

## **INXPO and Shaker Recruitment Advertising & Communications Privacy Policy**

This Privacy Policy ("Policy") describes how INXPO, Inc. and Shaker Recruitment Advertising & Communications (either "INXPO," "Shaker Recruitment Advertising & Communications," "we," or "us") treats personal information when you, the user, registers for and/or attends a virtual event, hosted on the INXPO Platform, for the benefit of a virtual event sponsor ("Sponsor"). This Privacy Policy only applies to information collected by INXPO and Shaker Recruitment Advertising & Communications, and does not apply to any information collected by any other entity. Your information may be treated differently by the Sponsor, and this Policy does not supersede or in any way modify the Sponsor's policies. The Sponsor's policies do not supersede or in any way modify this Policy. By registering or attending the virtual event you agree to the terms of this Privacy Policy, as they may be amended from time to time and without notice to you.

The United States Department of Commerce and the European Commission have agreed on a set of data protection principles (the "Safe Harbor Principles") to enable U.S. Companies to satisfy the requirement under European Union law that adequate protection be given to personal information transferred from the EU to the United States. INXPO and Shaker Recruitment Advertising & Communications adhere to Safe Harbor Principles and applies those principles to any transfer of information between the European Union countries, INXPO, and Shaker Recruitment Advertising & Communications.

### **A. Cookies Policy**

1. What is a Cookie? A cookie is a small amount of data, which often includes a unique identifier that is placed on your computer or on your mobile phone (collectively referred to herein as a "device") browser from a website's computer and is stored on your device's hard drive. There are two different types of cookies: session cookies and persistent cookies. Session cookies are held temporarily and disappear when you close your browser. Persistent cookies may be used by your browser on subsequent visits. Cookies are widely used to provide certain features of website, to make websites perform more efficiently, and to provide information to the owners of the website. Each INXPO and Shaker Recruitment Advertising & Communications event and/or webcast can send its own cookie to your browser if your browser's preferences allow it. INXPO and Shaker Recruitment Advertising & Communications do not use cookies to collect personally identifiable information about you.

2. What is a Local Shared Object (Flash Cookie)? INXPO and Shaker Recruitment Advertising & Communications use both the Adobe Flash Player and Silverlight players to deliver its video content services. To improve user experience, Local Shared Objects (otherwise known as Flash or Silverlight Cookies or LSOs) are used to provide features such as auto-resume and for saving your preferences. Flash and Silverlight Cookies are stored on a user's terminal much the same as cookies are, however it is not possible to manage them at browser level in the same way.

3. How to Disable Flash Cookies. The Adobe website provides comprehensive information on how to delete or disable Flash cookies either for a specific domain like [bbc.co.uk](http://www.adobe.com/products/flashplayer/security) or for all websites. See <http://www.adobe.com/products/flashplayer/security> for more information. Please be aware that restricting the use of Flash cookies may affect the features available to you for Flash-based applications on the Website and within INXPO and Shaker Recruitment Advertising & Communications events and presentations.

4. How to Disable Silverlight Cookies. The Microsoft Silverlight website provides directions on how to remove Silverlight cookies. See [http://www.ehow.com/how\\_5972751\\_remove-silverlight-cookies.html](http://www.ehow.com/how_5972751_remove-silverlight-cookies.html) for more information. Please be aware that restricting the use of Silverlight cookies may affect the features available to you for Silverlight-based applications on the Website and within INXPO and Shaker Recruitment Advertising & Communications events and presentations.

5. How to Control and Delete Cookies. For events and webcasts, cookies record information about your online preferences and allow us to present content to your interests. Users have the opportunity to set their devices to accept all cookies, to notify them when a cookie is issued, or not to receive cookies at any time. If you do not opt in to receiving cookies and/or set your device to not receive cookies, certain personalised features cannot be provided to you, and accordingly you may not be able to take full advantage of all of the Website's features. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences in your browser.

