In addition, we may use the information to gather statistical information about the usage of the Services in order to understand how they are used, continually improve their design and functionality, and assist us with resolving questions about them. Cookies further allow us to present to you the advertisements or offers that are most likely to appeal to you. We may also use cookies to track your responses to our advertisements and we may use cookies or other files to track your use of other websites.</p> <p>You can refuse to accept the cookies we use by adjusting your browser settings. However, if you do not accept these cookies, you may experience some inconvenience in your use of the Site and some online products. We do not respond to browser do not track signals at this time.</p> <p>Third parties may collect information about your use of Services and your use of other websites or online services.</p>
Information about your use of the Platform and the Services	Using pixel tags, web beacons, clear GIFs or other similar technologies	<p>These may be used in connection with some Services and HTML-formatted e-mail messages to, among other things, track the actions of users of Services and e-mail recipients, measure the success of our marketing campaigns and compile statistics about usage of Services and response rates.</p> <p>We may use interest-based advertising service providers to customize, target, serve and report on [●] advertisements served across the web and mobile applications, based on information relating to our offline interactions with you, our online interactions with you (on any of your</p>

		<p>devices) and information received from third parties. To do this, these service providers may use cookies, pixel tags and other technologies to collect information about your and other users' use of the Services and third-party sites and mobile applications. They may also use these technologies along with information they collect about your online use, to recognise you across the devices you use, such as a mobile phone and a laptop. Our service providers may also match personal information we provide to them with your IP address and serve [●] advertisements to you across the web, based on your IP address. If you would like to opt out of having your information used for these purposes, visit the self-regulatory program opt out pages at www.aboutads.info/choices/ or www.networkadvertising.org/managing/opt_out.asp to opt out in desktop and mobile web browsers on the particular device from which you access the opt-out options. Download the AppChoices app at www.aboutads.info/appchoices to opt out in mobile applications.</p>
<p>Information about your use of the Platform and the Services.</p> <p>Information regarding your marketing preferences.</p>	<p>Physical location</p>	<p>Subject to applicable law and any required consent, we may collect the physical location of your electronic device by, for example, using satellite, mobile/cell phone tower or Wi-Fi signals. We may use your device's physical location to provide you with personalized location-based services and content.</p> <p>Subject to your marketing preferences and applicable law, we may also share your device's physical location, combined with information about what advertisements you viewed and other information we collect, with our marketing partners to enable them to provide you with more personalized content and to study the effectiveness of advertising campaigns.</p> <p>In some instances, you may be permitted to allow or deny such uses and/or sharing of your device's location, but if you choose to deny such uses and/or sharing, we and/or our marketing partners may not be able to provide you with the applicable personalized services and content.</p> <p>In addition, we may obtain the precise geolocation of your device when you use our</p>

		<p>mobile applications for travel or other assistance services. In connection with providing travel or other assistance services, we may share your device's precise geolocation information with our clients and other entities with whom we work. You may opt-out of our collection and sharing of precise geolocation information by deleting the mobile application from your device, by disallowing the mobile application to access location services through the permission system used by your device's operating system, or by following any additional opt-out instructions provided in the privacy notice available within the mobile application.</p> <p>In some circumstances, physical location information may become your Personal Information if you are identifiable in relation to the physical location information. In such cases, the physical location information will be handled as Personal Information as described in the earlier sections of this Privacy Policy.</p>
Using information provided by you	Provided by you	Some information (for example, your location or preferred means of communication, feedback on your use of the Platform etc.) is collected when you voluntarily provide it. Unless combined with Personal Information, this information does not personally identify you.
Provided by you in the course of communication with us.	Information contained in and records of communications between you and us.	This includes communications by emails, letters, and text messages. We may also record call between us for training, monitoring and quality control purposes.
Aggregating information	Grouping together information from multiple sources.	We may group information together so that it does not link to a specific individual, i.e. aggregate, and use that information (for example, we may aggregate information to calculate the percentage of our users who have a particular telephone area code).

5.1.1 Information we receive from other sources

- (a) information from any of the other websites we operate or the other services we provide (if you use any of them);

- (b) information from reference checking agencies (including your credit rating, details of any Court Court Judgements made against you, and employment checks);
- (c) information we obtain from publicly available sources such as Facebook or LinkedIn.

6. INFORMATION ABOUT THIRD PARTIES

6.1 In the course of using the Services you may provide us with personal information relating to third parties.

Purpose	Legal Basis
To carry out our obligations arising from any contracts entered into between you and us and to provide you with the Services.	Performance of a contract
To notify you about changes to the Services.	Legitimate Interests of the Clean Show business
To improve the quality of the Services.	Legitimate Interests of the Clean Show business
To manage complaints, feedback and queries.	Legitimate Interests of the Clean Show business
To carry out satisfaction surveys and analysis.	Legitimate Interests of the Clean Show business
To provide you with information about the services we offer in accordance with your preferences as indicated when you entered into any agreement with us, including any marketing consent preferences.	Legitimate Interests of the Clean Show business
To comply with any legal or regulatory obligations (including in connection with a court order).	Compliance with legal obligations
To enforce or apply the agreements concerning you (including agreements between you and us).	Performance of a contract

6.2 We will use this personal information in accordance with this Privacy Policy. If you are providing personal information to us relating to a third party, you confirm that you have the consent of the third party to share such personal information with us and that you have made the information in this Privacy Policy available to the third party.

7. HOW DO WE USE THE PERSONAL INFORMATION WE COLLECT ABOUT YOU?

7.1 We use your personal information in connection with the provision of the Services to you. In particular, your personal information may be used by us, our employees, service providers, and disclosed to third parties for the following purposes. For each of these purposes, we have set out the legal basis on which we use your personal information.

