

INXPO Privacy Policy

This Privacy Policy (“Policy”) describes how INXPO, Inc. (either “INXPO,” “we,” or “us”) treats personal information when you, the user, attends a virtual event, hosted on the INXPO Platform, for the benefit of a virtual event sponsor (“Sponsor”). This Privacy Policy only applies to information collected by INXPO, and does not apply to any information collected by any other entity. Your information may be treated differently by the Sponsor, and this Policy does not supersede or in any way modify the Sponsor’s policies. The Sponsor’s policies do not supersede or in any way modify this Policy. By visiting the INXPO website or attending an INXPO virtual event or you agree to the terms of this Privacy Policy, as they may be amended from time to time and without notice to you.

The United States Department of Commerce and the European Commission have agreed on a set of data protection principles (the "Safe Harbor Principles") to enable U.S. Companies to satisfy the requirement under European Union law that adequate protection be given to personal information transferred from the EU to the United States. INXPO adheres to Safe Harbor Principles and applies those principles to any transfer of information between the European Union countries and INXPO.

A. Type of Information INXPO Collects.

INXPO collects the following types of information from you, some of which may be personal or personally identifiable information. Not all of the information listed will be collected for every Sponsor’s event. Before collecting personal information INXPO gives you notice and the choice to opt out of providing such information to INXPO or to a Sponsor. If you choose not to provide any requested personal information, you may be unable to access certain areas of the INXPO website and you may not be able to access a virtual event.

1. Non-Account Activity. Applies to events which do not require you to create a user account. In such Non-Account Activity events, INXPO does not collect any registration information from you.
2. Account-Related Activity. Most events require you to create an account in order to attend or otherwise participate in the particular event. To create a user account you will be required to provide INXPO and the Sponsor of the virtual event with an email address and a password. This information is required to protect your account from unauthorized access. Some virtual events may also ask you to create a user profile containing additional personal information. In limited instances, you may submit transactional information, such as credit or debit card numbers and all other necessary information associated with completing a transaction to a third party (“Transaction Information”). INXPO does not collect, store or process Transaction Information
3. Your Activities. INXPO and/or the Sponsor may record information about your activities and/or usage while you participate in a virtual event. Activity information may include which booths you visit, which presentations you attend, or if you participate in group chat and/or one-on-one chat. In addition, if you are logged into your virtual event account, we may associate that information with your account. We may use clear GIFs (a.k.a. “Web Beacons”) in HTML-based emails sent to you to track which emails are opened by recipients.
4. Content Uploaded. Any personal information or content that you voluntarily upload or otherwise disclose while on the INXPO website or within a virtual event, including but not limited to information disclosed on discussion boards, in messages and chat areas, within your playback or profile pages, or images or other content you post (“Content”), becomes publicly available and can be collected and used by others. In addition, if you have logged into your account with any social networking website, or other third party

website (“Third Party Provider”) while attending the INXPO virtual event, any Content you provide may be available to such Third Party Providers and may be available to users of such Third Party Providers.

5. Cookies. A cookie is a small text file which contains a string of alphanumeric characters and is used to collect information about website activity. There are two different types of cookies: Session cookies and persistent cookies. Session cookies are held temporarily and disappear when you close your browser. Persistent cookies may be used by your web browser on subsequent visits to the INXPO website or virtual event website.
6. Locally Shared Objects. INXPO uses Locally Shared Objects (LSO), also referred to as flash cookies. LSO’s are similar to cookies in that they are files which store data and collect information about website activity. LSO’s will recreate a cookie that’s been deleted.
7. Web Beacons. Web Beacons are strings of code placed on a webpage in conjunction with cookies. Web beacons allow INXPO to track the number of users that visit the INXPO website and, by in conjunction with cookies, identify you and personalize your experience on the INXPO website or within the virtual event. Web Beacons may also be used to collect anonymous and/or aggregate, unidentifiable information such as how many users attended a virtual event.