6. INXPO Cookies. In some cases, INXPO and Shaker Recruitment Advertising & Communications may use cookies, Flash and Silverlight Cookies, clear gifs, and log file information to: (a) store information so that you will not have to reenter it during your visit or the next time you visit the event; (b) provide customer, personalized content and information; or (c) monitor aggregate metrics such as total number of visitors, pages, viewed, and similar information. Below is a list of the main cookies set by INXPO, and what each is used for:

Cookie Name	Purpose
AuthToken00001	Attendee facing and shows that the attendee has accessed the event. This cookie is destroyed each time you close your browser.
AuthToken00002	Administration facing and shows that the user has accessed the Administrator portal. This cookie is destroyed each time you close your browser.
AuthToken00005	Attendee and Administration facing and shows that the users has accessed the area for reporting (data portal). This is only applicable to those events where a data portal is enabled for the Attendee. This cookie is destroyed each time you close your browser.
AuthToken00006	Sponsor User and Administration facing and shows that the user has accessed the booth builder portal which is an area that enables them to build out their online space within an event. Typically these are the booth spaces found within an event and are only accessed by those representatives of that company that is creating the space. This cookie is destroyed each time you close your browser.
BrowserCheck	System Check sets then deletes this to check if your browser supports cookies. This cookie is destroyed each time you close your browser.
vts.inxpo.com	Used to store the location of where you are in the event (like a space or a group chat) and your user preferences like play opening video each time on entry or only on first entry.

7. Third Party Cookies. You may be presented with cookies from third party websites and providers that are not related to INXPO or Shaker Recruitment Advertising & Communications. For example, when you view a webpage with content embedded from a third party provider, you may be presented with cookies from such provider. INXPO and Shaker Recruitment Advertising & Communications do not control the dissemination of these third party cookies. In general, you should check the third

party websites for more information.

In addition, INXPO and Shaker Recruitment Advertising & Communications provide an optional single sign-on using social networks including, but not limited to, Facebook, Twitter, LinkedIn, Google and Microsoft LiveId. If you are logging into an INXPO and Shaker Recruitment Advertising & Communications event using a social network credential, the applicable third party, and not INXPO or Shaker Recruitment Advertising & Communications, will set cookies. INXPO and Shaker Recruitment Advertising & Communications do not control or have any access to the cookie information these social networks may set.

## **B. Type of Information INXPO and Shaker Recruitment Advertising & Communications Collects.**

INXPO and Shaker Recruitment Advertising & Communications collect the following types of information from you, some of which may be personal or personally identifiable information. Not all of the information listed will be collected for every virtual event. Before collecting personal information INXPO and Shaker Recruitment Advertising & Communications give you notice and the choice to opt out of providing such information. However, if you choose not to provide any requested personal information, you may be unable to access the virtual event.

1. Non-Account Activity. Applies to virtual events which do not require you to create a user account. In such Non-Account Activity virtual events, INXPO and Shaker Recruitment Advertising & Communications do not collect registration information from you.
2. Account-Related Activity. Most events require you to register by creating an account in order to attend or otherwise participate in the virtual event. To create a user account you will be required to provide INXPO, Shaker Recruitment Advertising & Communications, and the Sponsor of the virtual event with an email address and a password. This information is required to protect your account from unauthorized access. Some virtual events may also ask you to create a user profile containing additional personal information. In limited instances, you may submit transactional information, such as credit or debit card numbers and all other necessary information associated with completing a transaction to a third party (“Transaction Information”). INXPO and Shaker Recruitment Advertising & Communications do not collect, store or process Transaction Information.
3. Your Activities. INXPO, Shaker Recruitment Advertising & Communications, and/or the Sponsor may record information about your activities and/or usage while you participate in the virtual event. Activity information may include which spaces of the virtual event you visit, which presentations you attend, or if you participate in group chat and/or one-on-one chat. In addition, if you are logged into your virtual event account, we may associate that information with your account. We may use clear GIFs (a.k.a. “Web Beacons”) in HTML-based emails sent to you to track which emails are opened or which links are clicked on.
4. Content Uploaded. Any personal information or content that you voluntarily upload or otherwise disclose within the virtual event, including but not limited to information disclosed on discussion boards, in messages and chat areas, within your playback or profile pages, or images or other content you make available (“Content”), becomes publicly available and may be viewed or used by others. In addition, if you have logged into your account with any social networking website, or other third party website (“Third Party Provider”) while attending the virtual event, any Content you provide

may be available to such Third Party Providers and may be available to users of such Third Party Providers.

