

## URBAN EXPOSITIONS PRIVACY POLICY

This Privacy Policy is effective as of October 3, 2017.

This Urban Expositions Privacy Policy (this "Privacy Policy") is designed to inform you about the types of information that Urban Expositions ("we," "us," or "our") may gather or collect from you in connection with your use of the websites located at [www.urban-expo.com](http://www.urban-expo.com) and our affiliated show websites, including [indiangamingtradeshows.com](http://indiangamingtradeshows.com) and [www.midyear-nationalindiangamingshow.com](http://www.midyear-nationalindiangamingshow.com). It also explains the conditions under which we use and disclose that information, and your rights in relation to that information.

By accessing, visiting or using the Sites, you expressly consent to our collection, storage, use and disclosure of your information as described in this Privacy Policy. Please note that if you disagree with anything in this Privacy Policy, you must not use the Sites. This Privacy Policy is part of, and is governed by, the terms and conditions set forth in our **Terms of Service**.

The procedures for modifying or changing this Privacy Policy are discussed in Section 9 of this Privacy Policy.

**1. Children.** The Sites are not intended for children under 18 years of age. We do not knowingly collect or distribute personal information from or about children under the age of 18.

### **2. Information Collected by Us.**

(a) **Information You Directly and Voluntarily Provide to Us**. We may collect information that you provide to us if you sign up to receive information from us by email, register to exhibit at or attend any of our events, communicate with any of our departments such as customer service, sales or technical services, or if you participate in any activities conducted through the Sites, such as newsletters.

(b) **Information That We Automatically Collect Through the Sites**. In addition to information that you directly and voluntarily provide to us, we may automatically collect information about you when you use the Sites. We may link information we gather automatically from you with information that we directly collect from you through the Sites. We automatically collect information from you in the following ways:

(i) **Web Browsers**. We may automatically gather information about you that your web browser, depending on your settings, may make available to us. This information may include information such as your Internet Protocol ("IP") address, operating system and browser type, and the locations of the web pages you view before arriving at, while navigating and after leaving the Sites.

(ii) **Google Analytics**. Visitors to the Sites may be tracked using Google Analytics. Google Analytics collects the following types of information from users of the Sites:

- Type of user agent (web browser) used, software manufacture and version number.
- Type of operating system
- Screen colors (color processing ability of the user's screen)
- Javascript support
- Flash version
- Screen resolution
- Network location and IP address
- Country, city, state, region, county, or any other geographic data

- Hostname
- Bandwidth (internet connection speed)
- Time of visit
- Pages visited
- Time spent on each page of the website
- Referring site statistics
- The website (URI) the user came through in order to arrive at the Sites (example: clicking on a hyperlink from Aol.com that took the user to this website)
- Search engine query used (example: typing in a phrase into a search engine like Google, and clicking on a link from that search engine)

The data collected by Google Analytics is primarily used to optimize the Sites for our visitors, however we also use this data for marketing purposes. An example of how we use this data for marketing purposes is that we tell potential advertisers how many users visit the Sites, where visitors come from, and how they arrive at the Sites.

The data we automatically collect using Google Analytics is shared with Google. For more information on Google's Privacy Policies, visit: <http://www.google.com/privacypolicy.html>. You can also opt-out of having your information used by Google Analytics by following the instructions located at <https://tools.google.com/dlpage/gaoptout/>.

We may also use Google Analytics for Display Advertising and, specifically, Google Analytics Demographics and Interest Reporting, on the Sites to help us display advertising for products or services that we think may be of interest to you. We will use demographic information we collect through our use of Google Analytics Demographics and Interest Reporting for purposes of performing internal statistical analytics relating to the Sites and for any other lawful purpose. You can opt-out of receiving interest-based advertisements through the Sites, as well as customize the types of advertisements that will be displayed to you through the Sites, by following the instructions located at <https://support.google.com/ads>.

We may use data we receive from advertising technology partners to match multiple devices associated with the same identifier as devices belonging to the same user or household. Where we are able to make such a match, we may use this information to deliver targeted advertisements across multiple devices on behalf of ourselves or third parties.

(iii) Other Third Party Services. In addition to Google Analytics, we may use other third party services to automatically collect information from you. The information automatically collected through the Sites may be used for any lawful purpose including sale of the data, marketing and the like.

(iv) Cookies. A "Cookie" is a string of information that a website stores on your computer, and your browser provides to the Sites, each time you submit a query to the Sites. We may use Cookies to track the pages that you visit during each visit to the Sites. We use the information we gather using cookies both to help us improve your experience of the Sites and to help us understand how the Sites are being used.

