

Privacy Policy

Introduction and who we are

The Privacy Policy is issued on behalf by Hong Kong Sinoexpo Informa Markets Limited, a joint-venture company between Informa Markets Asia Holdings (HK) Limited and Hong Kong Sinoexpo International Ltd, established as an event organiser and reseller of exhibition space. In this Privacy Policy where "the organisers", "we", "us" or "our" appears, it refers to Hong Kong Sinoexpo Informa Markets Limited.

We take the privacy and protection of data and information seriously and are committed to handling the personal information of all those we engage with, whether customers, suppliers, colleagues or any other community, responsibly and in a way that meets the legal requirements of the countries in which we operate.

As part of using our products and services, browsing our websites and contacting the business, data and information is collected. This Privacy Policy sets out our approach to safeguarding and maintaining the privacy of that personal information, and explains what data is collected, how it is used, the legal basis for its use, and the rights individuals have over that data.

What we collect

This section tells you what personal information we may collect when you use our products and services, and what other personal information we may receive from other sources.

In this Privacy Policy, the term 'personal information' refers to the types of personal information that may be collected and used, including:

- Contact details, such as name, email address, postal address and telephone number
- Educational, nationality and professional information
- Usernames and passwords
- Payment information, such as a credit or debit card number or bank account details
- Images processed for use in virtual event profiles and in live event advertisements;
- Comments, feedback, posts and other content submitted, including survey information
- Interests and communication preferences including marketing permissions where appropriate
- Location information such as provided through a mobile app
- Identity verifying information such as passport details to comply with legal obligations in certain countries and to provide visa invitation letters where requested
- Website and communication usage information, such as correspondence and details of your use of our website and services obtained through cookies or other tracking technologies.

This personal information relates to the following categories of people:

- Prospects, customer contacts, subscribers and users in respect of our services and products;
- Visitors, sponsors, exhibitors and speakers at our events;
- Contacts of our service providers and business partners

Sensitive personal information

If collecting or storing sensitive personal information, such as information relating to health, beliefs or political affiliation, we will typically ask for your explicit consent. However, there are some limited situations where this will not occur such as if you have an accident. If this does occur, we will ensure your privacy rights are protected.

Children's personal information

Our services and products are directed at business professionals. They are not intended for children under the age of sixteen. We do not knowingly collect personal information from users in this age group and reserve the right to delete such information if we become aware of having collected it.

How and why personal information is used

This section explains how and why we use personal information.

In product enquiries, sales and administration

If you have made an enquiry about us or our products or services, either online or over the phone, your personal information will be used to respond to the enquiry or to take other steps at your request, prior to you entering into a contract with us.

If you have purchased or registered for one of our products or services, including on a trial basis, we will use your personal information, including bank or card details, to provide you with the product or service, communicate with you about it, handle payments and recover any debts.

In call monitoring for training and quality monitoring purposes

Where one of our sales representatives speaks to you over the phone, the calls may be recorded for training and monitoring purposes.

For event and exhibition management

If you participate in one of our events as a speaker, sponsor, exhibitor or attendee, your personal information will be used in connection with the running of the event, to handle payments and recover debts.

We will also use your personal information to maintain databases that allow us to assess your qualities as a speaker or sponsor/exhibitor, promote events and encourage further engagement at our events.

In addition, photos and videos are taken at our events, which may feature attendees, speakers, sponsors or exhibitors. Where we have taken photos and videos at our events that feature you as an attendee, sponsor or exhibitor, to the extent permitted by applicable data protection laws, those photos and videos may be used for promotional purposes.

Where events and exhibitions use badge scanning technology your personal information will be used to identify you at certain access points, such as to VIP areas, seminars, entry and exit and other areas of the event. This will provide certain location information. Badges cannot be read remotely.

The personal information obtained from badge scanning will be used for access control, security and analysing visitor traffic with a view to improving the event experience for visitors and others.

You can also allow your badge to be scanned by event exhibitors. When you do so your contact details will be shared with the relevant exhibitor and used in accordance with applicable data protection laws, the exhibitor's privacy policy and any other notices or consents you are provided with or given at the event.

