

Superevent Privacy Policy

Introduction:

The mission of Superevent is to contribute to the movement towards green events with minimal paper waste and to help the world's professionals to connect better through such events enabling them to have more productive and successful events. We work to fulfill this mission by helping you, whether event organizer, attendee, speaker or sponsor to create, publish and view all event information on your smartphone, tablet PC or web application.

Being part of Superevent means creating and sharing information about yourself or your event with other people or stakeholders at that event. By default, your account is set up by yourself to share the information that you want to share or have allowed the event organizer to share with other people at that event. Your personal information, except your e-mail, will be visible to all stakeholders of that event. Superevent will not use your personal information on the Superevent system for any other purpose than as permitted by you and as related to that one specific event or events you are attending, sponsoring, organizing or speaking at.

Here are the three main types of information on Superevent:

Information about yourself, your company or your event. This is the information that your connections, other professionals, and companies see about you, your company or your event. This includes, but is not limited to, your personal profile as far as completed by yourself, your event profile including event information (e.g. sessions, locations, attendees, speakers, attendees, sponsors etc.) and your contributions to Superevent, such as "Follow" or "Statistics" which reveals who viewed a page on the App or who follows a person, or your or your company's profile.

Communication. If you choose to use communication features, we help you communicate and interact with all attendees, sponsors, exhibitors, speakers etc. related to the event. Some of this is one-to-one by e-mail and some of one-to-many such as broadcasts, ring the bell etc.

Private activity. We also provide tools that you can use privately on Superevent (for example adding notes to presentations, documents or your connections, marking sessions as favorites, personally planning the event etc.) These actions and information are private and we don't share or distribute them to others using Superevent.

Of course, maintaining your trust is our top concern, so we adhere to the following principles to protect your privacy:

- We do not rent, sell, or otherwise provide your personally identifiable information to third parties without your consent, except as described in this policy or as required by law.
- We do not share any information you have not chosen to display on your Superevent profile to other parties, unless compelled by law, or as necessary to enforce our User Agreement or protect the rights, property, or personal safety of Superevent, its Users, and the public.
- All information that you provide will be protected with industry standard protocols and technology.

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. If we make material changes to this policy, we will notify you by e-mail and by means of a notice on our home page so that you may access and review the changes to this document in advance of your continued use of the service. If you object to any changes, you may close your account. By continuing to use the Superevent service after notice of changes has been sent to you or published on our homepage, you are consenting to the changes.

Please read this policy and send us questions, concerns and suggestions.

What Superevent's Privacy Policy Covers:

1. Information collected by Superevent.
2. How Superevent uses your information.
3. Your information choices.
4. Your obligations as a User.
5. Important information regarding
6. Security.
7. How to contact us.

1. Information Collected

By joining Superevent, you voluntarily and willingly provide Superevent Holding in the Netherlands, certain information, including personally identifiable information, which we collect in order to contribute to your and others' event experience. If you have any hesitation about providing information to us and/or having your information displayed on the Superevent website or Apps or otherwise used in any manner permitted in this Privacy Policy and the License Agreement, you should not sign-up to Superevent, and, if you are signed-up, you should close your account.

We collect your personal information in the following ways:

A. Registration

In order to become a User, you must provide us the following information to create an account: name, email address and password. Without this minimal amount of information, you cannot create a Superevent account. Like other passwords, you should choose one that is known only by you. Superevent requests other information from you during the registration process, that Superevent uses to provide better, more customized services and as such contribute to having a better event experiences for you. You acknowledge that this information is personal to you, and by creating an account on Superevent, you allow other stakeholders related to the event you are attending, including Superevent, to see your information, follow or unfollow you, identify you based on that information. The event organizer, or anyone that was allowed to do so by the event organizer, such as, but not limited to, sponsors, other attendees and stakeholder of said events, may use the Superevent system to send you, through Superevent, messages such as "ring the bell messages", making you aware of eg. last minute event updates, sponsor offers etc.

B. Profile Information

Once you become a User, you may provide additional information to your, your companies' or your events' Profile. Providing additional information beyond what is minimally required at registration is entirely up to you, but providing additional information enables you to derive more benefits from Superevent and improve your event experience by helping other event attendees to find you more easily and for you to have more effective interactions during an event. Any information you provide at registration or in the Profile section may be used by Superevent as described in this Privacy Policy, including for the purpose of allowing professionals to find you or follow you on Superevent, for "ringing the bell", sending targeted notifications, or for more relevant advertisements on Superevent. Said information may only be used for those events you attend and have registered for. If you decide not to share certain information, you may not receive the full benefit of being a Superevent User.

