

# Privacy policy

## Introduction and company profile.

This Privacy Policy is issued by RuiAng Convention & Exhibition (Shanghai) Co., Ltd. All references to "Organizer" , "we", "us" or "our" in this policy refer to RuiAng Convention & Exhibition (Shanghai) Co., Ltd. This policy is written in both Chinese and English, and both texts are equally valid. If there is any inconsistency between the English and Chinese versions, the Chinese version shall prevail.

We take the issue of personal information seriously and are committed to treating such personal information responsibly and in accordance with relevant laws, in relation to any customer, visitor, supplier, employee, exhibitor or other group of people with whom we come into contact.

We collect data and information when you use our products and services, browse our website and microsoft apps and contact businesses. This Privacy Policy sets out the methods we use to protect personal information and explains the types of data we collect, how we use it, the legal basis for its use, and your rights in relation to your personal information.

## What information do we collect?

This section describes what personal information we collect when you use our products and services and what personal information we collect from other sources.

For the purposes of this Privacy Policy, "personal information" refers to the types of personal information that we may collect and use, specifically including the following Information:

- Contact details such as name, email address, postal address and telephone number
- Information on educational background, nationality and occupation
- Demographic information such as gender and date of birth
- User name and password Payment information, such as credit or debit card numbers or bank account information
- Order security-related equipment information and other necessary information required by anti-money laundering laws

- Comments, feedback, posts and other content submitted, including survey information
- Communication preferences for interest and, where appropriate, consent marketing
- Rough location information, e.g. location information provided through web pages or WeChat applets
- Images, including photographs and video footage, such as photographs taken through our CCTV or cameras in our mobile apps, or photographs on active documents requested for security purposes
- Identity verification information (e.g. passport) to comply with legal obligations in certain countries and to provide visa invitation letters when requested
- IP address, website, WeChat App and other communications usage information, such as information and details about your use of our website and services obtained through cookies or other tracking technologies
- Name of the hotel where you stayed while attending our event.

The above personal information relates to the following categories of persons:

- Prospects, customer contacts, subscribers/subscribers and users of our services and products
- Show visitors, sponsors, exhibitors and speakers
- Contacts for service providers and business partners

We collect personal information directly from you when you register for an event organized by us or when you use our services and/or platform. To the extent permitted by applicable data protection laws, we also collect personal information through third party partners and public sources. In some cases, the third-party data we collect is provided in such a way as to eliminate personally identifiable information, and we will only be able to contact you with your personal cell phone number if you provide it to us or register for an event.

### **Sensitive personal information**

Sensitive personal information refers to personal information that, once leaked or illegally used, may easily cause damage to the dignity of natural persons and pose a risk to the safety of persons and property, including biometric features, religious beliefs, specially

designated identities, medical and health information, financial accounts, personal whereabouts and tracks, and personal information of minors under the age of 14.

Where sensitive personal information is collected or stored, such as information relating to health and financial details, we will usually ask for your explicit and separate consent. However, there are limited circumstances in which this will not happen, such as in the event of a serious accident. In such cases, we will ensure that your sensitive personal information is protected.

During offline activities in China, we may collect personal identification numbers and scanned copies of identification documents in order to fulfill legal obligations such as epidemic prevention and public security management, and retain this information for as long as necessary within the retention periods specified by laws and administrative regulations. We may also share this information with the government.

If you register as a merchant or in other roles that require additional authentication, we may collect financial account information, such as data required for payment processing and anti-fraud, including credit/debit card numbers, security codes and other relevant billing information, on our website and WeChat app.

If you register for any of our live events as a visitor through the Website or WeChat App, we may collect your precise location to identify or verify user identity and for access control purposes.

### **Children's personal information**

We provide services and products to business professionals, the products are not intended for use by children under the age of 14. We do not knowingly collect personal information from users in this age group. If we are aware of and collect such information, we reserve the right to delete it.