B. Purposes for Which INXPO Collects Information.

1. Maintenance and Flagging. If you submit personally identifiable information through the INXPO website, or while attending a virtual event, we may use your personal information to operate, maintain, and provide to you with the general and personalized features and functionality of the INXPO Platform, which is utilized during a virtual event. We may also use such personal information to process any flagging activity or correspondence you send to us.
2. Messaging. Your account name (not your email address) may be displayed to other virtual event attendees when you visit certain areas of the virtual event or send messages through the INXPO or virtual event website. Other virtual event attendees may be able to contact you through messages and comments.
3. No Commercial Marketing. INXPO will not use your email address or other personally identifiable information to send commercial or marketing messages for its benefit without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out of. Please see the Sponsor’s privacy policies for its policies relating to this practice.
4. Non-Marketing or Administrative Uses. INXPO may use your email address without further consent for non-marketing or administrative purposes, such as notifying you for customer service purposes.
5. Quality & Features of the Virtual Event or INXPO Website. INXPO may use your personally identifiable information and certain non-personally-identifiable information (such as anonymous user usage data, cookies, LSO’s, IP addresses, browser type, and clickstream) to improve the quality and design of the INXPO Platform and to create new features, promotions, functionality, and services by storing, tracking, analyzing, and processing user preferences and trends, as well as user activity and communications. Any profile information you submit may or may not be viewed by other virtual event users, the Sponsor and/or INXPO. This information is used to provide you with a better user experience and to connect you to other virtual event users.
6. Contests & Sweepstakes. In some cases, the Sponsor may hold a contest or sweepstake during the virtual event you attend. In such cases, the Sponsor may ask for additional personal information in connection with your entry into the contest, sweepstakes or other offering. If you do not wish for the

information we obtained from you to be shared with the Sponsor in connection with any such offering, then do not enter such contest, sweepstake or other offering or otherwise provide any personal information. INXPO is not responsible for the Sponsor's use of your information relating to any contest, sweepstakes or other offering.

7. **Transactions.** Some Sponsors may need to collect Transaction Information (such as credit card information or other payment method) or the Sponsor may collect Transaction Information through a Third Party such as PayPal in order to (i) register you for a virtual event in which payment is required; or (ii) to complete a transaction between you and the Sponsor or you and an exhibitor. INXPO does not collect or store Transaction Information. Transaction Information may be collected by the Sponsor and/or Third Parties to the extent necessary to carry out the transactions you request. Please refer to such parties' privacy policies.
8. **Cookies; LSO's.** INXPO uses cookies, LSO's clear gifs, and log file information to: (i) store information so that you will not have to re-enter it during your visit or the next time you visit the event; (ii) provide custom, personalized content and information; (iii) monitor aggregate metrics such as total number of visitors, pages viewed, etc.; and (iv) track your entries, submissions, and status in promotions, sweepstakes, and contests.
9. **Web Beacons.** INXPO uses web beacons to track the number of users that visit the INXPO website and, by in conjunction with cookies, identify you and to better serve you by personalizing your experience on the INXPO website or virtual event website.
10. **URL's & IP Address.** Due to communications standards on the Internet, when you visit the INXPO website or a virtual event INXPO automatically receives the URL of the site from which you came and the site to which you are going when you leave INXPO. We also receive the Internet protocol (IP) address of your computer (or the proxy server you use to access the World Wide Web), your computer operating system and type of web browser you are using, as well as the name of your ISP. This information is used to analyze overall trends to help us improve the INXPO service, but is not linked to personally identifiable information in any way.

C. Access to Your Information.

INXPO provides you with the ability to correct, amend, change and delete your personal information. During a virtual event, you may make any changes to your profile information by updating that section. For all other changes please contact privacy@INXPO.com.

D. Transfer of Your Information to Third Parties.

INXPO's Privacy Policy does not apply to, and we cannot control the activities of, third parties including Sponsors, advertisers, and other third party websites or service providers ("Third Parties"). You should consult the respective privacy policies of such Third Parties for more information on their practices and for instructions on how to opt-out of certain practices. If you do not wish to have your information transferred to the Third Parties listed below, please follow the opt out procedure listed for each Third Party.

1. **Sponsor.** Any information you disclose while attending a virtual event, including but not limited to, your email address, registration and/or profile information, and Transaction Information where applicable, will be disclosed to the Sponsor of such virtual event. In addition, the Sponsor will have access to any Content you disclose through your activities within a virtual event. You should review the Sponsor's terms of use and privacy policies.