C. Contacts Information

In order to invite people to use the Superevent App or system, you may use Superevent to send invitations through Superevent. These invitations will be done through email addresses as imported with the explicit user's approval, in the Superevent system and can be done on a group or on an individual level. The names and email addresses of people whom you invite will be used to send Superevent invitations or reminders to the attendees of your event. Please make sure that, when you add e-mail addresses and names of attendees to the Superevent system, that you have the explicit approval of these people for this. Please note that when you send an invitation to invite a person to use Superevent, that person will receive an e-mail from the Superevent system with an invitation to use the Superevent App for that event. That person is kindly asked to download and sign-up for Superevent and then activate, through a separate e-mail, his or her Superevent account. If the event is private, the e-mail will contain a private and personal code that will make the event visible on the Superevent App for that person after typing that personal activation code.

All information that you enter or upload about your contacts is covered by the License Agreement and this Privacy Policy.

D. Using the Superevent Site and Applications

We receive personal, company related or event information from you when you sign-up or interact with us, use the Superevent website or Superevent Applications (e.g. Superevent for iPhone, Android, etc.). For example, we know when you logon, click on ads or other pages, participate in polls, follow other Superevent Users, etc. Superevent will, from time to time, use or provide non-identifiable statistical information about your usage will the sole purpose to enhance the event experience of future events.

E. Cookies

Like most websites, we may use cookies and web log files to track site usage and trends, to improve the quality of our service, to customize your experience with Superevent, as well as to deliver Superevent and third-party advertising to Superevent users related to that event. A cookie is a tiny data file that resides on your computer, mobile phone, or other device, and allows us to recognize you as a User when you return to the Superevent website using the same computer and web browser. You can remove or block cookies using the settings in your browser, but in some cases doing so may impact your ability to use Superevent. One type of cookie, known as a "persistent" cookie, maybe set once you've logged in to your Superevent

account. The next time you visit the Superevent website, the persistent cookie will allow us to recognize you as an existing User so you will not need to log in before using the Services. In order to access or change any of your private information (like a credit card number) or to send a message to another User, however, you must log in securely again with your password even if your computer contains your persistent cookie. Another type of cookie, called a “session” cookie, maybe used to identify a particular visit to the Superevent website or page. Session cookies expire after a short time or when you close your web browser. Superevent may use cookie-equivalent technology for the limited purpose of enhancing the security of Superevent’s services. We do not use flash cookies for advertising purposes. In the course of serving advertisements or optimizing the Services to our Users, we may allow authorized third parties to place or recognize a unique cookie on your browser. Any information provided to third parties through cookies will not be personally identifiable but may provide general segment information (e.g., your industry or geography, career field, or information about your professional or educational background) for the enhancement of your user experience by providing more relevant advertising. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Superevent does not store unencrypted personally identifiable information in the cookies.

F. Rights to Access, Correct and Eliminate Information About You

You have a right to access, modify, correct and eliminate the data you supplied to Superevent. If you update any of your information, we may keep a copy of the information that you originally provided to us in our archives for uses documented in this policy. You may request deletion of your information at any time by contacting Superevent at info@superevent.com. We will respond to your request within 30 days. Please note, however that information you have shared with others, or that other Users have copied, may also remain visible even if you request its deletion.

G. Data Retention

Superevent may retain event information for three years after the event took place. If you wish to remove your event, please contact Superevent. As for your personal information, we will keep this for as long as you are a User with Superevent. In case you have removed your account from Superevent, we will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce this Agreement.

2. Uses of personal or event information

A. Consent to Superevent Processing Information About You or Your event

The information you provide to Superevent reveals –parts of- your personal, company or event profile. By providing information to us for the purposes of creating your User or company account or adding any additional details to your Superevent profile, you are expressly and voluntarily accepting the terms and conditions of this Privacy Policy and Superevent’s License Agreement that allows Superevent to process information about you. Supplying information to Superevent, including any information deemed “sensitive” by applicable law, is entirely voluntary on your part. You have the right to withdraw your consent to Superevent’s collection and processing of your information at any time, in accordance with

the terms of this Privacy Policy and the License Agreement, by changing your personal, company or event information, or by closing your account.

B. Superevent Communications

As described in the User Agreement, we may communicate with you through email or through other means available through the Superevent service, including mobile text messages. We may send you emails that help to the improved functioning of the Services, material changes in this policy or other changes. We may also send you messages with event relevant information including promotional information directly or on behalf of our event organizing partners.

You can change your e-mail and contact preferences at any time by logging into your account and changing your settings related to your email notification choices.