5. Cookies. A cookie is a small text file which contains a string of alphanumeric characters and is used to collect information about website activity. There are two different types of cookies: session cookies and persistent cookies. Session cookies are held temporarily and disappear when you close your browser. Persistent cookies may be used by your web browser on subsequent visits to the virtual event. INXPO and Shaker Recruitment Advertising & Communications may use both session and persistent cookies.

6. Locally Shared Objects. INXPO and Shaker Recruitment Advertising & Communications use Locally Shared Objects (LSO), also referred to as flash cookies. LSO's are similar to cookies in that they are files which store data and collect information about website activity. LSO's will recreate a cookie that's been deleted.

7. Web Beacons. Web Beacons are strings of code placed on a webpage in conjunction with cookies. Web beacons allow INXPO and Shaker Recruitment Advertising & Communications to track the number of users that visit the virtual event and, in conjunction with cookies, identify you and personalize your experience within the virtual event. Web Beacons may also be used to collect anonymous and/or aggregate, unidentifiable information such as how many users attended the virtual event.

### **C. Purposes for Which INXPO and Shaker Recruitment Advertising & Communications Collect Information.**

1. Maintenance and Flagging. If you submit personally identifiable information in a virtual event, we may use your personal information to operate, maintain, and provide you with the general and personalized features and functionality of the INXPO and Shaker Recruitment Advertising & Communications Platform, which are utilized during the virtual event. We may also use such personal information to process any flagging activity or correspondence you send to us.

2. Messaging. Your account name may be displayed to other virtual event attendees when you visit certain areas of the virtual event or send messages through the virtual event. Other virtual event attendees may be able to contact you through messages and comments. Other user account or profile information may be displayed to other virtual event users.

3. No Commercial Marketing. INXPO and Shaker Recruitment Advertising & Communications will not use your email address or other personally identifiable information to send commercial or marketing messages for our benefit without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out of. Please see the Sponsor's privacy policies for its policies relating to this practice.

4. Non-Marketing or Administrative Uses. INXPO and Shaker Recruitment Advertising & Communications may use your email address without further consent for non-marketing or administrative purposes, such as notifying you for customer service purposes.

5. Quality & Features of the Virtual Event. INXPO and Shaker Recruitment Advertising & Communications may use your personally identifiable information and certain non-personally-identifiable information (such as anonymous user usage data, cookies, LSO's, IP addresses, browser

type or clickstream) to improve the quality and design of the INXPO and Shaker Recruitment Advertising & Communications Platform and to create new features, promotions, functionality, and services by storing, tracking, analyzing, and processing user preferences and trends, as well as user activity and communications. This information is used to provide you with a better user experience and to connect you to other virtual event users.

6. Contests & Sweepstakes. In some cases, the Sponsor may hold a contest or sweepstake during the virtual event you attend. In such cases, the Sponsor may ask for additional personal information in connection with your entry into the contest, sweepstakes or other offering. If you do not wish for the information we obtained from you to be shared with the Sponsor in connection with any such offering, then do not enter such contest, sweepstake or other offering or otherwise provide any personal information. INXPO and Shaker Recruitment Advertising & Communications are not responsible for the Sponsor's use of your information relating to any contest, sweepstakes or other offering.

7. Transactions. Some Sponsors may need to collect Transaction Information (such as credit card information or other payment method) or the Sponsor may collect Transaction Information through a Third Party such as PayPal in order to (i) register you for a virtual event in which payment is required; or (ii) to complete a transaction between you and the Sponsor or you and an exhibitor. INXPO and Shaker Recruitment Advertising & Communications do not collect or store Transaction Information. Transaction Information may be collected by the Sponsor and/or third parties to the extent necessary to carry out the transactions you request. Please refer to such parties' privacy policies.

8. Cookies; LSO's. INXPO and Shaker Recruitment Advertising & Communications use cookies, LSO's clear gifs, and log file information to: (i) store information so that you will not have to re-enter it during your visit or the next time you visit the event; (ii) provide custom, personalized content and information; (iii) monitor aggregate metrics such as total number of visitors, pages viewed, etc.; or (iv) track your entries, submissions, and status in promotions, sweepstakes, and contests.