Type of third party	Examples
General	
Clean Show exhibitors	Exhibitors receive a list of all clean show registered attendees
Our service providers	Our business partners, suppliers and sub-contractors receive exhibitor data for the performance of any contract we enter into with you

7.2 We may be required to obtain your personal information to comply with our legal requirements, to enable us to fulfil the terms of our contract with you or in preparation of us entering into a contract with you. If you do not provide the relevant personal information to us, we may not be able to provide the Services to you.

7.3 Where we rely on our legitimate business interests or those legitimate interests of a third-party to justify the purposes for using your personal information, this will include:

- 7.3.1 pursuit of our commercial activities and objectives, or those of a third party;
- 7.3.2 compliance with applicable legal and regulatory obligations and any codes of conduct;
- 7.3.3 improvement and development of our business operations and service offering, or those of a third party; or
- 7.3.4 protection of our business, shareholders, employees and customers, or those of a third party.

8. WHO MAY WE DISCLOSE YOUR PERSONAL INFORMATION TO?

8.1 You agree that we may share your personal information with:

Clean Show exhibitors	Exhibitors receive a list of all clean show registered attendees
Our service providers	Our business partners, suppliers and sub-contractors receive exhibitor data for the performance of any contract we enter into with you

8.2 We may also disclose your personal information to other third parties, for example:

- 8.2.1 In the event that we sell or buy any business or assets we will disclose your personal information to the prospective seller or buyer of such business or assets;
- 8.2.2 If we or substantially all of our assets are acquired by a third party (or are subject to a reorganisation within our corporate group), personal information held by us will be one of the transferred assets; and

8.2.3 If we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply our Terms of Use.

9. WHERE WILL WE TRANSFER YOUR PERSONAL INFORMATION?

9.1 If we transfer personal information outside the European Economic Area (EEA), we will implement safeguards to protect such data as required by applicable data protection law.

9.2 Unfortunately, the transmission of information via the internet is not completely secure. Although we will take reasonable steps to protect your personal information, we cannot guarantee the security of your personal information transmitted to the Website and any transmission is at your own risk. Once we have received your personal information, we will use careful procedures and security features to try to prevent unauthorised access.

10. HOW LONG WILL WE KEEP YOUR PERSONAL INFORMATION¹

10.1 If you are an exhibitor at the Clean Show, we will keep your personal information until you ask us to remove the information

10.2 If you are **AN ATTENDEE** at the Clean Show, we will keep your personal information for as long as you continue to attendee the show or unless you ask us to remove you from the list.

10.3 If you are a prospect for exhibiting at or attending the Clean show we will keep your personal information or until you ask us to remove it.

11. YOUR RIGHTS

You have certain rights with respect to your personal information. The rights may only apply in certain circumstances and are subject to certain exemptions. Please see the table below for a summary of your rights. You can exercise these rights using the contact details below.

	Summary of Your Rights	Who to Contact
Right of access to your personal information	You have the right to receive a copy of your personal information that we hold about you, subject to certain exemptions.	info@cleanshow.com
Right to rectify your personal information	You have the right to ask us to correct your personal information that we hold where it is incorrect or incomplete.	info@cleanshow.com
Right to erasure of your personal information:	You have the right to ask that your personal information be deleted in certain circumstances. For example (i) where your personal information is no longer necessary in relation to the purposes for which they were collected or otherwise used; (ii) if you withdraw your consent and there is no other legal ground for which we rely on for the continued use of your personal information; (iii) if you object to the use of your personal information (as set out	info@cleanshow.com

	Summary of Your Rights	Who to Contact
	below); (iv) if we have used your personal information unlawfully; or (v) if your personal information needs to be erased to comply with a legal obligation.	
Right to restrict the use of your personal information	You have the right to suspend our use of your personal information in certain circumstances. For example (i) where you think your personal information is inaccurate and only for such period to enable us to verify the accuracy of your personal information; (ii) the use of your personal information is unlawful and you oppose the erasure of your personal information and request that it is suspended instead; (iii) we no longer need your personal information, but your personal information is required by you for the establishment, exercise or defence of legal claims; or (iv) you have objected to the use of your personal information and we are verifying whether our grounds for the use of your personal information override your objection.	info@cleanshow.com
Right to data portability	You have the right to obtain your personal information in a structured, commonly used and machine-readable format and for it to be transferred to another organisation, where it is technically feasible. The right only applies where the use of your personal information is based on your consent or for the performance of a contract, and when the use of your personal information is carried out by automated (i.e. electronic) means.	info@cleanshow.com
Right to object to the use of your personal information	You have the right to object to the use of your personal information in certain circumstances. For example (i) where you have grounds relating to your particular situation and we use your personal information for our legitimate interests (or those of a third party); and (ii) if you object to the use of your personal information for direct marketing purposes.	info@cleanshow.com
Right to withdraw consent	You have the right to withdraw your consent at any time where we rely on consent to use your personal information.	info@cleanshow.com
Right to complain to the relevant data protection authority	You have the right to complain to the relevant data protection authority, which is your local authority, where you think we have not used your personal information in accordance with data protection law.	info@cleanshow.com

12. COOKIES

The Website uses cookies to distinguish you from other users of the Website. This helps us to provide you with a good experience when you browse the Website and also allows us to improve the Website. For detailed information on the cookies we use and the purposes for which we use them, see our Cookie Policy info@cleanshow.com.

13. CHANGES TO OUR PRIVACY POLICY

Any changes we make to this Privacy Policy in the future will be posted on this page and, when appropriate, notified to you by email. The updated Privacy Policy will take effect as soon as it has been updated or otherwise communicated to you.

14. QUERIES/CONTACT US

If you have any questions regarding this Privacy Policy or the way we use your personal information, you can contact us at info@cleanshow.com.

This Privacy Policy was last updated May 24, 2018.