Please be aware that you cannot opt-out of receiving service messages from Superevent. Also, if we send important communications to you via the carrier service with which you have a mobile communications subscription or otherwise have access, you understand you will pay any service fees associated with your receipt of messages on your mobile device (including text messaging charges).

C. User and Event Communications

Many communications you initiate through Superevent (e.g., an invitation to use the Superevent App sent to a non-User) may list your name or your company name in the header of the message unless it is eg. a “ring the bell” message indicating the end of eg. a break. Other communications that you initiate through Superevent, like voting, a request for a meeting etc. may list your name but will not include your personal email address.

When a non-user gets invited to using the Superevent App, the e-mail to that user may contain a banner promoting another public event that was or will be supported by the Superevent system.

D. Customized Content

We use information you provide to us (or to third parties with whom Superevent offers combined services) to optimize your experience of the event you are or will be attending. For example, when you login to your account and view an event that you have given the right to, we will display the names of other attendees with status information indicating whether they are not using Superevent (no dot before the attendee), or an attendee using Superevent in 3 ways: not logged on (grey dot), logged on (blue dot) or logged on AND present at the event (green dot). When a user rejoins or logs in again into the Superevent App, Superevent indicates –with a blue dot behind the program item- when certain information related to the event was updated. When the user has viewed the specific updated information, the blue dot disappears indicating that the user looks at the latest most actual information as long as the user is connected or from the moment the user was disconnected.

E. Sharing Information with Third Parties

Superevent takes the privacy of our Users very seriously, and we do not sell, rent, or otherwise provide your personally identifiable information to third parties, except as

described in this policy. We will also not share your personal information or carry out your instructions without your explicit consent (for example, we may need to process payment information) unless, disclosure is reasonably necessary in our opinion to: (1) comply with legal process, including, but not limited to, civil and criminal subpoenas, court orders or other compulsory disclosures; (2) enforce this Agreement; (3) respond to claims of a violation of the rights of third parties, whether or not the third party is a User, individual, or government agency; (4) respond to customer service inquiries; or (5) protect the rights, property, or personal safety of Superevent, our Users or the public.

Content distributed through Superevent's sharing features and third party integrations may result in displaying some of your personal, company or event information outside of Superevent. For example, when you post content to a Dropbox that is open to other users, your content, including your name as the contributor, may be revealed. Or, if you have bound your Superevent account to your Twitter account, you can easily share content into both Superevent as well as to Twitter.

We may provide aggregated anonymous data about the usage of the Services to third parties for purposes that we deem, in our sole discretion, to be appropriate, including to prospective advertisers on Superevent.

F. Polls and Surveys

Polls and Surveys may be conducted by Superevent, Superevent Users or third parties. As a User, you may be invited to participate in polls and surveys from the Superevent website or App. Your selection may be random, or it may be based on your non-personally identifiable information, such as job title, geography, company size and/or industry. Whether or not you decide to participate in a poll or survey is completely up to you.

After you complete a poll, you will be given access to the aggregate responses of the poll on a results page. Some third parties may target advertisements to you on the results page based on your answers in the poll. Further, Superevent or third parties may follow up with you via regarding your participation.

Third parties may want to deliver incentives to you to participate in surveys or polls. If the delivery of incentives requires your contact information, you may be asked to provide personally identifiable information to the third party fulfilling the incentive offer, which will only be used for the purpose of delivering incentives and/or verifying your contact information. It is up to you whether you provide this information, or whether you desire to take advantage of an incentive.

We will not disclose any personally identifiable information to any third parties in connection with the conduct of any polls or surveys. Your consent to use any personally identifiable information for the purposes set forth in the poll or survey will be explicitly requested by the party conducting it.

G. Search

We offer a search function to help users find information about other attendees, speakers or other stakeholders at the event, find sessions, presentations etc. Users are also able to search for public or selected private events to find events they may want to attend in the future.

H. Using other Services

Superevent is not responsible for the information you choose to submit in other media such as Twitter, Facebook, Blogs etc. However, please note that ideas you post and information you share may be seen and used by other Users, and Superevent cannot guarantee that other Users have not made copies of or use the ideas and information that you share with others.

I. Compliance with Legal Process

It is possible that we may need to disclose personal information, profile information and/or information about your activities as a Superevent User when required by subpoena or other legal process, or if Superevent has a good faith belief that disclosure is necessary to (a) investigate, prevent or take action regarding suspected or actual illegal activities or to assist government enforcement agencies; (b) to enforce the User Agreement, to investigate and defend ourselves against any third party claims or allegations, or to protect the security or integrity of our site; and/or (c) to exercise or protect the rights, property or personal safety of Superevent, our Users, employees, or others.