Where we are hosting and managing a virtual exhibition or event the organisers (and any third party platform provider acting on our behalf) will use your personal information provided during the registration process to host and manage this digital event and for analyzing visitor interactions and traffic with a view to improving the event experience for visitors and provide you with a personalized experience.

When you entering a virtual spaces, zone or room such as an exhibition booth your personal information may be shared with the sponsor and exhibitor to allow them to engage with you subject to the attendee privacy notice you may have been provided during the registration and login process.

For marketing

We may use your personal information to send you newsletters, offers or other marketing emails that keep you up to date with our news, events and products that may be of interest. Depending on the nature of your interaction with us and applicable data protection laws, you may have actively given us your consent (i.e. opted in) or we may be entitled to rely on your implied consent or legitimate interests to market to you. The opportunity to opt out of future marketing will always be provided and you have the right to amend your marketing preferences at any time (see Your Rights section).

Some of our events, products and marketing are co-branded or sponsored by third party exhibitors or sponsors. We may share your details with these third-party partners. Where this happens, a clear notice will be provided that gives the opportunity to opt out or opt-in to such sharing as required by applicable data protection laws. The third-party partner's use of your details will be in accordance with the notice provided and its Privacy Policy and is not covered by this Privacy Policy.

For customer and prospects management (including analytics and product management)

The personal information held about you, combined with other personal information legitimately obtained and shared with us by third parties or publicly available data, may be used to better understand our customers and their preferences and to improve the products and services delivered. This may include automated profiling and campaign management techniques.

Data may also be used in advertising campaigns on social media platforms such as LinkedIn, Instagram and Facebook in order to provide information about upcoming events or new products and to ensure you only receive relevant advertising about our products and services.

For mobile applications and website analytics

We may combine visitor session information or other information collected through tracking technologies, whether you are logged in or not, with personally identifiable information to understand and analyse your online experiences and determine which events, products and services are likely to be of interest to you.

Where you consent to the use of your location data, certain mobile applications may use location data to assist you to navigate around events and bring exhibitors' and sponsors' products to your attention whilst you are using the app.

Our marketing related emails contain a single, campaign-unique "web beacon pixel" to tell us whether emails are opened, and combined with other technology, to verify any clicks through to links within the email. We may use this information for purposes including determining which emails are of more interest to you and to query whether users who do not open our emails wish to continue receiving them. The pixel will be deleted when you delete the email.

Where you subscribe to an online service, the accompanying emails similarly include a pixel. We track interaction with these emails and our online services to validate attendance for accreditation purposes, to help determine which information is of interest to you and to customise the advertisements seen on our sites.

If you do not wish the pixel to be downloaded to your device, you should choose not to click links that we send or to opt out of email marketing or online events. This information may be connected to your personal identity.

While we strive to offer choice when using our website and mobile applications, we do not promise that we will be able to receive or honour web browser Do Not Track signals.

Within online membership communities, bulletin boards and chat areas

You may choose to participate in online membership communities on our sites that allow you to create and publish a profile and other personal information. These communities may

provide privacy controls that allow choice in how much of your profile and other information to make public or to share with others within the community.

Privacy controls are usually found on the page on which you edit your profile, and each individual is responsible for understanding how those controls work, including default settings, and choosing how the information provided is shared and protected. By participating in these online membership communities you may be contacted by other participants using the information provided.

When you disclose personal information on any public community boards or chat areas of this website, or any other website used as a result of use of this website, such personal information can be collected and used by anyone who views that board or area. This may result in unsolicited messages from other participants or other parties, which are outside of our control or responsibility.

Where you engage with us in customer enquiry chat areas, we will use any information provided to help recommend products and/or assist with confirming any order you wish to place.

For enquiries

Any personal information provided on the Contact Us page will be used only to provide a response or to service the request or enquiry made. The information provided will not be added to the marketing or customer prospect databases of our operating divisions.

For news alerts

The information collected when you sign up for news alerts is used only to provide that service, and to understand the background and interests of our subscriber list.

In providing the service we gather statistics about how many emails are opened, using industry standard technologies including image downloads. This is to help us monitor and improve the news alerts service and information is collected and analysed at an aggregate level only.

With your permission, from time to time we may use your registration details to contact you about the news alerts service. You can unsubscribe from the service at any time using links provided within our emails.

