

[Reed K. Fairs Exhibitions Limited Privacy Policy]

Reed K. Fairs Exhibitions Limited and SeoulMESSE Co., Ltd. (the “Company”) values the personal information of users and establishes this Privacy Policy in accordance with relevant laws such as the Act on Promotion of Information and Communications Network Utilization and Information Protection, etc., the Personal Information Protection Act, etc., and endeavors to comply therewith. Through this Privacy Policy, the Company informs of the purpose and method of using the personal information provided by the users and of what measures are taken to protect personal information.

This Privacy Policy applies to all exhibitions organized by the Company (“Exhibitions”).

1. Collected·Used·Processed Personal Information Items and Methods of Collection

(1) Collected·Used·Processed Personal Information Items

The Company collects, uses, and processes minimum required personal information to provide Exhibition information and to provide relevant services.

Classification	Details
If registering on the homepage	<ol style="list-style-type: none">Information required for membership registration<ul style="list-style-type: none">Name, ID, date of birth, password, secondary e-mail, e-mail reception, selection information of automatic loginAdditional information required when registering as a member of SNS<ul style="list-style-type: none">Information related to Facebook/Twitter account (nickname, e-mail, picture)
If registering at a visit to Exhibition	<ul style="list-style-type: none">Required information: Name, company name, department, position, telephone/mobile phone number, e-mail, type of business, nationality, survey, addressOptional information: fax, company address, website, survey response (purpose of visit, fields of interest, “How did you hear about us?” etc.)

(2) Method of Collection·Use·Process of Personal Information

When collecting personal information, we notify the users in advance and ask for consent, and collect personal information through the following methods:

- Users consent to the collection of personal information and directly provide information during membership registration and visiting Exhibition;
- Personal Information is provided from affiliated services or organizations; and
- Users consent to the collection of personal information and directly provide information at an offline·online event.

(3) Personal Information Items Collected from the Users Using Other Services

Termination Information in the process of using PC web, mobile web/app (OS, screen size, device ID), IP address, cookie,

MAC address, visit history, a record of improper uses, service use records, etc., may be created automatically and collected.

2. Purpose of Personal Information Collection and Use

The Company processes personal information for the management of members, provision-improvement of services, development of new services, etc. Processed personal information will not be used for any purpose other than the following, and if the purpose of the use is changed, necessary measures such as obtaining separate consent in accordance with the Personal Information Protection Act will be implemented.

Specifically, we collect the minimum required personal information through the homepage or separate application or program when registering as a member or in the process of using services to provide the following services:

- Identification of members/confirmation of intent to join, identity/age confirmation, maintenance-management of membership, identity verification according to the implementation of a limited identity verification system, prevention of improper use of services;
- Confirmation of consent of the legal representative when collecting personal information of children under the age of 14, and identity verification when exercising the right of the legal representative;
- Analysis and provision of services according to demographic characteristics;
- Development of new services, provision of various services, the process of inquiries and complaints, notification of various notices and announcements;
- Confirmation of participation at events; **use for marketing and advertisement**; and
- Use for service use record, statistics on access frequency and service use, the establishment of service environment regarding privacy and protection, provision of customized services, and service improvement.

3. Period of Retention and Use of Personal Information

In principle, the Company processes and retains personal information within the retention and use period provided by the information subject at the time of collection of personal information, and destroys the information without delay after the purpose of collection and use of personal information is achieved.

Provided, that the Company retains membership information for a certain period of time prescribed by the relevant laws and regulations if there is a justifiable reason which renders it necessary to retain such information. In this case, the Company moves applicable personal information to a separate database (DB) or keeps it in a separate storage place, and destroys it in an irreversible when the relevant period has lapsed.

Items	Retention Period	Applicable laws and regulations
Records related to agreement or cancellation of an order	5 years	Act on the Consumer Protection in Electronic Commerce, etc.
Records related to payment and supply of goods	5 years	Act on the Consumer Protection in Electronic Commerce, etc.

