

# Global Produce Events (HK) Privacy Policy Statement

Global Produce Events (HK) Co., Limited (referred to as “**Global Produce Events (HK)**”, “**we**”, “**us**” and “**our**”) is the organizer of ASIA FRUIT LOGISTICA, a specialised trade show for the international fruit & vegetable marketing and trade in Asia.

We take individuals’ privacy seriously. This Statement explains our policies and practices and applies to information collection and use including but not limited to while you are visiting and using <https://www.asiafruitlogistica.com/> (the “**Site**”).

For the purposes of the relevant data protection laws in force in places including but not limited to Hong Kong and the European Union (the “**EU**”), “Global Produce Events (HK)”, our overseas offices and our overseas representative offices in the EU and worldwide are data controller and/or data user which control the collection, holding, processing or use of your personal data.

We respect your privacy and therefore we:

- implement computer, physical and procedural safeguards to protect the security and confidentiality of the personal data we collect
- limit the personal data collected to the minimum required to provide services requested by you
- permit only our trained and authorized employees to access personal data
- do not disclose your personal data to external parties unless you have agreed, we are required by law, or we have previously informed you.

## **1. Information collection**

In order to provide better service to you, we may, in the course of and in relation to provision of our services or products, collect and process the following information about you:

- Contact details, such as name, email address, postal address, telephone number, fax number and mobile telephone number
- Educational, nationality and professional information

- In connection with an account sign-in facility, your username, log-in and password details
- Payment information, such as a credit or debit card number or bank account details
- Comments, feedback, posts and other content submitted, including problem reporting, complaint or queries submission
- Information from surveys that we may, from time to time, run on the Site for research purposes, if you choose to respond to, or participate in them
- Interests and communication preferences including marketing permissions where appropriate
- Location information such as provided through a mobile app
- Identity verifying information such as passport details & date of birth to comply with legal obligations in certain countries and to provide visa invitation letters where requested
- Website and communication usage information, such as correspondence and details of your use of our website and services obtained through cookies or other tracking technologies.

This personal information relates to the following categories of people:

- Prospects, customer contacts, subscribers and users in respect of our services and products;
- Visitors, sponsors, exhibitors and speakers at our events;
- Contacts of our service providers and business partners

The provision of personal data by you is necessary in order for us to provide you with the requested services and for us to perform our contractual obligations (if any) to you (as one of the legitimate interests of Global Produce Events (HK)). If you do not supply such data, we may be unable to provide the requested service.

In addition, when you browse the Site, we will collect the basic technical information that your browser sends to the Site such as your browser type and language, access times, the address of the site from which you came to the Site, your Internet Protocol (IP) address, or click stream data within our website (i.e. the actions taken in

connection with the Site) etc. We collect such technical information during your visit to the Site through our automatic data collection tools, which may include cookies and other commonly used technologies. We collect such data for the purpose of improving the functionality of the Site. Further information on cookies is set out below.

## **2. Use of information**

The purposes for which information may be used by us in and outside Hong Kong include:

- a. providing responses to product enquiries, sales and administration
- b. processing applications
- c. providing services and information offered through the Site
- d. our operations in event and exhibition management, e.g., incorporation into our database, analysis, research and auditing (see more below)
- e. for marketing purposes, such as notification of Global Produce Events (HK) trade fairs in Hong Kong and promotional events or trade fairs around the world (and similar events or trade fairs organized by us, our business partners and counterparts)
- f. distribution of Global Produce Events (HK) publications and research materials (and those of our business partners and counterparts)
- g. Global Produce Events (HK) marketing services or products (and those of our business partners and counterparts engaged in similar or peripheral activities, such as business matching services, sourcing and conferences)
- h. complying with laws, regulations or codes of practice in or outside Hong Kong
- i. legal proceedings, including collecting overdue amounts
- j. other purposes directly relating to the activities identified above
- k. prevention or detection of crime, and protection of the security and safety of our events and trade fairs
- l. verification of identity in events organised by us where it is necessary to verify your identity

- m. processing admission to concurrent trade fairs (whether organized by Global Produce Events (HK) solely or in conjunction with its trade fair co-organizers).

In terms of event and exhibition management, if you participate in one of our events as a speaker, sponsor, exhibitor or attendee, your personal information will be used in connection with the running of the event, to handle payments and recover debts.

