

PRIVACY POLICY

INTRODUCTION

We at ifairs AB, a Swedish corporation with our registered offices at Ekängsvägen 5, 544 93 Hjo, Sweden respect your privacy and therefore provide you with this Privacy Policy to inform you about what data we collect and how it is used. Regarding Personal Data collected and processed under this Privacy Policy, **ifairs is the controller**. The purpose of this Privacy Policy is to explain how we collect, store, use, transfer or disclose your Personal Data. Personal Data means any information that can identify you, directly or indirectly, such as for example your name, location data or online identifiers.

This Privacy Policy applies to the ifairs event platform as well as any related services, websites, or platforms (herein after referred to as “**Properties**”), that we at ifairs provide to you. We may display advertisements from other companies and other content that links to websites provided by other companies in the Properties, such as, for example, information from the companies using the Properties to organize events or exhibiting their goods and services. We at ifairs cannot control for these third parties’ privacy practices and content. If you click on any link or advertisement provided by another company, please understand that you then are leaving the Properties and any Personal Data you provide will not be covered by this Policy.

ifairs reserves the right to change this Privacy Policy at any time by posting an updated version online at www.ifairs.com. Therefore, please review the Privacy Policy frequently to ensure you are aware of any changes. If we make a substantial change to the Privacy Policy, we will provide you with a notice through the Properties or by email.

This Privacy Policy was last updated on 28th of March 2022.

YOUR RIGHTS IN RELATION TO YOUR PERSONAL DATA

The EU’s General Data Protection Regulation, or GDPR as it is more commonly called, gives you certain rights to your Personal Data. These rights can be found in chapter 3 of the GDPR and include:

- **Right of Access** – You have the right to request information if and what Personal Data we process in relation to you;
- **Right of Rectification** – You have the right request that any inaccurate Personal Data concerning you shall be rectified;
- **Right to Erasure** – You have the right to request erasure of your Personal Data;
- **Right to Restriction of Processing** – You have the right to request that we temporarily or permanently cease processing of some or all of your Personal Data;
- **Right to Data Portability** – You have the right to receive a copy of your Personal Data for the purpose of transferring them to another service provider;
- **Right to not be the subject of Automated Decision Making** – You have the right not to be subject to a decision based solely on automated processing. Including profiling, which produces legal effects on you or otherwise significantly affect you;
- **Right to Withdraw Consent** – You may at any time withdraw your consent to the processing of any Personal Data based on your consent, without it affecting the lawfulness of any processing done before you withdrew your consent; and
- **Right to Object** – You have the right to object to our processing of your Personal Data for a certain purpose or to object to your Personal Data being used for direct marketing.

Accordingly, we offer transparency and access controls to help users take advantage of those rights, as limited and expected under applicable law. If you wish to make use of any of your above rights or further engage with us in regards to your Personal Data please contact us at the information provided in the section titled “HOW TO CONTACT US”.

If you have any questions about your privacy, your rights, or how to exercise them, please contact us using the information provided to you in the “Contact Us” section of this Privacy Policy. If you have concerns regarding the processing of your Personal Data, we hope you can work with us to solve them. However, you can also contact the Swedish Authority for Privacy Protection (“Integritetsskyddsmyndigheten”) or your national or state data protection authority. The Swedish Authority for Privacy Protection can be reached through the following address:

Phone: +46 (0)8 6576100

Mail: Integritetsskyddsmyndigheten, Box 8114, SE-104 20 Stockholm, Sweden

Email: imy@imy.se

THE DATA WE COLLECT AND USE

Below, we have set out three tables. The first two table describes the Personal Data we collect and how we collect it. The first one concerns Personal Data we collect from You and the second one concerns Personal Data we collect from other sources than You. The third table sets out the reason we process your Personal Data (the purpose of processing) and the legal basis for our processing.

Table 1: The Personal Data we collect from you

Categories of Personal Data	Description
Identity Data	Your names, or similar identifiers as well as your titles. If you have provided ifairs with an image of yourself, this would also be Identity Data.
Contact Data	Your email address, phone number and other data you provide ifairs with for the purpose of enabling contact.
Transaction Data	Details about payments you have made in or in association with the Properties and other details of products and services you have accessed or used throughout the Properties. We at ifairs do not process or store any credit or debit card information or details on our servers. Such payments and information are processed by -third party- on their payments servers and their privacy policy applies.
Technical Data	Your internet protocol (IP) address, your login data, browser type and version, hardware information, time zone setting and location, browser plug-in types and versions, operating system and website and other technology on the device you use to access the Properties.
Profile Data	Your attended events, purchases or orders made by you, your interests, preferences, feedback and survey responses.