Records related to consumer complaint or dispute resolution	3 years	Act on the Consumer Protection in Electronic Commerce, etc.
Records related to the collection/process and use of credit information	3 years	Credit Information Use and Protection Act
Records related to labeling/advertising	6 months	Act on the Consumer Protection in Electronic Commerce, etc.
Communication conformation data such as the date and time of regular communications of a subscriber, start/end time, counterpart's subscriber number, frequency of use, location tracking data of cell site, etc.	12 months	Protection of Communications Secrets Act
Computer communications, internet log record data, data on tracing a location of information	3 months	Protection of Communications Secrets Act

4. Procedure and Method of Destruction Personal Information

The Company destroys the relevant personal information without delay when such personal information becomes unnecessary due to the expiration of the personal information retention period or the achievement of the purpose of processing.

If the personal information retention period agreed by the information subject has elapsed or the personal information needs to be kept in accordance with other laws despite the achievement of the purpose of processing, the relevant personal information may be moved to a separate database (DB) or kept in separate storage.

The procedure and method of destruction of personal information are as follows:

(1) Destruction Procedure

The Company selects personal information for which a reason for destruction occurred and destroys the personal information with the approval of the personal information protection manager of the Company.

(2) Method of Destruction

The Company destroys personal information recorded and retained in the form of electronic files using a technical method that renders the reproduction thereof irreversible, and personal information recorded and retained in paper documents is destroyed by shredding or incinerating.

5. Entrustment of Collected Personal Information and Transfer to Overseas

The Company entrusts the processing of personal information as follows to provide smooth services.

Pursuant to the Personal Information Protection Act, the Company specifies matters regarding the liability of the trustees, such as the prohibition of personal information process for purposes other than performing entrusted tasks, technical and administrative protective measures, restrictions on re-entrustment, management and supervision of trustees, and specifying

compensation for damages in documents (including agreements), and **strictly manages and supervises so that trustees handle personal information safely and do not violate related laws.**

[Personal Information Trustees]

Trustee	Details of the Entrusted Duties
MANDOO Communication	Maintenance of the Website
SYSFORU	Operation of Visitor Registration System and Electronic Business Card System for Exhibition
Reed Exhibitions Korea	Management and Analysis Support
Joong Ang Exhibition Co., Ltd.	Standard/Premium Shell Scheme Construction
Korea Cosmetic Industry News	Production and Distribution of Show Directory
KEMI-LEE	Freight Forwarder
Naver, GIU	Online Live Commerce Platform
Woori DM, CJ Courier, Lozen Courier	Production and Sending of DM
Mail Link, Cheom Soft, Xpedite, IMO	Mass Message Delivery Agent
KAKAO	Mass Message Delivery Agent
The BM	Matchmaking Program Agent
PROCOLOMBIA, Amazon Global Selling Korea, Global Standard Certification Co., Ltd., Biorius, RelizMe, HOUSE BOUTIQUE, MATEKOREA INC., 0.8L, Domeggook&Domeme, Rx LAB., THE KBEAUTY SCIENCE, WISH Korea, Payoneer, REACH24H KOREA, NEMO Brands, Kworld Media & East Meets West, MeasureCommerce, CCIC KOREA, Jangup, Shopee Korea, WWD Korea, Korea Federation of Special sales Enterprise, Vegan Korea, IHCC, Lazada Korea	Seminar Presenting & Operating Organizations

[Trustee for Overseas Transfer of Personal Information]

Trustee	Contact	Purpose of Transfer	Transferred Privacy Items	Transferred Country	Time and Method of Transfer	Period of Using Personal Data
Reed Elsevier Shared Services (Philippines) Inc.	+632 2732429	Marketing Research / Survey	Email	Philippines	Delivered by Email If Necessary	During the Retention Period of Personal Information

6. Provision of Personal Information to a Third Party

The Company processes the personal information of the information subject only to the extent specified in 2. Purpose of Personal Information Collection and Use, and provide personal information to a third party only in cases falling under Articles 17 and 18 of the Personal Information Protection Act, such as consent of the information subject and special provisions of the law.