## **How personal information is used and for what purpose**

**This section describes how and for what purposes we use personal information.**

### **Product inquiries, sales and administrative purposes**

If you enquire about our products and services online or by telephone, we will use your personal information to answer these questions or take other steps at your request before

you enter into a contract with us.

If you have purchased or registered for any of our products or services (including trial purchases), we will use your personal information (including bank or card details) to provide you with the product or service, to send relevant notification messages, to process payments, and to recover outstanding amounts.

**For telephone training monitoring and quality control purposes**

When one of our sales representatives communicates with you by telephone, we may record the call for training and monitoring purposes.

**Fairs and exhibitions management purposes**

If you attend a show as a speaker, sponsor, exhibitor or visitor, we will use your personal information to manage the show, process payments and collect debts. This personal information also helps us with logistical management, analyzing activities to ensure that the event runs smoothly, and allows us to provide a better experience for our customers. We will also use your personal information to maintain databases that enable us to evaluate your qualifications as a speaker or sponsor/exhibitor, to promote the show, and to encourage more people to attend the show.

With your consent to allow this, we will share your personal information with the exhibitors at the event you will be attending so that they can contact you in advance and arrange to meet you during the event.

In addition, we take photos and videos at our events and attendees, speakers, sponsors or exhibitors may be featured in them. To the extent permitted by applicable data protection laws, if you, as an attendee, sponsor or exhibitor, are photographed and videoed at our events, we may use these photographs and videos for promotional purposes. Third parties may also take photographs at our events, for example to record the stands or exhibitors they have visited. We are not responsible for the collection or use of images captured by third party cameras.

If trade shows and exhibitions use badge scanning technology, we will use your personal information to identify you at certain entry points to the trade show, such as VIP areas, seminar venues, entry and exit areas and other areas. In this case we will have access to some of your location information. Exhibitor badges and registration OR codes cannot

be read remotely.

Personal information obtained through the scanning of exhibitor badges or exhibitor registration OR codes will be used for the purposes of admission control, security and analyzing exhibitor foot traffic to improve the show experience for exhibitors and others. You may also allow exhibitors at the Show to scan your Exhibitor Badge or Exhibitor Registration OR Code. If you consent to the scanning by the exhibitor, the exhibitor will be made aware of your contact information and will use it in accordance with applicable data protection laws, the exhibitor's privacy policy, and any other notices or consents you may have received or given at the time of your participation in the show.

If we host and manage an online show or event, the Organizer (and any third-party platform providers acting on our behalf) will use the personal information you provide during registration to host and manage the online show, analyze exhibitor interactions and foot traffic to improve the exhibitor's experience at the show, and create a personalized exhibitor experience for you.

As described in our Privacy Statement and Visitor Regulations, which we provide to you during your registration and login process, when you enter a virtual space, area, or room (such as a booth), we share your personal information with our sponsors and exhibitors so that they can interact with you.

### **Market**

We may use your personal information to send you newsletters, information about special offers or other marketing emails to keep you informed in real time about our developments, exhibitions and products that may be of interest to you. Depending on the nature of your interaction with us and applicable data protection laws, you may actively consent (i.e., opt-in) to us sending you marketing communications, or we may have the right to send you such communications based on your consent to this Privacy Policy. You may thereafter opt out of receiving marketing communications and have the right to change your marketing preferences at anytime (see the section " Your Rights ).

In some cases, we may send you marketing text messages or call you for marketing purposes in accordance with applicable data protection laws if we have a legitimate basis to do so and you have provided us with your personal cell phone number. We may also

send letters containing information about new products and events if we have a lawful basis to do so and you have provided us with your personal postal address.

Some of our shows, products and promotions are co-branded or sponsored by third party exhibitors or sponsors. We may share your personal information with these third party partners. In such cases, we will provide you with a clear notice giving you the opportunity to choose to agree or not to agree to the sharing, as required by applicable data protection laws. The third party partners will use your personal information in accordance with the relevant notice and their privacy policies, and such use will not be governed by this Privacy Policy.

