

Visitor Rules and Regulations

1. Rules and Regulations

1.1 By registering or accepting the admittance to the exhibition, visitors agree that they shall observe and comply with the applicable rules and regulations along with the exhibition's rules and regulations (the copy of the regulations is obtainable from the Organiser on request).

2. Visitor Conduct

2.1 Visitors shall not do, or permit anything to be done, which shall cause a disturbance, nuisance, annoyance, inconvenience, damage to any person or thing or which in the opinion of the Organiser does not conform with the general standards of the exhibition or amounts to a breach of these rules and regulations or applicable laws and regulations generally applying.

2.2 Visitors may not bring any camera, video recording equipment of any kind to the Exhibition without the prior written consent of the Organiser. The Organiser reserves the right to search the belongings of any visitor at any time.

2.3 It is expressly prohibited for visitors to record images in any form while attending the exhibition without the prior written consent of the Organiser. Such prohibition includes, but is not limited to, the taking of photographs, video recording of any type and drawing or sketching of images. Visitors agree to surrender to the Organiser on demand any material on which images may be recorded in violation of this rule, including but not limited to film, video tapes, sketchbooks, camera phones and digital storage devices.

2.4 Should a visitor in breach of the above rule record any image, the copyright and other intellectual property, or other rights (including the avoidance of doubt, rights in sound recording and broadcasts) (hereinafter referred to as "Intellectual Property Right" or "IPR") whether arising now or in the future shall vest in the Organiser unconditionally and immediately on the creation or recording of the images. The visitor undertakes to execute all deeds and documents and to do all things as the Organiser may require to vest in the Organiser including, without limitation, delivery of the images or copies of them in any media.

2.5 The Organiser reserves the right to refuse admittance to any visitor or to require any visitor to leave if in the Organiser's opinion his or her behavior is in breach of these rules and regulations or of any rules and regulations of the exhibition hall or contravenes applicable laws and regulations generally applying. The opinion of the Organiser is final in this regard.

3. Liability

3.1 The Organiser shall not be liable to any visitor for any loss of or damage to any of his or her property occurring (from whatever cause) in or about the exhibition hall nor for the death of or any injury sustained by any visitor whilst on or leaving the exhibition hall (other than for death or injury resulting from negligence to the extent this cannot be excluded or restricted at law and then only to such extent).

3.2 The visitor agrees that the Organiser shall not incur any liability to him or her for any products displayed or sold by any exhibitor at the exhibition.

3.3 Each visitor agrees to indemnify and hold the Organiser harmless, on demand, against all claims, liabilities, losses, suits, proceedings, damages, judgments, expenses, costs (including legal fees) and charges of any kind howsoever incurred by or on behalf of or made against the Organiser arising out of any infringement or other claim relating to or arising out of the unauthorized taking of any images by that visitor.

3.4 The visitor agrees that the Organiser shall not incur any liability to him/her for any error or omission in any information relating to any exhibitor or its products in the exhibition's official directory or in any other promotional or other printed materials or information provided by the Organiser or that exhibitor.

3.5 The visitor acknowledges and agrees that the Organiser, its employees, and its subcontractors may take a photograph or video which includes an image of the visitor (hereinafter referred to as the "Images") while attending the exhibition. The visitor hereby consents to and grants to the Organiser and its affiliates the unrestricted, irrevocable, perpetual, worldwide, royalty-free, and transferable right and license to use (and grant others the right to use) the Images worldwide without any compensation. The visitor acknowledges that the Organiser is the sole and exclusive owner of all rights to the Images and hereby waives (a) any and all rights to such Images and (b) any and all claims the visitor may have relating to or arising from the Images or their use.

3.6 No waiver by the Organiser of any of the provisions of these rules and regulations or of any of its rights hereunder shall have effect unless given in writing and signed by any director of the Organiser.

Collection and Use of Personal Data

Personal data shall be used for purposes such as processing visitor applications, personal authentication and identification for provision of services, visitor management, personal authentication pursuant to the Internet real-name system, preventing illegal use of services, and notifications of all sorts.

Collected items such as industry, business nature, fields of interest, and purpose of visit shall only be used for the visitor statistics in accordance with Article 18 of the Personal Information Protection Act([link](#)).

Items	Purpose of collection	Retention period
Required items: Gender, full name, e-mail, company name, zip code, company address, department, job position, company phone number, mobile phone number, industry, business nature, field of interest, purpose of visit, purchasing responsibility, job function,	Authenticating and identifying visitors, issuing attendance certificate, using visitor statistics, and providing match-making services for exhibitors and buyers	One (1) year

annual purchasing budget, annual turnover, and number of employees, interest of hosted buyer programme		
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※ You have the right not to consent to the collection and use of personal data. If you do not consent to the collection and use of the particulars of required personal data, the minimum level of personal data to be collected, you may be unable to apply for pre-registration.

The use and provision of personal information for marketing

The Organiser uses fax, e-mail, postal mail, telephone and other means of contact with visitors, or by sending text messages, e-mails, and electronic newsletters to visitors in Korea and around the world. In order to conduct direct marketing related to promotions and invitations to events or exhibitions hosted by affiliates and joint ventures of the Company and the promotion of the Organiser's services, we intend to use the personal information of visitors, such as full names, e-mail addresses and addresses of visitors. If the Organiser does not obtain the consent of the visitor for the above intention to use, the personal information of the visitor will not be used as such. Visitors may choose not to receive promotional materials by simply notifying the Organiser through the contact information below, and the Organiser will stop doing so without charge.

※ You have the right to refuse to consent to the use and provision of personal information for marketing purposes. If you do not agree, you may not be able to receive materials and services necessary for visiting the exhibition.

Provision of personal information to a third party

1. "ANEX 2027" shall provide personal data to the third party as follows:

Checking the appropriate checkbox on the provision of personal data to a third party, applicable to both online pre-registration and onsite registration, acts as a statement of consent to the provision of personal data by a data subject.

2. Scanning the visitor's personal barcode on the exhibitors' barcode reader (for product consultations and event participation), is an implied consent which provides authority to handle and transfer the visitor's personal data to the third party.

- The recipient of personal data: Exhibitors ()
- Purpose for which the recipient collects and uses personal data: Development of new services (products), provision of customized services, provision of information on events and advertisement, and of opportunity for participation
- Items to be provided: Gender, full name, e-mail, company name, zip code, company address, department, job position, company phone number, mobile phone number, industry, business nature, fields of interest, purpose of visit, purchasing responsibility, job function, annual purchasing budget, annual turnover, and number of

employees

- The period during which the recipient retains and uses personal data: One (1) year from the date personal data is provided

※ You have the right to refuse to consent to the provision of personal information to third parties. If you do not agree, you may not be able to receive necessary materials and services from the exhibitors.

Please send requests to access or correct data, to cease communications, and questions or complaints to:

Informa Markets Korea Co Ltd

8F Woodo Building, 214 Mangu-ro, Jungnang-gu, Seoul, Republic of Korea

Person in charge: James Lee / Position: Team Manager

Phone: +82-2-6715-5406(dir.)

E-mail: itsupport-kr@informa.com