

Privacy Policy



Last update: May 2021

1. Introduction

In this privacy policy the company trade name EA Exhibitions is abbreviated as “EA”. In this document the regularly used term “we” means EA Exhibitions. The term “you” used in this privacy policy refers to the visitor (user) of the website.

EA Exhibitions is a company specialised in designing, organising and managing the construction of exhibitions anywhere in the world. EA Exhibitions is committed to protect your personal data. In this Privacy Policy we want to provide clear and transparent information about how we handle your personal data.

What is a privacy policy?

A privacy policy is a document that states what personal data is collected from your users, why, and how you keep it private. The purpose of the privacy policy is to inform your users about how their data is being handled.

What is personal data?

Personal data is information that can identify an individual, either directly or when combined with other data. Names, e-mails, addresses, localisation, IP-addresses, photos, and account information all are directly identifying data.

What is General Data Protection Regulation (GDPR)?

The General Data Protection Regulation is a European Union law that was implemented May 25, 2018, and requires organisations to safeguard personal data and uphold the privacy rights of anyone in EU territory.

We do everything we can to guarantee your privacy and therefore handle personal data with care. EA Exhibitions complies in all cases with applicable laws and regulations, including the General Data Protection Regulation. This means that we in any case:

- Process your personal data in accordance with the purpose for which they were provided, these goals and type of personal data are described in this Privacy Policy;
- Processing of your personal data is limited to only those data that are minimally necessary for the purposes for which they are processed;
- Ask for your explicit consent if we need it for the processing of your personal data;
- Have taken appropriate technical and organizational measures to ensure the security of your personal data;
- Do not pass on personal data to other parties, unless this is necessary for the execution of the purposes for which they were provided;
- Are aware of your rights regarding your personal data, to point this out to you and to respect them.

2. Website

All of the following mentioned soft- and hardware items used for the purpose of this agreement fall under the term “website”; site, website, mobile apps, exhibitor portal, portal, booking form, platform, weblinks, applications, software, code and interfaces related to EA.

This website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience.

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The website complies to all European laws and requirements impending General Data Protection Regulations (GDPR) for user privacy.

3. Partnership with “Toddoo event management software”

For the purpose of providing all products, goods and services and all forms of communication with affiliates, partners, clients, exhibitors, sponsors, contractors, venues, EA has a partnership and makes use of Toddoo event management software.

4. What is this Privacy Policy for?

This privacy policy is for the visitors (users) of the site, website, mobile apps, exhibitor portal, portal, booking form, webshop, platform, weblinks, applications, software, code and interfaces related to EA and governs the privacy of its users who choose to use it.

The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and website owners. Furthermore the way the website processes, stores and protects user data and information will also be detailed within this policy.

5. What personal data is collected?

Information that could be collected by our organisation in preparation of an event is: name, company addresses, company e-mail addresses, telephone numbers, credit card, payment and/or financial information, information that is freely given to us such, requested information that help us to provide ordered products and services, information that we collect during the use of our website, including account registration.

6. Why do we collect your data?

We collect personal data for managing our customer relationship with you. In the majority of cases, we receive the personal data from you directly, for example when you register for an event or when you buy products or services from us. We use such data for the following purposes:

To provide you the services or products you have ordered with us. This includes taking your orders, delivering your order and processing invoices relating to that order. Where necessary, we also use your personal data for collecting overdue payments from you. All these actions result from the contract we have with you and they are necessary for fulfilling our obligations arising from our customer relationship with you.

We use such data for our legitimate business interest in improving your customer experience with us and for developing our services and products to meet our customer’s interests and needs. In particular we use data for the following purposes:

For improving our understanding of our customer usage trends. This enables us to provide you with products and services we believe you may be interested in.

To implement, maintain and develop our existing and future services and products. We do this by analysing our customers’ use of our services and products and performing statistics on the data. This

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brings added value to both of us: you can order improved services and products from us and we can continue to fulfil our customers' developing wishes and needs.

We collect personal data to manage our customer relationship with you and develop products and services according to our customers' preferences. Personal data we collect could be required for:

Administrational purposes: Account registration (booking form), account management, bookkeeping, internal reporting, reconciliation purposes, order and payment processing and credit card authorisation, analysing your browsing and purchasing activity. Comply with applicable laws, crime and fraud prevention, detection and related matters, identity verification, improving (personal) safety in general.