- We will also use your personal information to maintain databases that allow us to assess your qualities as a speaker or sponsor/exhibitor, promote events and encourage further engagement at our events.
- In addition, onsite photos and videos taken at our events, which may feature attendees, speakers, sponsors or exhibitors may be used for promotional purposes, to the extent permitted by applicable data protection laws.
- Where events and exhibitions use badge scanning technology your personal information will be used to identify you at certain access points, such as to VIP areas, seminars, entry and exit and other areas of the event. This will provide certain location information in view badges cannot be read remotely.
- The personal information obtained from badge scanning will be used for access control, security and analysing visitor traffic with a view to improving the event experience for visitors and others.
- You can also allow your badge to be scanned by other exhibitors. When you do so your contact details will be shared with the relevant exhibitor and used in accordance with applicable data protection laws, the exhibitor's privacy policy and any other notices or consents you are provided with or given at the event.
- Where we are hosting and managing a virtual exhibition or event, we (and any third-party platform provider acting on our behalf) will use your personal information provided during the registration process to host and manage this digital event and for analysing visitor interactions and traffic with a view to improving the event experience for visitors and provide you with a personalized experience.

- When you enter a virtual spaces, zone or room such as an exhibition booth, your personal information may be shared with the sponsor and exhibitor to allow them to engage with you subject to the attendee privacy notice you may have been provided during the registration and login process.

Your personal identification data such as date of birth and nationality (if collected by us) will be used solely for the purpose in (k) and (l) above. Your photo, passport or identity card number & copy will be used solely for the purposes in (k) and (l) above.

We may conduct direct marketing via fax, email, direct mail, telephone, SMS and other means of communication whether now or hereafter known, or send e-newsletters to you. You may choose not to receive promotional materials, by simply telling us (see below for contact details), and we will cease to do so, without charge. If applicable law requires that we receive your explicit consent before we send you certain types of marketing communications, we will only send you those types of communications after receiving your explicit consent.

### **3. Disclosure**

We will keep the personal data we hold confidential but may provide your personal data to:

- personnel, agents, advisers, auditors, contractors, financial institutions, and official service providers in connection with our operations or services
- our overseas offices and our overseas representative offices, promotional event / trade fair co-organizers, affiliates, business partners and counterparts (e.g. other trade promotion bodies, etc.)
- the public via display of relevant company contact person data on the ASIA FRUIT LOGISTICA online company catalogue / ASIA FRUIT LOGISTICA Virtual Platform
- persons under a duty of confidentiality to us
- persons to whom we are required to make disclosure under applicable laws in or outside Hong Kong
- actual or proposed transferees or participants of our services

Personal information will only be shared with third parties if and to the extent it is necessary for them to provide our products and services to you.

If you use one of our virtual products, such as a virtual exhibition, directory site or webinar, or choose to allow your badge to be scanned at an event, we may pass the information you provide to third parties. Generally, this will be via a process whereby you, as the user, visit or interact with a third party such as by visiting a stand at an online exhibition, having your badge scanned or clicking an asset branded and provided by a third party. In some instances, for example, a product listing site, you may reach out directly to a supplier or exhibitor, who may contact you in return. In other instances, our virtual products are sponsored and in these cases, the data provided will be given to the sponsor. Generally, we will let you know at the time of collection if a product is sponsored.

These data processors are bound to compliance through contracts in place that protects the personal information you have shared with us.

In connection with legal or regulatory obligations, we may provide your personal data as required or permitted by law to comply with a summon, subpoena or similar legal process or government request, or when we believe in good faith that disclosure is legally required or otherwise necessary to protect our rights and property, or the rights, property or safety of others, including but not limited to advisers, law enforcement, judicial and regulatory authorities in or outside Hong Kong. We may also transfer your personal data to a third party that acquires all or part of our assets or shares, or that succeeds us in carrying on all or a part of our business, whether by merger, acquisition, reorganization or otherwise.

To prevent and detect crimes and to protect the security and safety of our events and trade fairs, we may provide your personal identification data such as your full passport/identity card no., date of birth and nationality to the law enforcement authorities in Hong Kong including the Hong Kong Police Force, Immigration Department, Customs and Excise Department and other similar authorities upon their lawful request (but not to any other third party save as expressly specified below).

We may also provide your passport or identity card number to personnel, agents, auditors, contractors and service providers in connection with the organization of our events, persons under a duty of confidentiality to us and /or persons to whom we are required to make disclosure under applicable laws in or outside Hong Kong.

#### **4. Cookies**

Cookies are small, sometimes encrypted text files that are stored on computer hard drives by websites that you visit. They are used to help you to navigate on websites efficiently as well as to provide information to the owner of the website. Cookies do not contain any software programs. There are two general types of cookies, session cookies and persistent cookies. Session cookies are only used during a session online and will be deleted once you leave a website. Persistent cookies have a longer life and will be retained by the website and used each time you visit a website. Both session and persistent cookies can be deleted by you at anytime through your browser settings and in any event, will not be kept longer than necessary.

We use cookies to find out more about the use of our Site and user preferences to improve our services. We may provide summarized traffic data to advertisers solely for the purpose of customizing the advertising to you. We note traffic, pages visited and time spent. We store your shopping cart and wish list for your later use. We may link the information to you, so that you may receive information more suited to your interests.