J. Disclosures to Others as the Result of a Change in Control or Sale of Superevent Corporation

We may also disclose your personal information and other information you provide to another third party as part of a sale of the assets of Superevent BV, a subsidiary or division, or as the result of a change in control of the company. Any third party to which Superevent transfers or sells Superevent's assets will have the right to continue to use the personal and other information that you provide to us.

3. Your Information Choices

A. Accessing and Changing Your Account Information

You can review the personal information you provided to us and make any desired changes to the information you publish, or to the settings for your Superevent account including your email and contact preferences, at any time by logging in to your account on Superevent. Please be aware that even after your request for a change is processed, Superevent may, for a time, retain residual information about you in its backup and/or archival copies of its database.

B. Default Settings

We at Superevent designed our settings to provide our users control over all information they share. We encourage our Users to regularly review their account settings and adjust them in accordance with their preferences.

Superevent accounts are also defaulted to allow Users to be contacted for a meeting request, to participate in polls, surveys or partner advertising.

C. Closing Your Account

You can close your account by sending an e-mail to support@superevent.com. If you close your Superevent account, we will remove your name and other personally identifiable information from our database. If you close your account, we have no obligation to retain your information, and may delete any or all of your account information without liability. However, we may retain certain data contributed by you if Superevent believes it may be necessary to prevent fraud or future abuse, or for legitimate business purposes, such as

analysis of aggregated, non-personally identifiable data, account recovery, or if required by law. Superevent may also retain and use your information if necessary to provide the Services to other Users. For example, information you have shared with others, for the purpose of continued aggregated statistical information of past events that users attended may remain in the Superevent system. Superevent disclaims any liability in relation to the deletion or retention (subject to the terms herein) of information or any obligation not to delete the information. Superevent does not control when search engines update their cache, which may contain certain profile information that has since been removed from Superevent's publicly viewable database.

D. Memorializing Accounts

If we learn that a User is deceased, we may memorialize the User's account. In these cases we may restrict profile access, remove messaging functionality, and close an account if we receive a formal request from the User's next of kin or other proper legal request to do so.

4. Your Obligations

As a User, you have certain obligations to other Users. Some of these obligations are imposed by applicable law and regulations, and others have become commonplace in user-friendly communities of like-minded users of Superevent:

- You must, at all times, abide by the terms and conditions of the then-current Privacy Policy and User Agreement. This includes respecting all intellectual property rights that may belong to third parties (such as trademarks or photographs).
- You must not download or otherwise disseminate any information that may be deemed to be injurious, violent, offensive, racist or xenophobic, or which may otherwise violate the purpose and spirit of Superevent and its community of Users.
- You must not provide to Superevent and/or other Users information that you believe might be injurious or detrimental to your person, to other persons or to your or others' professional or social status.
- You must keep your username and password confidential and not share it with others.

Any violation of these guidelines may lead to the restriction, suspension or termination of your account at the sole discretion of Superevent.

Important information

- *Children and Minors*

Children under the age of 18 are not eligible to use our service.

If Users have questions or concerns regarding this Privacy Policy, including the Safe Harbor Privacy Framework, you should first contact Superevent at info@superevent.com.

- *Changes to this Privacy Policy*

We may update this Privacy Policy at any time, with or without advance notice. In the event there are significant changes in the way we treat your personally identifiable information, or

in the Privacy Policy document itself, we will display a notice on the Superevent website or send you an email, so that you may review the changed terms prior to continuing to use the site. As always, if you object to any of the changes to our terms, and you no longer wish to use Superevent, you may close your account. Unless stated otherwise, our current Privacy Policy applies to all information that Superevent has about you and your account.

Using the Superevent Services after a notice of changes has been sent to you or published on our site shall constitute consent to the changed terms or practices.

Security

In order to help secure your personal information, access to your data on Superevent is password-protected. To protect any data you store on our servers, Superevent also regularly audits its system for possible vulnerabilities and attacks, and we use a tier-one secured-access data center. However, since the internet is not a 100% secure environment, we cannot ensure or warrant the security of any information you transmit to Superevent. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information. Please note that emails, instant messaging, and similar means of communication with other Users of Superevent are not encrypted, and we strongly advise you not to communicate any confidential information through these means.

How to contact us

If you have questions or comments about this Privacy Policy, please contact us contact us at:

e-mail: support@superevent.com

Superevent BV

Attn: Legal Department, Privacy Policy Issues

P.O. Box 75643

1118 ZR Amsterdam Airport

The Netherlands