Usage Data	Information about how you use the Properties, such as time spent at an event, which exhibitors you visited, other attendees or exhibitors you engaged with.
Marketing and Communication data	Your preferences in receiving marketing and communications from us and our third-party partners such as organizers and exhibitors.
Aggregated Data	Statistical or demographic data derived from all users Personal Data, but which is not considered Personal Data in the eyes of the law due to the fact that this data no longer can be used to directly or indirectly reveal your identity.

Table 2: The Personal Data we collect from other sources than you

Categories of Personal Data	Description
Identity Data	<p>Your names or similar identifiers or titles. If you have provided ifairs with an image of yourself, this would also be Identity Data.</p> <p>You may chose to import certain Identity Data, such as an image for your settings, from websites such as Linkedin or other third party social media providers, as made possible through the platform by ifairs.</p>

Table 3: How we use your Personal Data and our legal basis

Purpose of Processing	Categories of Personal Data	Legal Basis
To deliver relevant Properties' content and event content as well as related advertisements to you and measure or understand the effectiveness of the advertising we serve you.	<ul style="list-style-type: none"> - Identity - Contact - Profile - Usage - Marketing and Communications - Technical 	<ul style="list-style-type: none"> - Necessary for our Legitimate Interests (to define types of users and to keep the Properties updated and relevant and to develop our business and inform our marketing and growth strategy)
To register you as a user of the Properties.	<ul style="list-style-type: none"> - Identity - Contact 	<ul style="list-style-type: none"> - Performance of a contract with you
To make suggestions and recommendations to you about events and other services available through the Properties that may be of interest to you as well as to suggest and recommend exhibitors and their acitives that may interest you or other attendees that you may derive value from engaging with.	<ul style="list-style-type: none"> - Identity - Contact - Technical - Usage - Profile - Marketing and communications 	<ul style="list-style-type: none"> - Necessary for our legitimate interests (to develop the Properties and its related products and services)

<p>To process paid entries to an event including managing payments, fees and charges, verifying your identity and details of your payment method or credit card account, communicating with you regarding event related information (e.g., confirmation of your attendance).</p>	<ul style="list-style-type: none"> - Identity, - Contact, - Transaction, - Marketing and Communication 	<ul style="list-style-type: none"> - Performance of a contract with you, - Necessary for our legitimate interests (to communicate event related information)
<p>To manage our relationship with you including providing you access to the iFairs event platform, notifying you about changes to our Attendee or Customer Terms or Privacy Policy, asking you to leave a review or take a survey and investigating complaints.</p>	<ul style="list-style-type: none"> - Identity, - Contact, - Profile, - Marketing and Communications 	<ul style="list-style-type: none"> - Performance of a contract with you, - Necessary to comply with our legal obligations, - Necessary for our legitimate interests (to communicate with you for the purpose of measuring user satisfaction, interest and marketing)
<p>To administer and protect our business and our services such as support, reporting and hosting data, data analysis, system maintenance, testing and troubleshooting.</p>	<ul style="list-style-type: none"> - Identity, - Contact, - Technical 	<ul style="list-style-type: none"> - Necessary to comply with a legal obligation, - Necessary for our legitimate interests (for running our business, administering our CRM, providing administration and IT services, network security and to prevent fraud and in the context of a business reorganization or group reconstructing exercise)
<p>To provide third party organizers and exhibitors with information about who engaged with their events and exhibitions and further increase the value for both exhibitors and attendees and to provide attendees and exhibitors tools facilitating ease of contact and through which they may communicate, including allowing attendees and exhibitors to contact each other.</p>	<ul style="list-style-type: none"> - Identity, - Contact - Usage - Marketing and communications, - Aggregate 	<ul style="list-style-type: none"> - Necessary for our legitimate interests (to provide increased value to exhibitors and attendees) - Consent
<p>To enable you to complete a survey.</p>	<ul style="list-style-type: none"> - Identity, - Contact, - Profile 	<ul style="list-style-type: none"> - Necessary for our legitimate interest (to study how users use the

		Properties and to develop and grow over business)
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SHARING YOUR PERSONAL DATA

We will never share or sell your Personal Data to another company without your consent.