9. Web Beacons. INXPO and Shaker Recruitment Advertising & Communications use web beacons to track the number of users that visit the virtual event and, in conjunction with cookies, identify you and to better serve you by personalizing your experience in the virtual event.

10. URL's & IP Address. Due to communications standards on the Internet, when you visit the virtual event INXPO and Shaker Recruitment Advertising & Communications automatically receives the URL of the website from which you came and the website to which you are going when you leave INXPO and Shaker Recruitment Advertising & Communications. We also receive the Internet protocol (IP) address of your computer (or the proxy server you use to access the World Wide Web), your computer operating system and type of web browser you are using, as well as the name of your ISP. This information is used to analyze overall trends to help us improve the INXPO and Shaker Recruitment Advertising & Communications service, but is not linked to personally identifiable information.

#### **D. Access to Your Information.**

INXPO and Shaker Recruitment Advertising & Communications provide you with the ability to correct, amend, change and delete your personal information. During the virtual event, you may

make any changes to your profile information by updating that section. For all other changes please contact [privacy@INXPO.com](mailto:privacy@INXPO.com).

## **E. Transfer of Your Information to Third Parties.**

INXPO and Shaker Recruitment Advertising & Communications' Privacy Policies do not apply to, and we cannot control the activities of, third parties including Sponsors, advertisers, and other third party websites or service providers ("Third Parties"). You should consult the respective privacy policies of such Third Parties for more information on their practices and for instructions on how to opt-out of certain practices. If you do not wish to have your information transferred to the Third Parties listed below, please follow the opt out procedure listed for each Third Party.

1. Sponsor. Any information you disclose while attending a virtual event, including but not limited to, your email address, registration and/or profile information, and Transaction Information where applicable, will be disclosed to the Sponsor of the virtual event. In addition, the Sponsor will have access to any Content you disclose through your activities within the virtual event. You should review the Sponsor's terms of use and privacy policies.

2. Third Party Advertisers. If permitted by the Sponsor, third-party ad servers or ad networks will be permitted to serve advertisements within the virtual event you are attending. These third-party ad servers or ad networks use technology to send, directly to your browser, the advertisements and links that appear on the virtual event. They automatically receive Your IP address when this happens. They may also use other technologies (such as cookies, LSO's, JavaScript, or Web Beacons) to measure the effectiveness of their advertisements and to personalize the advertising content you see. INXPO and Shaker Recruitment Advertising & Communications will only provide personally identifiable information to these third-party ad servers or ad networks in accordance with the direction of the Sponsor. However, please note that if an advertiser asks the Sponsor to show an advertisement to a certain audience (for example, men ages 18-34) or audience segment (for example, men ages 18-24 who have viewed certain channels of content) and you respond to that advertisement, the advertiser may conclude that you fit the description of the audience they are trying to reach. The advertiser may also use information regarding your use of the virtual event, such as the number of times you viewed an ad (but not any personally identifiable information), to determine which ads to deliver to you. If you do not wish to have the above information associated with you, do not visit any third party advertisers while logged in to the virtual event.

3. Links to Third Party Websites. INXPO, Shaker Recruitment Advertising & Communications, or the Sponsor may provide you with links to third party websites. Such third party websites may or may not treat your personal information in the same manner as INXPO, Shaker Recruitment Advertising & Communications, and/or the Sponsor. INXPO and Shaker Recruitment Advertising & Communications are not responsible for, and has no control over, such third party websites. You are encouraged to review the third party websites privacy policies. If you do not wish your information shared with a third party website do not click on any links to such sites.

4. Third Party Service Providers. While attending a virtual event, you may be given the opportunity to log into an account you hold with a third party social networking site, such as Facebook or Twitter or another third party service provider ("Third Party Provider"). By logging into your account with a Third Party Provider you understand that you are allowing the Third Party Provider access to information about you and your activities while attending the virtual event. You are also allowing INXPO, Shaker Recruitment Advertising & Communications, the Sponsor and other users of the

virtual event access to personal information contained in your account with the Third Party Provider, such as your contact information, your personal information, or any other information and/or Content you have made available in your account with the Third Party Provider. The Third Party Provider may have access to any comments, postings and/or content which you provide in the virtual event. Such comments, postings and/or content may then be made available on the Third Party Provider's website. Your account with such Third Party Provider is not managed or run by INXPO or Shaker Recruitment Advertising & Communications even though you are given the opportunity to log into such account while attending the virtual event. You understand and acknowledge that Third Party Providers may not treat your personal information and content in the same manner INXPO and Shaker Recruitment Advertising & Communications treat your personal information. If you do not want your information shared in this manner do not log into your account with a Third Party Provider through the virtual event.