### **Customer and prospect management (including analytics and product management)**

We aggregate the personal information we collect, which includes the information described in the "What We Collect" section above, as well as personal information we collect from certain trusted third parties. We use this information to create profiles to determine your/your company's business preferences. For example, we compare the information you provide when you register for an event, the information you generate while attending an event, the first hand information you leave when you browse our website, the information we obtain through our website and WeChat applet, and the information we obtain through third parties (data providers, etc.) to analyze, categorize, and determine which segment you belong to.

As part of our marketing services, we may use such information on behalf of, or for the benefit of, our clients to provide personalized, targeted marketing campaigns.

Our clients may provide individuals with information about products and services that our clients believe will be of interest to them through a variety of channels based on the market segments we develop and allocate to individuals. In most cases, it is we who carry out such advertising and marketing on behalf of our clients, but we do not share any personal data with the relevant clients (including through marketing emails, social media channels, and partners who drive our advertising on third party websites). In other cases, we will provide our clients with information about users they cannot identify so that they can launch marketing campaigns on their own. In all cases, our activities are conducted to the extent permitted by applicable law. We may conduct such marketing campaigns

based on an individual's consent options.

Therefore, if you exercise your right to opt out of email marketing, you will not receive marketing services from us to our customers through any channel. In the course of our marketing activities, and those of third parties commissioned by us, your behavior or preferences may be analyzed or predicted (e.g., by analyzing the content, services and/or events that are of interest to you). This analysis generates similarity reports for our customers by filtering out companies or individuals similar to them based on those we know are interested in particular services. We then enrich the information we hold about the company or individual with promotional information based on the results of the analysis.

### **For social media**

We may use your personal information in marketing campaigns through social media platforms such as WeChat, Weibo and Baidu to provide you with information about upcoming events or new products and to ensure that you only receive advertisements relating to our products and services. We may share your personal information with social media platforms to show you products and services from us or our partners that may be of interest to you when you interact with the relevant social media platform. We also share your personal information with social media platforms so that the latter can help us identify users who may share your interests and show them relevant advertisements. We may display our products and services on major social media platforms through our company homepage or brand homepage. If you interact with us on social media platforms, we collect personal information about you. Please note that when you visit and browse the pages of these social media platforms, the platforms set cookies and other tracking technologies on your device.

The output of such information is provided to us (usually for statistical purposes so that we can understand how users interact with relevant content on the organizer's social media platforms). How a social media platform handles your personal information is the responsibility of that platform, and you can check the privacy policy and cookie policy on their website for information on how they may collect and use your personal information and how they may use cookies and other technologies, including instructions on how

such features should be disabled. For customer and prospect management (including analytics and product management.

### **Web analytics**

We may integrate visitor session information or other information collected using tracking technologies (whether you are logged in to the Site or not) with personally identifiable information to understand and analyze your online experience and to determine which trade shows, products and services may be of interest to you. Our marketing emails contain a single, unique advertising "web beacon pixel" that tells us whether the email has been opened. This technology, when used in conjunction with other technologies, verifies any clicks on links within the email. We use this information for a variety of purposes (including determining which emails are of more interest to you) and to ask users who do not open emails whether they wish to continue receiving them.

When you delete an email, the web beacon pixel will also be deleted.

If you subscribe to an online service, the associated email will also contain a web beacon pixel. We track your interactions with these emails and online services for authentication purposes, to verify your eligibility to participate in the show, to help us determine what information is of interest to you, and to deliver customized advertisements to you on our website.

If you do not wish to have web beacon pixels downloaded to your device, you should choose not to click on the links we send you, or choose not to receive marketing emails or attend online trade shows. Such information may be associated with your personal identity.