2. Third Party Advertisers. If permitted by the Sponsor, third-party ad servers or ad networks will be permitted to serve advertisements within the event you are attending. These third-party ad servers or ad networks use technology to send, directly to your browser, the advertisements and links that appear on the virtual event website. They automatically receive Your IP address when this happens. They may also use other technologies (such as cookies, LSO's, JavaScript, or Web Beacons) to measure the effectiveness of their advertisements and to personalize the advertising content you see. INXPO will only provide personally identifiable information to these third-party ad servers or ad networks in accordance with the direction of the Sponsor. However, please note that if an advertiser asks the Sponsor to show an advertisement to a certain audience (for example, men ages 18-34) or audience segment (for example, men ages 18-24 who have viewed certain channels of content) and you respond to that advertisement, the advertiser or ad-server may conclude that you fit the description of the audience they are trying to reach. The advertiser may also use information regarding your use of the virtual event website, such as the number of times you viewed an ad (but not any personally identifiable information), to determine which ads to deliver to you. If you do not wish to have the above information associated with you, do not visit any third party advertisers while on the INXPO website, or participating in a virtual event.
3. Links to Third Party Websites. INXPO or the Sponsor may provide you with links to third party websites. Such third party websites may or may not treat your personal information in the same manner as INXPO and/or the Sponsor. INXPO is not responsible for, and has no control over, such third party websites. You are encouraged to review the third party websites privacy policies. If you do not wish your Information with a third party website do not click on any links to such sites.
4. Third Party Service Providers. While on the INXPO website, or attending a virtual event, you may be given the opportunity to log into an account you hold with a third party social networking site or another third party service provider ("Third Party Provider"). By logging into your account with a Third Party Provider you understand that you are allowing the Third Party Provider access to information about you and your activities on the INXPO website or while attending the virtual event. You are also allowing INXPO, the Sponsor and other users of the INXPO website or virtual event access to personal information contained in your account with the Third Party Provider, such as your contact information, your personal information, or any other information and/or Content you have made available in your account with the Third Party Provider. The Third Party Provider may have access to any comments, postings and/or content which you provide on the INXPO website or virtual event, and while you are logged into your Third Party Provider account. Such comments, postings and/or content may then be made available on the Third Party Provider's website. Your account with such Third Party Provider is not managed or run by INXPO even though you are given the opportunity to log into such account while attending a virtual event or otherwise on the INXPO website. You understand and acknowledge that Third Party Providers may not treat your personal information and content in the same manner INXPO treats your personal information. If you do not want your information shared in this manner do not log into your account with a Third Party Provider while on the INXPO website or while attending a virtual event.

D. Security & Data Integrity.

INXPO takes all reasonable steps to prevent the loss, misuse and unauthorized access, disclosure, alteration and destruction of your personal information. Personal information can be accessed only by providing your password, unless you have made such information available to other users. In addition, INXPO takes appropriate security measures to safeguard your personal information once we have received it. You must read the Sponsor's or Third Party's privacy policy to understand how the either party treats personal information or Transaction Information.

While INXPO makes no warranties with regard to the accuracy, completeness of any information on the INXPO website or within a virtual event, INXPO does take reasonable steps to ensure that data is reliable, accurate, complete and current and that personal information is relevant for the purposes for which it is to be used.

E. Enforcement and Dispute Resolution.

The Legal Department will be the internal mechanism for ensuring compliance with the US Department of Commerce's Safe Harbor Principles. INXPO utilizes the self-assessment approach to assure its compliance with this Safe Harbor Principles. INXPO periodically verifies that this Policy is accurate, comprehensive for the information to be intended to be covered, prominently displayed, completely implemented, and in conformance with the law.

To ensure compliance with the Safe Harbor Principles INXPO will:

1. Conduct annual internal compliance reviews of this Privacy Policy, as part of the certification process with the U.S. Department of Commerce.
2. Internal Dispute Resolution Process: If a complaint regarding INXPO's use of personal information, or Privacy Policy is raised INXPO's Legal Department will investigate such claims and try to resolve any dispute. You will receive a communication within two (2) business days from the date you sent INXPO email notification, or seven (7) business days from the date of mailed notification, from an INXPO representative acknowledging receipt of your complaint. INXPO will then conduct an investigation into your issue. You may receive additional communications during the investigation process for further clarification. After the investigation, the representative will contact you with a proposed resolution to your concern. If you agree with the proposed resolution, then you and the INXPO representative will work together to close the matter. If you do not agree, then the matter will be escalated to an officer of INXPO for resolution.

All Complaints should be addressed to:

By Mail: Attn: Legal Department
770 N Halsted St., Ste 6S
Chicago, IL 60642

E-Mail Address: privacy@INXPO.com

Please include the following information: name, address (with postal code), country, phone number, fax, E-mail address, description of privacy complaint, Type of information involved, dates of occurrence(s), names of those involved, desired resolution

3. Independent Dispute Resolution Process: For complaints which cannot be satisfactorily resolved through INXPO's internal dispute resolution process, INXPO agrees to use a readily available and affordable independent dispute resolution mechanism to resolve the matter, such as the American Arbitration Association. You may contact the International Centre for Dispute Resolution of the American Arbitration Association at www.adr.org. This organization will provide independent dispute resolution and, should it determine it appropriate, it can also assess sanctions, including damages, for violation of the Safe Harbor Principles.

This Policy may be amended from time to time, consistent with the requirements of the Safe Harbor Principles.