

Here at Xmark Media, we are committed to creating quality events around the country. At the heart of what we do are our connections; amongst these are our visitors, delegates, collaborators and customers. It is hugely important to us that we look after the data we hold about you, we recognise that we are being trusted with protecting it. The purpose of this document is to give you a clear explanation about how we collect and use your personal data.

Privacy Policy

1. IMPORTANT INFORMATION AND WHO WE ARE

This privacy policy (Privacy Policy) sets out the ways in which Xmark Media Ltd (organisers of Photonex Europe, Graphene Expo, Vacuum Expo, Enlighten Conference and associated events), registered in the United Kingdom, Company Number 3013100, may collect, hold and use your personal data.

In this Privacy Policy:

- 'we', 'us' or 'our' means the Xmark Media Ltd entity with which you are interacting as detailed above. For example, Xmark Media Ltd organising the event you are attending, or managing the website you are using. We will make it clear to you which entity this is;
 - 'site' means the Xmark Media website you are visiting or engaging with;
 - 'event' means the Xmark Media exhibition or conference we are organising;
- and;
- 'you' and 'your' means you, the person reading our news, engaging with us, registering for our events or services or visiting our site.

By registering for one of our events, subscribing to our services, visiting our site or otherwise interacting with us, we will process your personal data in accordance with this Privacy Policy.

2. THE PERSONAL DATA WE COLLECT ABOUT YOU

We collect, store and use personal data about you to enable us to provide you with event information, opening times, travel etc. Typically, we collect the following information:

- your name and contact details e.g. your email and address
- details of the meetings/subjects in which you have expressed an interest.

3. HOW WE SOURCE YOUR PERSONAL DATA

There are a few sources.

- Information you give us: We collect any information you provide to us when you complete a registration form, or provide us with your details over the phone, for example, when you register an account with us when making a booking, register to attend one of our events (whether as a delegate, exhibitor speaker or attendee) or subscribe to our mailing list. This information might include your name, address, email address, phone number and other information relevant to the event or service that you're registering for.
- Information we collect about you: We will collect any information contained in any correspondence between you and us via contact forms on websites, and emails or telephone calls.
 - We may collect, for the purposes of any events that we operate badged access for, your registration details including personal information. You will be required to use your badge to gain access to the event.
 - We collect information about you visiting our website and how you use it. This may include your IP address, geographical location, device information, browser type, referral source, length of visit, operating system, number of page views, which pages you viewed and similar information. This information may be collected by a third party website analytics service provider on our behalf and/or may be collected using cookies. We also use cookies and pixels in our emails to track delivery and

open rates, the results of which are stored against your email address and profile.

- We collect information (typically emails and addresses only) from social media websites, organisation and news websites and third parties during telephone conversations and in the course of our event planning.
- Information we receive from third parties: We may collect information about you from third parties for the purposes of delivering to you the services that we offer and information about our events. For example, we may engage third parties to assist us with our online event registration systems or payment systems; these entities will collect information directly from you on our behalf. We may engage third parties to operate event websites on our behalf; these entities will collect information directly from you about your visits to the website on our behalf. We may also receive information about you from third parties where you have consented to such third party sharing your information with us.

4. HOW WE USE INFORMATION ABOUT YOU

We may use your information for the following purposes, depending on the relationship we have with you. We will provide you more specific information wherever necessary when we believe you to have an interest.

- We will need to use your contact details to keep you updated about our events or services.
 - By specifically requesting information from us, you are consenting to use your personal data for the purposes of communicating such information to you.
- For general administration and organisation of our events, for example to contact you with information about an event or conference that you're exhibiting at or are attending.
 - Where you have registered to attend or exhibit at an event, we need to use your personal data in this way to perform our contractual obligations to you. Where you are attending an event but do not have a contract with us (for example you received free tickets), it is our legitimate interest to use your personal data for general administration and logistics of the event.

- Transfer your contact details to an Exhibitor or Sponsor if they scan your badge at one of our events.
 - When you hand your badge to an exhibitor for them to scan you, you are consenting to your Personal Data being passed to the exhibitor or sponsor.

5. WHO WE MIGHT SHARE YOUR DATA WITH

In certain circumstances we may share your personal information with:

- Selected third parties that we work with, where necessary for the purposes of delivering services to you that you request from us. For example, when you register to attend an event that we host, we may need to share your information with third party sub-contractors, service providers or other Xmark Media entities.
 - Where we use such third parties, we enter contracts which ensure that the third party is obligated to provide at least the same level of data protection as Xmark Media entering into that contract, and we take reasonable, appropriate steps to ensure that the contractor effectively processes the personal data in a manner consistent with this Privacy Policy and our internal policies relating to the protection of Personal Data.
- Any other third parties where necessary to enable us to enforce our legal rights, or to protect the rights, property or safety of our employees or where such disclosure may be permitted or required by law.
- When you have ticked permission to do so during the registration process we may pass on your details to a very selected group of companies or event partners. When we legitimately believe these parties to be of interest to you and in your discipline.

6. THIRD PARTY CONTENT AND SITES

Some of our websites may contain content and links to other websites or apps that are operated by third parties. We don't control these third party websites or apps (including whether or not they store cookies) and this Privacy Policy does not apply to them.

Please consult the terms and conditions and Privacy Policy of the relevant third party

website or app to find out how that site/app collects and uses your information and to establish whether and for what purpose they use cookies.

7. HOW WE LOOK AFTER YOUR DATA

We're committed to keeping your personal data secure and have put in place a high level of security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

8. HOW LONG WE WILL KEEP YOUR PERSONAL DATA

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for. Where you have not participated, attended or registered to attend or participate in one of our events, or otherwise engaged with us in ten years, we will delete your data.

9. YOUR LEGAL RIGHTS

You have the right to:

- Request a copy of the personal data that we keep about you, by making a request in writing to the Data Protection Officer. Our Data Protection Officer's details are provided on Page 1 of this policy.
- To ask us to stop processing your data, or withdraw consent to use your data.

To correct and update your personal information:

- The accuracy of your information is important to us and we will review and correct the information that we hold about you as often as possible. If you change your name or address/email address, or you discover that any of the other information we hold is inaccurate or out of date, please let us know by contacting us as described at the end of this policy.
 - We use an internal CRM (Customer Relationship Management) system called SuperOffice in which we maintain our direct mail database and records of communications and discussions.

To change preferences or unsubscribe from broadcast/newsletter email communications:

- You can change your mind about whether you wish to receive e-newsletters at any time and can amend your preferences (the news group to which your subscribed to) by clicking the appropriate *update* or *unsubscribe* link at the bottom of every email/communication you receive.
 - We use an eternal mailing system called e-Shot (Forfront Ltd) and we are unable to re-activate an email address that is unsubscribed without first proving we have the permission from the contact themselves (email or letter).

10. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Updated privacy policies will be updated on the website, a note added to our communications footer message or provided to you at your request.

11. HOW YOU CAN CONTACT US

Please address all personal data enquires to:

The Data Manager,
Xmark Media Ltd,
Old Village Hall, The Street, Effingham,
KT24 5JS

or email privacy@xmarkmedia.com

24.05.2018