

## **Introduction**

easyFairs Switzerland GmbH takes the protection of its exhibitors (customers) and visitors' privacy, and their personal data, very seriously. Personal information about exhibitors' and visitors is therefore held securely and is treated with the utmost care. easyFairs complies with the requirements of the applicable regulations on personal data protection and other privacy legislation.

The entity responsible for data processing is easyFairs Switzerland GmbH, Utengasse 44, CH-4058 Basel, Schweiz. In accordance with the applicable regulations on personal data protection, easyFairs notifies, when necessary, the local regulatory agency about its processing of personal data.

## **Processing of personal data**

In the course of providing our services relating to the organisation of trade shows, easyFairs captures and processes the data of exhibitors and potential exhibitors, as well as the data of visitors and potential visitors.

These data, such as contact details, function details, payment details, invoice details, products and services ordered, and/or possible interest, must be processed for the fulfilment of our agreements, for the provision of trade show and other services and, where applicable, for invoicing purposes, as well as for the internal business processes of the easyFairs group. The data are used to inform potential exhibitors and visitors about easyFairs trade shows and services, and/or the products and services of carefully selected third parties. They may also be used for publishing a trade show catalogue.

We also process data relating to visits to our shows. This allows us to adapt our shows, as much as possible and to the extent possible, to the preferences and wishes of our visitors and to further inform our visitors who wish to receive additional information.

## **e-mail**

If you have specified your e-mail address, e.g. by registering for one of our shows or by requesting additional information through our website, this address may be used to inform you, as a customer, about any relevant and similar products and services of the easyFairs group which may be of interest to you. If you no longer wish to receive this information, you can unsubscribe at any time.

E-mail addresses are only disclosed to third parties with the e-mail address owner's consent. Some easyFairs trade shows are organised in close cooperation with carefully selected partners, in which case data can be disclosed to these partners, enabling them to contact data subjects regarding their products and services.

## **Unsubscribing from easyFairs**

If you do not wish to receive any information on easyFairs trade shows, or other products or services from easyFairs group, its partners or selected third parties, please send an e-mail to: [schweiz@easyfairs.com](mailto:schweiz@easyfairs.com) or write to easyFairs Switzerland GmbH, Utengasse 44, CH-4058 Basel, for the attention of the Data Protection Department.

If you wish to unsubscribe from the easyFairs e-mailing list, please use the unsubscribe option that is included in every e-mail sent by easyFairs for commercial purposes or send an e-mail to [unsubscribe@easyfairs.com](mailto:unsubscribe@easyfairs.com) stating the kind of information or the e-mail address from which you wish to unsubscribe.

## **Viewing and correcting your personal information**

You are entitled to view the personal information that easyFairs holds on you at any time. If any information is incorrect, you can ask for it to be corrected. To view or correct your personal details, please contact our Data Protection Department with details of your request.

## **Browsing history and IP address**

General information on visits to the easyFairs websites is captured and stored without visitors being identified. The purpose of this is to improve the quality of our websites and users' browsing experience. This information can also be used to put targeted information on the site, enabling easyFairs to improve and tailor its services to you. For this purpose, easyFairs also uses your computer's IP address. The IP address is a number that is automatically assigned to your computer when you browse the internet. This information can also be used to see how the website is being used and for analysis and reporting purposes. In principle, IP addresses are not linked to information that would identify you, unless you have given your explicit permission for this.

## **Cookies**

In offering its services, easyFairs makes use of cookies/applets. These are compact pieces of information sent by a website to your computer and stored on your computer's hard drive. The website tells the web browser you are using (e.g. Internet Explorer) to store these cookies on your computer. There are two types of cookies. Temporary or session cookies contain no personal data, are intended only to make it easier for you to use the easyFairs website, and are deleted from your computer when you close your web browser. Persistent or special cookies/applets are stored on your computer and enable our website to identify you each time you return to the easyFairs website. With this information, we can present the site in a way that is customised to your needs, making it easier and more pleasant to use.

easyFairs uses cookies to make navigating the website easier, to analyse the use of the website and so improve the quality of the website. Temporary or session cookies are used in this process. If persistent or special cookies/applets are used, this is to identify you when you return to the easyFairs website.

You can always refuse cookies by adjusting your browser settings (e.g. Internet Explorer or Mozilla Firefox) to disable all or certain cookies (see your web browser manual or help function). If you disable cookies, some services may not be available to you. However, you can still visit most elements of the easyFairs website.

### **Security measures**

As the protection of the privacy and personal data of its customers and visitors is very important to easyFairs, easyFairs does everything possible to safeguard your data from misuse. Only authorised personnel have access to your data.

### **Links to websites**

The easyFairs website contains links to the websites of third party companies and organisations. easyFairs cannot be held responsible for the way these companies handle personal data and privacy protection, so you are advised to read the policy statements of these non-easyFairs sites with regard to their use, processing and protection of personal data. The conditions offered by these sites may not be the same as those offered by easyFairs.

### **Questions**

If you have any questions concerning this privacy policy, please contact us at [schweiz@easyfairs.com](mailto:schweiz@easyfairs.com).

### **Changes**

easyFairs reserves the right to revise its privacy policy from time to time. For this reason, please check regularly this privacy statement to read the most recent version of easyFairs' privacy policy.