Web browsers often allow you to erase existing cookies from your hard drive, block the use of cookies and/or be notified when cookies are encountered. If you elect to block cookies, please note that you may not be able to take full advantage of the features and functions of the Site. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org). Cookies are necessary for some features of the website to work, e.g., to maintain continuity during a browser session.

1. We use an email delivery and marketing company to send emails that you have agreed to receive. Pixels tags and cookies are used in those

emails and at our Site to help us measure the effectiveness of our advertising and how visitors use our web site.

2. We may use a third-party advertising company to serve ads when you visit our Site. This company may use information (not including your name, address, email address or telephone number) about your visit to this Site in order to provide advertisements about goods and services that may be of interest to you. In the course of serving advertisements to this site, our third-party advertiser may place or recognize a unique "cookie" on your browser. If you would like more information about this practice and to know your choices about not having this information used by this company, please refer to the cookie policy of respective company directly.

## **5. Security**

We use a variety of physical and technical measures to keep personal information safe and prevent unauthorised access to, or use or disclosure of it. Personal data stored electronically are password-protected. Encryption technology is used on our secured web areas. Our computer systems are placed in restricted areas. We only permit authorized employees to access personal data. These employees are trained on our privacy policies, and are required to follow when handling personal information.

Due to the international nature of business and the technologies required, personal information may be accessed by our colleagues and third-party service providers from locations all around the world.

We put in place appropriate protection to make sure your personal information remains adequately protected and is treated in line with this policy and applicable data protection laws.

## **6. Hyperlinks**

The Site may, from time to time, contain links to external sites operated by third parties for your convenience. We have no control of and are not responsible for the



privacy practices of these third party sites or the content thereof. Once you leave the Site, we cannot be responsible for the protection and privacy of any information which you provide to these third party sites. You should exercise caution and look at the privacy statement for the website you visit.

## **7. Changes**

In order to keep up with changing legislation, regulations and changes in how we process personal information, we may update this Statement at any time without notice by posting a revised version on the Site. When we do, the changes will be posted on <https://www.asiafruitlogistica.com/en/extrapages/data-protection/>

## **8. Data transfer**

We will generally hold your data on our servers hosted in Hong Kong. However, we may transfer it to our overseas offices and our overseas representative offices elsewhere in the world for the purpose of processing into our database or to any of the people listed at paragraph 3 above, who may be located elsewhere. If you are located in the European Economic Area (“**EEA**”) your personal data may be transferred to countries located outside the EEA which do not provide a similar or adequate level of protection to that provided by countries in the EEA. Such transfers will only be made in accordance with applicable laws including where necessary for us to comply with our contractual obligations. We will take all steps reasonably necessary to ensure that any personal data are treated securely and in accordance with this Statement.

## **9. Duration of keeping information**

We only retain personal data for so long as it is necessary for the fulfilment of the purpose (including any directly related purpose) for which the data is or is to be used and as permitted by applicable laws.

We will retain personal information while we are using it, as described in the section above. We may continue to retain it after we have ceased such uses for certain

legitimate business purposes. We may also continue to retain your personal information to meet our legal requirements or to defend or exercise our legal rights.

The length of time for which we will retain your personal information will depend on the purposes for which we need to retain it. After we no longer need to retain your personal information, it will be deleted or securely destroyed.

### **10. Your data privacy rights**

By using our service, making an application or visiting our Site, you acknowledge the collection and use of your personal data by us as outlined in this Statement. If you do not agree with the use of your personal data as set out in this Statement, or the Terms of Use, please do not use this Site.

Under the Hong Kong Personal Data (Privacy) Ordinance, you have the right to require us to:

- to check whether we hold personal data about you and to access such data
- to require us to correct inaccurate data
- to ascertain our policies and practices in relation to personal data and the kind of personal data held by us.
- to cease direct marketing to you

Your exercise of these rights is subject to certain exemptions. If you exercise any of these rights, we will check your entitlement and respond in most cases within 40 days.

If you are in an EU Member State, subject to certain limitations and/or restrictions, you have the right under the data protection laws in the EU:

- to request access to and rectification or erasure of your personal data;
- to obtain restriction of processing or to object to processing of your personal data; and

- to the right to data portability.

Individuals in the EU also have the right to lodge a complaint about the processing of their personal data with their local data protection authority.

If you wish to exercise one of the above-mentioned rights, updating your information and marketing preferences, and/or raise questions or complaints, please contact us via [info@gp-events.com](mailto:info@gp-events.com).

Where permitted by law to do so, we may charge a reasonable fee for the actual cost in processing a data access request.

*This statement was last updated on 16 February 2022.*