

## INXPO Privacy Policy

This Privacy Policy ("Policy") describes how INXPO, Inc. (either "INXPO," "we," or "us") treats personal information when you, the user, access the INXPO platform, mobile application or website ("INXPO Website" or "Website"). This Privacy Policy only applies to information collected by INXPO, and does not apply to any information collected by any third party. By visiting the INXPO Website you agree to the terms of this Privacy Policy, as they may be amended from time to time.

### A. Cookies Policy

1. What is a Cookie? A cookie is a small amount of data, which often includes a unique identifier that is placed on your computer or on your mobile phone (collectively referred to herein as a "device") browser from a website's computer and is stored on your device's hard drive. 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 browser on subsequent visits. Cookies are widely used to provide certain features of website, to make websites perform more efficiently, and to provide information to the owners of the website. Each INXPO event and/or webcast can send its own cookie to your browser if your browser's preferences allow it. INXPO does not use cookies to collect personally identifiable information about you.

2. What is a Local Shared Object (Flash Cookie)? INXPO uses both the Adobe Flash Player and Silverlight players to deliver its video content services. To improve user experience, Local Shared Objects (otherwise known as Flash or Silverlight Cookies or LSOs) are used to provide features such as auto-resume and for saving your preferences. Flash and Silverlight Cookies are stored on a user's terminal much the same as cookies are, however it is not possible to manage them at browser level in the same way.

3. How to Disable Flash Cookies. The Adobe website provides comprehensive information on how to delete or disable Flash cookies either for a specific domain like [bbc.co.uk](http://bbc.co.uk) or for all websites. See <http://www.adobe.com/products/flashplayer/security> for more information. Please be aware that restricting the use of Flash cookies may affect the features available to you for Flash-based applications on the Website and within INXPO events and presentations.

4. How to Disable Silverlight Cookies. The Microsoft Silverlight website provides directions on how to remove Silverlight cookies. See [http://www.ehow.com/how\\_5972751\\_remove-silverlight-cookies.html](http://www.ehow.com/how_5972751_remove-silverlight-cookies.html) for more information. Please be aware that restricting the use of Silverlight cookies may affect the features available to you for Silverlight-based applications on the Website and within INXPO events and presentations.

5. How to Control and Delete Cookies. For events and webcasts, cookies record information about your online preferences and allow us to present content to your interests. Users have the opportunity to set their devices to accept all cookies, to notify

them when a cookie is issued, or not to receive cookies at any time. If you do not opt in to receiving cookies and/or set your device to not receive cookies, certain personalized features cannot be provided to you, and accordingly you may not be able to take full advantage of all of the Website's features. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences in your browser.

6. INXPO Cookies. In some cases, INXPO may use cookies, Flash and Silverlight Cookies, clear gifs, and log file information to: (a) store information so that you will not have to reenter it during your visit or the next time you visit the event; (b) provide customer, personalized content and information; or (c) monitor aggregate metrics such as total number of visitors, pages, viewed, and similar information. Below is a list of the main cookies set by INXPO, and what each is used for:

Cookie Name	Purpose
<b>AuthToken00001</b>	Attendee facing and shows that the attendee has accessed the event. This cookie is destroyed each time you close your browser.
<b>AuthToken00002</b>	Administration facing and shows that the user has accessed the Administrator portal. This cookie is destroyed each time you close your browser.
<b>AuthToken00005</b>	Attendee and Administration facing and shows that the users has accessed the area for reporting (data portal). This is only applicable to those events where a data portal is enabled for the Attendee. This cookie is destroyed each time you close your browser.
<b>AuthToken00006</b>	Sponsor User and Administration facing and shows that the user has accessed the booth builder portal which is an area that enables them to build out their online space within an event. Typically these are the booth spaces found within an event and are only accessed by those representatives of that company that is creating the space. This cookie is destroyed each time you close your browser.
<b>BrowserCheck</b>	System Check sets then deletes this to check if your browser supports cookies. This cookie is destroyed each time you close your browser.
<b>vts.inxpo.com</b>	Used to store the location of where you are in the event (like a space or a group chat) and your user preferences like play opening video each time on entry or only on first entry.

7. Third Party Cookies. You may be presented with cookies from third party websites and providers that are not related to INXPO. For example, when you view a webpage with content embedded from a third party provider, you may be presented with cookies from such provider. INXPO does not control the dissemination of these third party cookies. In general, you should check the third party websites for more information. In addition, INXPO provides an optional single sign-on using social networks including, but not limited to, Facebook, Twitter, LinkedIn, Google and Microsoft LiveId. If you are

logging into an INXPO event using a social network credential, the applicable third party, and not INXPO, will set cookies. INXPO does not control or have any access to the cookie information these social networks may set.

## **B. Type of Information INXPO Collects.**

The INXPO Website does not collect personally identifiable information from you unless you choose to enter personally identifiable information into a registration or similar page. Before collecting personal information, INXPO gives you notice and the choice to opt out of providing such information. If you choose not to provide any requested personal information, you may be unable to access certain areas of the INXPO Website, such as password protected areas.

1. Registration Information. Certain areas of the INXPO Website may require you to input registration information, which may include your name, email address and other business or contact information in order to enter a password protected area or to receive further information about INXPO products or services.