In automated decision-making, including profiling

We use fully automated algorithm-based technologies to personalise dynamic web content based on your explicit and/or implicit interests. General profiling, such as segmentation, is carried out for the purpose of providing a more relevant experience. Automated decision making is never used in any way that produces a legal or similarly significant effect.

When we use these techniques we use measures to avoid legally discriminatory biases and inaccuracies. These automated processes may result in different content being shown to you.

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For fulfilling legal obligations including anti-fraud measures and screening

We and other organisations may also access and use certain personal information to prevent fraud as may be required by applicable law and regulation and best practice at any given time. If false or inaccurate information is provided and fraud is identified or suspected, details may be passed to fraud prevention agencies and may be recorded by us or by them.

To ensure we comply with international trade sanction laws and regulations, where appropriate customers, vendors and suppliers are screened against US, OFAC, BIS, UN, EU and UK sanctions lists.

How we protect personal information

We recognise the importance of protecting and managing personal information. Any personal information provided will be treated with the utmost care and security. This section sets out some of the security measures in place.

We use a variety of physical and technical measures to keep personal information safe and prevent unauthorised access to, or use or disclosure of it. Electronic data and databases are stored on secure computer systems with control over access to information using both physical and electronic means. Our colleagues receive data protection training and there is a set of detailed security and data protection policies which colleagues are required to follow when handling personal information.

While we take all reasonable steps to ensure that personal information will be kept secure from unauthorised access, we cannot guarantee it will be secure during transmission by you to a website or other services, as we do not control that transmission. We make use of HTTPS (HTTP Secure) whereby the communication protocol is encrypted via Transport Layer Security (TLS) for secure communication over a computer network. The website is loaded via HTTPS, represented by the lock icon in your web browser ensuring the transmission is secured with a certificate issued by an official security certificate authority to the Controller operating it.

International transfer of personal information

As international businesses and because of the technologies we use, personal information may be accessed by our colleagues and third-party service providers from locations outside of the country in which it is collected and transferred outside of the country in which it is collected.

If we transfer data outside of the country in which it is collected, we will ensure the same level of protection is in place and we will use appropriate safeguards approved by the relevant privacy regulatory body.

Cookies

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A cookie is a small text file containing a unique identifier that is automatically placed on a user's computer or other device when the user visits a website. In general, cookies may be disabled by the user controlling and/or amending the browser settings according to the instructions made available by the relevant suppliers at the links listed here below:

- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Apple Safari](#)
- [Opera](#)

Third-party links

This website contains links to other websites. We are not responsible for the privacy practices of these websites and do not accept any liability in connection with their content. We recommend reviewing the privacy policy of each third-party site linked from this website to determine its use of your personal information.

Who personal information is shared with

To provide you with services and products, your information may be shared for specific reasons. This section explains how and why personal data is shared.

Sharing within Informa Markets Asia Holdings (HK) Limited and Hong Kong Sinoexpo International Ltd company ownership and affiliates

We may share your personal information with certain other companies within the ownership structure of each of Informa Markets Asia Holdings (HK) Limited and Hong Kong Sinoexpo International Ltd. For example, these companies may assist in providing products and services to you, carry out internal analysis of the usage of products and services, or offer relevant products and services which may be of interest. Such communication is based on the parties' legitimate interest.

Sharing with Service Providers

We may share your personal information with third parties who assist in providing our products and services and administering our business. These include IT and marketing technology host suppliers, web and data hosting providers, mailing houses, ad servers, logistics and general services contractors, debt collection agencies, onsite health and safety partners, event registration partners, sales platform providers, communication tool providers, stand designers/builders/fitters, suppliers of sponsorship/marketing/PR collateral and other event collaboration partners. Personal information will only be shared with third

parties if and to the extent it is necessary for them to provide our products and services to you.

We use web chat services including that allow us to connect with you and answer sales and customer services questions quickly and directly. We ensure these service providers protect your data but these chats are intended to provide you with quick answers to basic service questions only and you should not provide any sensitive information such as bank or credit card details in these chats.

These data processors are bound to compliance through contracts in place that protects the personal information you have shared with us.

Sharing with other Organisations

We may share your personal information with trusted partner organisations for their marketing purposes in accordance with local data protection laws and where required, with your permissions.