The Company provides or is expected to provide personal information to a third party as follows:

- Association of Korean Exhibition Industries
 - Recipient of personal information: Association of Korean Exhibition Industries
 - Purpose of use of personal information by the recipient: Verification of Exhibition
 - Personal information items to be provided:
 - Period of retention-use:

7. Rights·Obligations and Ways to Exercise Thereof by Information Subject

- Information subject may exercise the following rights related to personal information protection against the Company at any time:
 - Request for access to personal information;
 - Request for correction of errors, if any;
 - Request for deletion; and
 - Request for stop processing
- The above rights can be exercised against the Company in writing, by telephone, e-mail, or fax, and the Company will take action immediately.
- If the information subject requests correction or deletion of personal information, the Company will not use or provide the personal information until the correction or deletion is completed.
- The rights of the information subject can be exercised through an agent such as the information subject's legal representative. In this case, a power of attorney set forth as Form 11 of the Personal Information Processing Method Notice must be submitted. The Company confirms whether the person who made the request for access to personal information, correction of error or deletion, or stop processing, according to the information subject's rights, is the person of or a legitimate agent.
- Pursuant to Articles 35(5) and 37(2) of the Personal Information Protection Act, the right of information subject in connection with the rights to access and to stop processing may be restricted. A request for correction and deletion of personal information may not be accepted if such information is specified as the subject of collection by another statute.
- Information subject shall not infringe on the personal information and privacy of himself/herself or of another person process by the Company in violation of related laws such as the Personal Information Protection Act.

8. Matters Concerning the Installation and Operation of Automatic Collection Device and Refusal Thereof

The Company operates cookies that frequently store and find user information. Cookies mean a small text file that the server used by the Company's website sends to the user's browser and is stored on the user's computer hard disk.

(1) Purpose of Use of Cookies, etc.

Cookies are used to provide target marketing and personally customized services by a realization of automatic login function, analyzing the frequency of visits of members and non-members, identifying and tracking users' tastes and fields of interest, and identifying participation rates in various events and the frequency of visits.

(2) Method of Refusing Cookie Settings

Users have the option to save cookies. Accordingly, users may allow all cookies, check each time cookies are saved or refuse to save all cookies by setting options in the web browser (specifically, setting options in Tools → Internet Options → Personal Information menu at the top of the web browser).

However, if users refuse to save cookies, there may be difficulties in providing services.

9. Other Privacy Policies

(1) Measures to ensure the safety of personal information

The Company takes the following measures to ensure the safety of personal information

- Administrative Measures: Establishment and implementation of internal management plans, regular employee training, etc.
- Technical Measures: Management of access authority of personal information processing systems, etc., installation of access control systems, and encryption of unique identification information, and installation of security programs
- Physical Measures: Restricted access to computer rooms, data storage rooms, etc.

(2) Refusal of unauthorized collection of e-mails

The Company refuses unauthorized collection of posted e-mail addresses using e-mail collection programs or other technical devices. Violation of this may result in punishment under the Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.

(3) Transmission of advertising information

The Company does not transmit advertising information for commercial purposes without the prior consent of users.

10. Manager of Personal Information Protection

The Company is responsible for the overall handling of personal information and has designated a manager in charge of personal information protection as follows to handle complaints and damage relief from information subjects related to personal information processing. With respect to any inquiries, complaints, advice, or other matters related to personal information protection that arise from the use of services, please contact the manager of personal information protection and the relevant department.

▶ **Manager of Personal Information Protection**

- Manager: Son, JB
- Phone: 02-554-3010
- Email: privacy@reedkorea.com

The following institutions are separate from the Company, but please contact them if you are not satisfied with the Company's own personal information complaint handling and damage relief or if you need more detailed help.

▶ **Personal Information Infringement Report Center (operated by Korea Internet and Security Agency)**

- Tasks: Report on personal information infringement, consultation
- Webpage: privacy.kisa.or.kr
- Phone: 118 (without a telephone exchange number)

▶ **Personal Information Dispute Mediation Committee**

- Tasks: Application for personal information dispute mediation, class mediation (civil resolution)
- Webpage: www.kopico.go.kr
- Phone: 1833-6972 (without a telephone exchange number)

▶ **Cybercrime Investigation Division of Supreme Prosecutor's Office**

- Webpage: www.spo.go.kr
- Phone: 02-3480-3573

▶ **Korean National Police Agency Cyber Bureau**

- Webpage: <http://cyberbureau.police.go.kr>
- Phone: 182

11. Amendment to Privacy Policy

This Privacy Policy may be amended for the purpose of reflecting changes in relevant laws or services. If this Privacy Policy is amended, the Company will post the amended information, and the amended Privacy Policy will take effect seven (7) days after the date of posting. Provided, that if there is a significant change in user rights, such as changes in the items and purpose of use of collected personal information, it will be notified at least thirty (30) days in advance.

- Notification Date: July 8, 2021
- Effective Date: July 16, 2021