



*Defining the Lead...*

## Privacy Policy

We are committed to protecting any personal information that you may provide to us. In particular, we believe it is important for you to know how we treat information about you that we may receive from this Web site.

### **Information Collection and Use**

There are portions of this Web site where we may need to collect personal information from you for a specific purpose, such as to provide you with certain information you request. The information collected from you may include your name, address, telephone, fax number, or email address.

Any information we collect from you is used solely by us to return requested information. However, if you provide us with your e-mail or postal mailing address on-line, you may receive periodic mailings from us with information on new products and services or upcoming events. If you do not wish to receive such mailings, please let us know by contacting us at the number or e-mail address below.

ExpoBadge Inc. is the sole owner of the information you provide to us on this Web site, and we will not sell, share, or rent this information to others.

### **What type of information do we collect?**

When you visit our web site, we may automatically collect statistics about your visit. This information does not identify you personally, but rather about your visit to our web site. We may monitor statistics such as how many people visit our site, which pages people visit, from which domains our visitors come and which browsers people use. We use these statistics about your visit for aggregation purposes only. These statistics are used to help us improve the performance of our web site. Personal information is requested when you order a product or service. For example, this information may include your company name, contact name, address, telephone number, e-mail address, credit card or other payment information and product details.

### **Do we share any information with outside parties?**

We do not give or sell personal information to any outside company for its use in marketing or solicitation. We will maintain the confidentiality of your personal information. It will be used only to support our customer relationship with your company.

### **How do we insure that your information is secure?**

When you access pages requesting or presenting sensitive financial or personal data, we encrypt the data to prevent others from accessing it while in transit. We utilize Symantec Class 3 Secure Server certificates, which offer the highest available levels of authentication across any certificate type, for this purpose. The green address bar will prominently displays our company name and provide highly visual assurance to you that our site is secure.

### **Policy Changes**

Effective May 23, 2018 changes were made primarily in preparation for the EU's new data privacy law, the General Data Protection Regulation (GDPR).

With these updates, ExpoBadge, Inc. reaffirms its commitment to safeguarding the personal data of our association management clients, exhibitor customers, and anyone who visits our

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websites. ExpoBadge, Inc. has three core privacy principles: accountability through awareness, empowering individuals, and protecting and safeguarding information. We embrace privacy by design, which means our teams actively design and build features with privacy considered alongside innovation and functionality.

Here are some highlights of the changes we've made:

- We restructured our Privacy Policy to present three primary audience groups with the information that's most relevant to each. These groups are association clients, exhibitors and attendees, and website visitors. This policy will also inform these groups on how they can exercise their rights under the GDPR and control the use of their personal information through our services.
- If you, or your use of ExpoBadge, Inc. products, are subject to EU data protection law (including the GDPR), we've updated your obligations when using ExpoBadge, Inc. to reflect the new requirements under the GDPR.
- We've reaffirmed ExpoBadge's commitment to the responsible collection, use, transfer, disclosure, and management of all information.

### **Choice/Opt-Out**

This site conforms with current legislation and gives users the option to remove their information from our database. To opt-out, please call 1-800-490-9941 or email [orders@expobadge.com](mailto:orders@expobadge.com). Please provide us with your company name and address and we will make sure your information is removed from our list.

### **Contact Us**

If you have any questions about this privacy statement, the practices of ExpoBadge Inc., or your dealings with this Website, you can contact: [support@expobadge.com](mailto:support@expobadge.com) or call 1-800-490-9941.