Service provision and communication purposes: Service delivery related to ordered products and services (including orders made via the webshop). Communicating updates and changes. Offering approved services through EA's third party affiliates in case EA serves as an official partner, contractor for an association, organiser or venue. Compliance and security reasons. Performance tracking. Providing and improving services. Analyse customer choices in respect of our services to understand our target audience for the purposes of improving our online sales.

7. How do we keep your data safe?

EA has appropriate technical measures and organisational security policies and procedures in place to protect personal data and information from loss, misuse, alteration or destruction. We will take all steps reasonably required to ensure that your data is treated securely and in accordance with this Privacy Policy.

Your details are not passed on to any third parties.

8. How long do we keep your personal data?

Your personal data will only be held as long as required to complete the purposes we collected it for. This includes any service, legal, administrative or reporting reasons. The proper holding period for personal data, depends on the sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data and the purpose for which we process these data. The local accounting regulations may require a longer retention period for some of the financial data.

9. Rights regarding your data

- You have the right to be forgotten (right to erasure)
- You have the right (in certain situations) to access, inspect, ask to correct or delete the personal data that we have received from you.
- You can also object to the processing of your personal data (or part thereof) by us.
- You also have the right to have the data provided by you transferred by us to yourself or on your behalf directly to another party.

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- If we are allowed to process your personal data on the basis of a permission given by you, you always have the right to withdraw this permission.

10. Opting-out / unsubscribe

You have the right to opt-out or unsubscribe of receiving emails from us such as periodic information and other correspondence. Note that if you withdraw your permission to use some of your information, we may no longer be able to provide certain services.

11. Use of Cookies

On the EA website

This website uses cookies to improve your experience. We'll assume you're ok with this, but we cannot opt you in unless you press accept. [Cookie settings](#)

By clicking "Accept", you agree to the storing of cookies on your browser to enhance site navigation, analyse site usage, and assist in our marketing efforts.

Understanding cookies

Cookies are small files saved to the user's computer hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here <http://www.google.com/privacy.html>

Other cookies may be stored to your computer hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

12. Marketing or e-mail newsletter

This website may sometimes operate an e-mail newsletter program, used to inform subscribers about products and services supplied by this website. Users can subscribe through an online automated process should they wish to do so but do so at their own discretion. Some subscriptions may be manually processed through prior written agreement with the user. Subscriptions are taken in compliance with GDPR. No personal details are passed on to third parties nor shared with companies or people outside of the company that operates this website. Under the GDPR regulation you may request a copy of personal information held about you by this website's e-mail newsletter program. E-mail marketing campaigns published by this website or its owners may contain tracking facilities within the actual e-mail. Subscriber activity is tracked and stored in a database for future

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analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the e-mail content, times, dates and frequency of activity.

This information is used to refine future e-mail campaigns and supply the user with more relevant content based around their activity. In compliance with the GDPR regulation subscribers are given the opportunity to un-subscribe at any time through an automated system. This process is detailed at the footer of each e-mail campaign. If an automated unsubscription system is unavailable clear instructions on how to opt-out or unsubscribe will be detailed instead.

13. External Links

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. External links are clickable text, banner, image links to other websites. The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

14. Adverts and sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve. Clicking on any such adverts will send you to the advertisers website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computer hard drive. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

15. Social media platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the Terms of use as well as the Privacy policies held with each social media platform respectively. Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or e-mail. This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

16. Shortened links in social media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy URLs [web addresses], example: <http://bit.ly/zyVUBo>

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Users are advised to take caution and good judgement before clicking any shortened URLs published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine URLs are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

17. Questions, improvements and/or corrections

In case the visitor of the website, or any of the EA Exhibitions related sites, feels corrections or improvements are necessary, has any questions, or wants to exercise his/her legal rights; please contact our organisation at info@eaexhibitions.com

18. Privacy policy updates

Periodically we update the Privacy Policy based on new insights or changes required by applicable law. Please review our Privacy Policy on a frequent basis in order to understand how we are protecting your personal data.

19. Contact information

If you have questions regarding the above, please contact us at info@eaexhibitions.com.

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