While we do our best to provide you with choices when you use our website and WeChat app, we do not promise that we will be able to receive or comply with your browser's "DNT (Do Not Track)" markup.

### **In WeChat groups, online member communities, bulletin boards and chat areas**

You may choose to join WeChat groups organized by official corporate micro signals, participate in online member communities on our websites, and create and post personal home pages and other information on our websites. These communities provide you with privacy control settings so that you can choose how much of your personal



profile and other information you want to disclose or share with others in the community. Typically, you can find the privacy controls settings on the Edit Profile page. You need to understand how the privacy controls are set (including the default setting and choose how to share and protect the information you provide. By joining WeChat groups and participating in online member communities, you agree that other participants can use the information you provide to contact you.

If you disclose your personal information to communities, microblogs or chat a reason the Site or on other websites or platforms to which you may be redirected as a result of your use of the Site, your personal information may be collected and used by others who browse those communities, microblogs or chat areas. This may result in other participants in the community or related parties sending you information without your request. This is beyond our control and responsibility. In addition, information that you voluntarily share may involve personal information or even sensitive personal information about you or others.

Please consider more carefully whether to share or even publicly upload relevant information when using our services.

If you interact with us in a customer inquiry chat area, WeChat group, or chat area. we will use any information you provide to help recommend products and/or assist in confirming an order you wish to place.

### **Inquiries and complaints**

The personal information provided on the "Contact Us" page is used only to respond to or answer requests or inquiries. This information is not added to the marketing or prospecting databases of our operating divisions.

### **For the purpose of fulfilling legal obligations (including anti-fraud measures and obligations)**

If you provide us with incorrect or inaccurate information and we detect or suspect any fraud, we may provide the relevant information to the anti-fraud agency and the anti-fraud agency or we may also keep the information.

To ensure our compliance with international trade sanctions laws and regulations where appropriate, we screen customers, vendors and suppliers against applicable sanctions

lists.

We also collect various types of personal information required by Chinese law in order to obtain an activity license or to respond to inquiries or requests from law enforcement authorities.

### **How we protect personal information**

We recognize the importance of protecting and managing personal information. We will endeavor to handle all personal information you provide in the most careful and secure manner possible. This section describes some of the security measures in place.

We use a variety of physical and technical measures to protect the security of personal information and to prevent unauthorized access, use or disclosure of such information.

We store electronic data and databases on secure computer systems and control access to information by physical and electronic means. We have a detailed security and data protection policy and provide data protection training to our employees, who are required to comply with the regulations governing the handling of personal information.

While we take all reasonable steps to protect Personal Information from unauthorized access, we cannot guarantee the security of the information you transmit to the Site or other services because we have no control over the process of transmission. We use HTTPS (Hypertext Transfer Secure Protocol), which encrypts communication protocols via Transport Layer Security (TLs), to allow secure communication over computer networks.

The website is loaded via the HTTPS protocol (indicated by the lock icon in web browsers), which ensures that data is transmitted to the service provider responsible for its operation using certificates issued by official security certificate authorities.

When using our website, platform or WeChat app to conduct trade transactions, you will inevitably have to disclose your personal information to potential counterparties, so please protect your personal information properly and provide it to others as far as necessary.

### **Cookies**

A cookie is a small text file containing a unique identifier that a website automatically places on a user's computer or other device when the user visits the website.

## **Third party links**

This website if it contains links to jump to other websites. We are not responsible for the privacy practices of such sites and do not accept any liability in relation to the content of such sites. We recommend that you review the privacy policy of each third party website linked from our website to determine whether you give them permission to use your personal information.

## **Sharing of Personal Information**

**In order to provide you with products and services, we may share your information for specific reasons. This section describes how and why we share personal information.**

In particular, we will only share your personal information in accordance with the requirements of China's data protection laws, and only with your consent alone, or where your consent is not otherwise required.