If you use one of our virtual products, such as a virtual exhibition, directory site or webinar, or choose to allow your badge to be scanned at an event, we may pass the information you provide to third parties. Generally, this will be via a process whereby you, as the user, visit or interact with a third party such as by visiting a stand at an online exhibition, having your badge scanned or clicking an asset branded and provided by a third party. In some instances, for example, a product listing site, you may reach out directly to a supplier or exhibitor, who may contact you in return. In other instances, our virtual products are sponsored and, in these cases, the data provided will be given to the sponsor. Generally, we will let you know at the time of collection if a product is sponsored.

To reorganise or make changes to our business

In the event that we are subject to negotiations for the sale of all or a part of our business to a third party, are sold to a third party or undergo a re-organisation, we may need to transfer some or all of your personal information to the relevant third party or its advisors as part of any due diligence process. Any information that is transferred to that re-organised entity or third party and will be used for the same purposes as set out in this policy, or for the purpose of analysing any proposed sale or re-organisation.

In connection with legal or regulatory obligations

We may process your personal information to comply with our legal and regulatory requirements or to respond to regulators where applicable. This may include disclosing your personal information to third parties, the court service and/or regulators or law enforcement agencies in connection with enquiries, proceedings or investigations by such parties anywhere in the world or where compelled to do so.

In some circumstances, we may be legally required to disclose your personal information because a court, the police, another judicial or law enforcement body or government entity has asked us for it.

How long information is kept

We will only retain personal information for as long as is necessary and as permitted by applicable laws.

We will retain personal information while we are using it, as described in the section above. We may continue to retain it after we have ceased such uses for certain legitimate business purposes. For example, if you have opted out of marketing communications from us, we will retain limited details about you to ensure we can honour your opt-out request. We may also continue to retain your personal information to meet our legal requirements or to defend or exercise our legal rights.

The length of time for which we will retain your personal information will depend on the purposes for which we need to retain it. After we no longer need to retain your personal information, it will be deleted or securely destroyed.

Your rights

If you have any questions in relation to our use of your personal information, contact us. Under certain conditions, you may have the right to require us to:

- Provide you with further details on the use we make of your information
- Provide you with a copy of information that you have provided to us
- Update any inaccuracies in the personal information we hold
- Delete any personal information that we no longer have a lawful ground to use
- Delete any personal information if the collection or use of that personal information violates the applicable law or our agreement with you
- Cease direct marketing to you

Please contact us if you would like to exercise any of the above rights. You may find our contact information at the end of this policy.

Your exercise of these rights is subject to certain exemptions to safeguard the public interest (e.g. the prevention or detection of crime) and our interests (e.g. the maintenance of legal privilege). If you exercise any of these rights we will check your entitlement and respond in most cases within a month.

Updating your information and marketing preferences

We want to ensure you remain in control of your personal information. We try to ensure the personal information held about you is accurate and up-to-date. We will always provide the opportunity to unsubscribe or opt out of future marketing communications.

Information on how to unsubscribe or opt out will be provided on every marketing email we send you. However, if at any stage you would like to update and/or correct such personal information, or opt-out of future marketing communications, request this by sending an email to databi-hk@informa.com

Contacting us

For any questions about this Privacy Policy contact:

Data Privacy Officer
Hong Kong Sinoexpo Informa Markets Limited
17th Floor, China Resources Building,
26 Harbour Road, Wanchai, Hong Kong

E-mail: databi-hk@informa.com

We hope we will be able to resolve any privacy concerns you may have. However, you always have the right to complain to the competent court at the registered address of Hong Kong Sinoexpo Informa Markets Limited or any supervisory authority or other public body with responsibility for enforcing privacy laws in your country.

Changes to this Privacy Policy

To keep up with changing legislation, best practice and changes in how we process personal information, we may revise this Privacy Policy at any time by posting a revised version on this website. In the event of any material change to this Privacy Policy, we will provide notice via [email or our website or by other means]. To stay up to date on any changes, check back periodically. You acknowledge that your continued use of our products or services after we publish or send a notice about our changes to this Privacy Policy means that the collection, use and sharing of your personal data is subject to the updated Privacy Policy, as of its effective date.

This Privacy Policy was last updated on 28 February 2022.