2. Account-Related Activity. Most events require you to register by creating an account in order to attend or otherwise participate in the virtual 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 transaction 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 may record information about your activities on and/or usage of the INXPO Website. Activity information may include which pages you visited, what URL you came from or visit after you leave the Website, average time spent on the Website, previously shared information, your domain or IP address etc. In addition, if you are logged into a password protected area, we may associate that information with your account. To accomplish this we may use, in addition to the cookies and locally shared objects discussed above:

a. Web Beacons. Web Beacons are strings of code placed on a webpage in conjunction with cookies. Web beacons are able to track the number of users that visit a website and, in conjunction with cookies, identify the IP address and personalize the website experience. Web Beacons may also be used to collect anonymous and/or aggregate, unidentifiable information such as how many users attended a virtual event.

b. URL and IP Address. The URL is the web page you came from or leave the INXPO website to. The IP address is the numerical label associated with the location of your computing device.

4. Content. Any personal information or content that you voluntarily upload or otherwise disclose while on the INXPO Website (such as, through us of an INXPO blog), including but not limited to information disclosed on discussion boards, in messages and chat areas, within a profile page, or images or any other content you provide (“Content”), becomes publicly available and can be collected and used by others. In addition, if you are given the ability to log into your account with any social networking website, or post Content on such site or other third party website, through the INXPO Website, such Content may be made available to other parties and associated with your personally identifiable information.

### **C. Purposes for Which INXPO Collects Information.**

1. Maintenance and Flagging. If you submit personally identifiable information through the INXPO Website, INXPO may use your personal information to operate, maintain, and provide you with the general and personalized features and functionality of the INXPO Website. We may also use such personal information to process any flagging activity or correspondence you send to us.

2. Messaging. Your account registration information may be displayed in password protected areas to other users. If you choose to receive email from INXPO, 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.

3. No Commercial Marketing. INXPO will not use your email address or other personally identifiable information to send commercial or marketing messages for our benefit without your consent, except as part of a specific program or feature or other business relationship for which you will have the ability to opt-in and/or opt-out of. We will not share your personally identifiable information with third party marketers.

4. Non-Marketing or Administrative Uses. INXPO may use your email address without your consent for non-marketing or administrative purposes, such as notifying you for customer service reasons.

5. Quality & Features. INXPO may use your personally identifiable information and certain non-personally-identifiable information (such as anonymous user usage data, cookies, LSOs, IP addresses, browser type, web beacons and clickstream) to improve the quality and design of the INXPO Website 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. We may use web beacons in conjunction with cookies to identify you and provide personalized services.

6. URLs & IP Address. When you visit the INXPO Website, INXPO automatically receives the URL of the site from which you came and the site to which you are going when you leave. We also receive the Internet protocol (IP) address of your computer, your computer operating system and type of web browser you are using, as well as the

name of your ISP. This information may be used to analyze overall trends, determine the domain from which you came, who visits the INXPO Website, to understand the needs of Website visitors, or to help us improve the INXPO service. This information is not linked to personally identifiable information.

#### **D. Access to Your Information.**

INXPO provides you with the ability to correct, amend, change and delete your personal information. Please contact [privacy@INXPO.com](mailto:privacy@INXPO.com).

#### **E. Transfer of Your Information to Third Parties.**

INXPO's Privacy Policy does not apply to, and we cannot control the activities of, third party websites or service providers ("Third Parties"). You should consult the respective privacy policies of Third Parties for more information on their practices. INXPO is not responsible for the privacy practices of Third Parties.

#### **F. Security & Data Integrity.**

INXPO takes reasonable steps to prevent the loss, misuse and unauthorized access, disclosure, alteration and destruction of your information. In addition, INXPO takes appropriate security measures to safeguard your information once we have received it.

#### **G. Your California Privacy Rights**

California Civil Code Section 1798.83 permits users that are residents of California to request certain information regarding INXPO's disclosures of personally identifiable information to third parties for such third parties' direct marketing purposes. If you are a California resident and would like to make such a request, please email INXPO at [privacy@INXPO.com](mailto:privacy@INXPO.com).

The California Online Privacy Protection Act ("CalOPPA") requires INXPO to disclose how it responds to Do Not Track Signals in your web browser. INXPO does not interpret or respond to Do Not Track Signals. You may set your web browser to not accept new cookies or web beacons or disable cookies altogether. Please note that doing so may hinder your experience on the Website. Please see the Help section of your browser for instructions on managing security preferences.

#### **H. European Union Data Transfer and Protection**

INXPO adheres to the European Union and principles of privacy and protection of personally identifiable information with respect to the information INXPO collects from you and transfers out of the European Union and into the United States. INXPO values and applies the EU Data Protection Directive's core principles of transparency, legitimate purpose, and proportionality by providing appropriate and adequate safeguards to maintain the confidentiality of your personally identifiable information.

## **I. Independent Dispute Resolution Process**

For complaints which cannot be satisfactorily resolved through INXPO's internal dispute resolution process, INXPO agrees to use the American Arbitration Association. You may contact the International Centre for Dispute Resolution of the American Arbitration Association at [www.adr.org](http://www.adr.org).