#### **F. Security & Data Integrity.**

INXPO and Shaker Recruitment Advertising & Communications take all reasonable steps to prevent the loss, misuse and unauthorized access, disclosure, alteration and destruction of your personal information. Personal information can be accessed only by providing your password, unless you have made such information available to other users. In addition, INXPO and Shaker Recruitment Advertising & Communications takes appropriate security measures to safeguard your personal information once we have received it. You must read the Sponsor's or Third Party Provider's privacy policy to understand how either party treats personal information or Transaction Information.

While INXPO and Shaker Recruitment Advertising & Communications makes no warranties with regard to the accuracy, completeness of any information within a virtual event, INXPO and Shaker Recruitment Advertising & Communications do take reasonable steps to ensure that data is reliable, accurate, complete and current and that personal information is relevant for the purposes for which it is to be used.

#### **G. Enforcement and Dispute Resolution.**

The Legal Department will be the internal mechanism for ensuring compliance with the U.S. Department of Commerce's Safe Harbor Principles. INXPO and Shaker Recruitment Advertising & Communications utilize the self-assessment approach to assure its compliance with the Safe Harbor Principles. INXPO and Shaker Recruitment Advertising & Communications periodically verifies that this Policy is accurate, comprehensive for the information to be intended to be covered, prominently displayed, completely implemented, and in conformance with the law.

To ensure compliance with the Safe Harbor Principles INXPO and Shaker Recruitment Advertising & Communications will:

1. Conduct annual internal compliance reviews of this Privacy Policy, as part of the certification process with the U.S. Department of Commerce.
2. Internal Dispute Resolution Process: If a complaint regarding INXPO or Shaker Recruitment Advertising & Communication's use of personal information, or Privacy Policy is raised, INXPO and Shaker Recruitment Advertising & Communication's Legal Department will investigate such claims and try to resolve any dispute. You will receive a communication within two (2) business days from the date you sent INXPO and/or Shaker Recruitment Advertising & Communications email



notification, or seven (7) business days from the date of mailed notification, from an INXPO and/or Shaker Recruitment Advertising & Communications representative acknowledging receipt of your complaint. INXPO and Shaker Recruitment Advertising & Communications will then conduct an investigation into your issue. You may receive additional communications during the investigation process for further clarification. After the investigation, the representative will contact you with a proposed resolution to your concern. If you agree with the proposed resolution, then you and the INXPO and/or Shaker Recruitment Advertising & Communications representative will work together to close the matter. If you do not agree, then the matter will be escalated to an officer of INXPO and/or Shaker Recruitment Advertising & Communications for resolution.

All Complaints should be addressed to:

By Mail:	Attn: Legal Department 770 N Halsted St., Ste 6S Chicago, IL 60642
E-Mail Address:	privacy@INXPO.com

Please include the following information: name, address (with postal code), country, phone number, fax, E-mail address, description of privacy complaint, Type of information involved, dates of occurrence(s), names of those involved, desired resolution

3. Independent Dispute Resolution Process: For complaints which cannot be satisfactorily resolved through INXPO and Shaker Recruitment Advertising & Communication's internal dispute resolution process, INXPO and Shaker Recruitment Advertising & Communications agrees to use a readily available and affordable independent dispute resolution mechanism to resolve the matter, such as the American Arbitration Association. You may contact the International Centre for Dispute Resolution of the American Arbitration Association at [www.adr.org](http://www.adr.org). This organization will provide independent dispute resolution and, should it determine it appropriate, it can also assess sanctions, including damages, for violation of the Safe Harbor Principles.

This Policy may be amended from time to time, consistent with the requirements of the Safe Harbor Principles.