### **Sharing information with service providers**

We may share your personal information with third parties who assist in providing products and services and managing our business. These third parties include Iland marketing technology hosting providers, website and data hosting providers mailing houses, ad servers, logistics and general service contractors, debt collection agencies, on-site health and safety partners, trade show registration partners, sales platform providers, communication tool providers, booth designers/builders/installers, suppliers of sponsorships/marketing/public relations materials and other trade show Partners. We will only share personal information with third parties if they need to provide you with our products and services.

We use web-based chat services such as WeChat (including corporate WeChat) that allow us to contact users and answer service-related questions from salespeople and customers quickly and directly. We will ensure that these service providers keep your data secure, but these chats are only intended to be quick answers to basic service questions and you should not provide any sensitive personal information, such as bank or credit card details.in these chats.

In particular, in order to ensure the stable operation and functional implementation of our WeChat applets, so that you can use and enjoy more services and functions, we will embed the application program interface (API) and software tool development kit (SDK) of our authorized partners (including WeChat Company, online banks or third-party payment platforms, etc.). We will conduct strict security checks on the APIs and SDKs used by Authorized Partners to obtain the relevant information and agree on strict data protection measures, requiring them to handle personal information in accordance with applicable laws and regulations, this Policy and any other relevant confidentiality and security measures. Unless the Authorized Partner obtains your consent separately.

These personal data processors are obliged to comply with contractual obligations and thereby protect the personal data you have provided to us.

#### **Sharing information with other personal information processors**

We may share your personal information with trusted partner organizations for their marketing purposes in accordance with applicable data protection laws and with your permission. We will inform you of the recipient's name, contact details the purpose of the processing, how it will be carried out and the type of personal information shared. If such sharing is based on consent, we will also obtain your consent in accordance with the requirements of relevant laws and regulations.

If you use any of our virtual products, such as online exhibitions, catalog sites or webinars, or choose to allow us to scan your exhibitor badge or registration QR code at an exhibition, we may pass the information you provide to third parties. Typically the transfer of information is accomplished when you visit or interact with the third party as a user, such as by visiting the booth at an online exhibition, scanning your exhibitor badge or registration OR code, or clicking on branded assets provided by the third party. In some cases, you may be able to contact a supplier or exhibitor directly on the Merchandise Showcase Website, who may then contact you. In other cases, if our virtual product is sponsored by someone else, the data will be provided to the sponsor. Typically, if a product is sponsored, we will notify you at the time we collect the information. We may also share your personal or business information if we determine that you have violated a law or regulation or have committed a material breach of the relevant agreements and

rules of the platform you have signed up for, in order to protect the safety of the personal property of other users from being infringed upon.

#### **For the purpose of reorganization or change of business**

If we need to negotiate a sale of all or part of our business to a third party, or sell us to a third party, or are undergoing a reorganization, we may need to transfer all or part of your personal information to the third party or its advisors in the course of due diligence. We may require reasonable measures to maintain the confidentiality of your personal information by signing confidentiality agreements with these subjects. Any information transferred to the reorganized entity or third party will be used for the same purposes set forth in this policy or for the purpose of analyzing any proposed sale or reorganization. If the third party changes the original purpose or method of processing, your consent will also be re-obtained.

#### **For the purpose of fulfilling legal or regulatory obligations**

We may process your personal information in order to comply with laws and regulations and to respond to requests from regulators. This includes disclosing your personal information to third parties, courts and/or regulatory or law enforcement agencies, responding globally to inquiries, lawsuits or investigations by such agencies, or disclosing your personal information when required. Under certain circumstances, we may be required by law to disclose your personal information if we are asked to do so by a court, public security department, other judicial or law enforcement agency or government entity.

### **Length of information retention**

**We retain personal information only for as long as necessary or as permitted by relevant laws.**

As noted above, we retain personal information for as long as we use it. We may continue to use the information for certain legitimate business purposes after we have stopped using it. For example, if you choose to no longer receive marketing communications from us, we will retain only limited information relating to you to ensure that we fulfill your

opt-out request. We may also continue to retain your personal information in order to comply with legal requirements and to protect or exercise our legal rights.