We may share Aggregated Data with our third-party event organizers, exhibitors, and service providers. This Aggregated Data does not contain Personal Data and consists of statistics relating to usage of the Properties, event attendance and event participation.

Certain Personal Data, such as Identity and Contact data, will be made available to exhibitors and other attendees and users through the Properties. This Personal Data is available through the Properties to provide you as a user of the Properties with more potential value by enabling you to seek out and engage with interesting prospects.

We may sell certain Personal Data such as (Identity, Contact, Usage, and Marketing and Communications data) to third parties that organize an event or participate as exhibitors in events through the Properties. This is done to provide these third parties with information about who engaged with their events and exhibitions and to further increase the value of the Properties for both you as a user and these third parties by connecting potential business relationships. Where third parties provide events or support the provision of services made available to you through the Properties, these third parties may receive certain personal data from you. Whilst we are not in control of any third parties to whom your request your data to be shared, we require all third parties to respect the security of your personal data and to treat it in accordance with the GDPR or the relevant applicable law.

TRANSFERS TO COUNTRIES OUTSIDE THE EU AND EES

We may transfer and share your information to third parties (including service providers operating on our behalf) which are located in countries outside the European Union (“EU”) and/or the European Economic Area (“EEA”) which may not have the same level of data protection laws as those in the country where you are located. Where your data is sent to a country outside the EU/EEA that is not subject to an adequacy decision by the EU Commission, the transfers will only occur if we have entered into an agreement containing EU Commission approved standard contractual clauses with the entity, which is deemed to offer sufficient safeguards with respect to the protection of the privacy and fundamental rights and freedoms of individuals, and we deem that your Personal Data enjoys equivalent protection as if in the EU/EEA.

KEEPING YOUR DATA SAFE

We have implemented various policies including pseudonymization, encryption, access and retention policies to guard against unauthorized access and unnecessary retention of Personal Data. We implement the appropriate technical and organizational measures to ensure that your Personal Data collected, processed and stored as securely as possible. However, there is no such thing as perfect security and complete online or offline security can never be guaranteed, so you should always take care when sharing your information online.

DATA RETENTION AND DELETION

We will not retain or keep any Personal Data for longer periods than what is necessary for the purposes outlines in this Privacy Policy. We will delete your Personal Data which we process for the performance of a contract or on the basis of consent, if you terminate your contract with us, withdraw your consent or where you request us to delete your Personal Data in accordance with this Privacy Policy. However, we may still retain information where we still have a legitimate interest to use your Personal Data. For example, to resolve disputes, enforce our user agreements such as our Terms of Service (Attendee Terms and Customer Terms), or to comply with legal requirements.

CHILDREN

The Properties are not directed to children under the age of 13. We do not knowingly collect Personal Data from children under 13 years old in the Properties. We believe it is important to safeguard the privacy of children and encourage parents to regularly monitor their children's use of online activities. If you are a parent and believe that your child under the age of 13 has accessed and/or used the Platform and provided Personal Data to us, please contact us through the mailing address at the end of this Privacy Policy and we will work to delete that account and any such personally identifiable information.

If we learn that we have collected and processed Personal Data of a child under the age of 13 years, we will take reasonable steps to ensure the erasure of the Personal Data from our systems. This may require us to delete the child's account to the Properties.

COOKIE POLICY

iFairs uses cookies as users interact with our Properties to collect certain information users equipment, browsing actions and patterns, including:

Details of your use, such as the date and time you access our Properties, length of time you spend on our Properties, websites that linked to our Properties or websites linked from our Properties, the resources and content that you access. Information about your computer and internet connection, such as your IP Address, computer type, screen resolution, language, Internet browser type and version.

HOW TO CONTACT US

If you have any questions, complaints or comments regarding how we process your Personal Data or our Privacy Policy, please contact us at:

ifairs AB
Ekängsvägen 5
544 93 Hjo, Sweden
info@ifairs.com