In determining the appropriate retention period for your personal information, we take into account the volume, nature and sensitivity of the personal information the risks that may be associated with the unauthorized use or disclosure of your personal information, the purposes for which we are processing your personal information and whether we can achieve those purposes by other means, and applicable legal requirements. After the expiration of the retention period described above, unless we have your express consent, we will delete or anonymize the relevant personal information about you.

## **Your rights**

If you have any questions about our use of your personal information, please contact us. Under certain conditions, you (or, in limited circumstances Your next of kin) have the right to ask us to do the following:

- Provide you with more specific information about our use of your personal information
  - Provide you with a copy of the content of the information you have provided to us
  - Updating inaccuracies in personal information
  - Delete personal information that we have no lawful basis to use and any personal information that we collect in violation of applicable law or our agreement with you.
- personal information
- Change the scope of your consent to our processing of your personal information or withdraw your consent
  - Requesting the transfer of your personal information to another personal information processor
  - Cancel your registered account at any time

If you wish to exercise any of these rights, please contact us. Our contact information is included at the end of this policy.

For security reasons, we may verify your identity and review your entitlement to these rights before processing your request. In most cases, we will respond within 15 business

days.

However, in some cases, we may not be able to respond to your request, such as those related to the following:

- We fulfill our obligations under laws and regulations
- National security, defense and safety
- Public safety, public health or significant public interest
- Criminal investigations, prosecutions and trials
- Evidence of bad faith or abuse of rights
- Protecting your or other individuals' vital legal rights and interests such as life and property
- Issues where responding to your request would result in serious harm to your legal rights or interests or those of other individuals or organizations
- Trade secret

Once you or we have assisted you in deleting the relevant information, we may not be able to immediately delete the corresponding information from our backup systems because of applicable legal and security technical limitations, and we will securely store your personal information and restrict any further processing of it until Backups can be cleared or anonymized.

After canceling your account, we will stop providing products or services to you and delete your personal information, unless otherwise provided by law or regulation. If you wish to exercise any of these rights, you may do so by sending an email to [mkt@intercleanchina.com](mailto:mkt@intercleanchina.com) . We will review your permissions and respond within 15 business days in most cases.

### **Update your information and marketing preferences**

We want to make sure that you are always in control of your personal information. We make every effort to ensure that your personal information is accurate and up to-date. We will always provide you with the option to unsubscribe or no longer receive marketing communications.

Each email we send you will explain how to unsubscribe or opt out of receiving marketing

communications. However, if at any stage you wish to update and/or correct your personal information or opt out of receiving marketing communications, please email us with your request at [mkt@intercleanchina.com](mailto:mkt@intercleanchina.com) .

## **Contact Us**

If you have any questions about this privacy policy, please contact:

E-mail: [mkt@intercleanchina.com](mailto:mkt@intercleanchina.com)

We hope that we have addressed any privacy concerns you may have. However, you always have the right to sue in a court of competent jurisdiction in the place where the registered address of RuiAng Convention & Exhibition (Shanghai) Co., Ltd. is located, or to complain to the supervisory authority for data protection laws.

## **Changes to this Privacy Policy**

In order to respond to changing laws, best practices, and changes in the way personal information is handled, we may revise this Privacy Policy at any time by posting a revised version on this website. If there are any material changes to this Privacy Policy, we will post a notice by e-mail, on our website, or otherwise. To keep up to date with the latest changes, please check back periodically. Please recognize that your continued use of our products or services after we post or send a notice about our changes to this Privacy Policy means that you agree that from the effective date of the changes to this Privacy Policy, we may collect, use and share your personal information in accordance with the updated Privacy Policy.

This Privacy Policy was last updated on June 3, 2024