**IF YOU DO NOT WISH TO HAVE COOKIES PLACED ON YOUR COMPUTER, YOU SHOULD SET YOUR BROWSER TO REFUSE COOKIES BEFORE ACCESSING THE SITES, WITH THE UNDERSTANDING THAT CERTAIN FEATURES OF THE SITES MAY NOT FUNCTION PROPERLY WITHOUT THE AID OF COOKIES. IF YOU REFUSE WEB COOKIES, YOU ASSUME ALL RESPONSIBILITY FOR ANY RESULTING LOSS OF FUNCTIONALITY.**

(v) Web Beacons. A "Web Beacon" is an object that is embedded in a web page. It is usually invisible to you but allows us to check whether you have viewed a particular web page or email communication. We may place Web Beacons on pages of the Sites and in emails we send to you. You may not decline Web Beacons.

(vi) Mobile Devices. If you access a Site through a mobile device, we may also be able to identify the location of your mobile device. You may choose not to share your location details with us by adjusting your mobile device's location services settings. For instructions on changing the relevant settings, please contact your service provider or device manufacturer.

(vii) California Do Not Track Disclosures. Your browser may allow you to adjust your browser settings so that "do not track" requests are sent to the websites that you visit. However, we will not disable tracking technology that may be active on the Sites in response to any "do not track" requests that we receive from your browser.

**3. Information Collected about You by Third Parties**. The Sites include third-party advertising, links to other websites, and other content from third party businesses. These third-party sites, businesses, and advertisers, or advertising companies working on their behalf, sometimes use Web Beacons and Cookies to measure the effectiveness of their ads, personalize or optimize advertising content and to track users who link from their respective websites to the Sites. These third-parties may use cookies and web beacons to track the actions of users online over time and across different web sites or platforms to deliver targeted electronic advertisements to an individual user. For information about how tracking works for online advertising purposes you can visit <http://www.aboutads.info/choices>. We do not have access to or control over Web Beacons or Cookies that these third parties may use, and the information practices of these advertisers and third-party websites or businesses are not covered by this Privacy Policy and are instead covered by their respective privacy policies. Before visiting a third-party website, whether by means of a link on the Sites or otherwise, and before providing any information to any third party, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for the applicable third-party website.

**4. Information You Share on the Sites**. Some portions of the Sites during certain periods may allow you to submit comments, reviews, ratings and other information which may be displayed on the Sites and viewed by others. We recommend that you do not post any information on the Sites that you do not want to make available to other users of the Sites or the public generally. **YOU ASSUME ALL RESPONSIBILITY FOR ANY LOSS OF PRIVACY OR OTHER HARM RESULTING FROM INFORMATION YOU POST ON THE SITES.**

**5. Information You Share Through Social Media Services**. If you post any comments, reviews, photos or other information on our Facebook, Twitter or Pinterest pages, we may display those comments, reviews, photos or information on the Sites. In addition, your use of these social media services may result in the collection or sharing of information about you by these social media services. We encourage you to review the privacy policies and settings on the social media services with which you interact to make sure you understand the information that may be collected, used, and shared by those social media services.

**6. How We Use the Information We Collect**. We use the information we gather through the Sites to help us better understand how the Sites are being used and as part of our business. By identifying patterns and trends in usage, we are able to better design the Sites to improve your experiences, both in terms of content and ease of use. We may also use this information to contact and communicate with you,

including to send you information about products or services we think might of interest to you and to respond to your communications and requests.

## **7. How We Share Your Information with Third Parties.**

(a) We may use the information we collect:

- To provide information to third parties that may provide you with personalized content and advertising about their stores, restaurants, activities, products and services.
- To alert you to new features, terms, content, services or products.
- To send emails or newsletters, and to provide you with personalized content in the newsletters.
- To monitor and analyze information regarding your browsing and viewing preferences.
- To analyze our users' demographics and interests.
- To administer the Sites and the content of the Sites.
- To process and respond to your inquiries.
- To improve the Sites.
- For the purposes for which you provided the information.
- To enforce the Terms of Use.
- To advertise, promote, publicize, market the Sites and our events.

(b) You authorize us to transmit email to you to respond to your communications and administer the Sites and anything relating to the Sites. Unsubscribe instructions are included in each promotional email from us or you may send an email requesting to opt-out of communications to [mfarquharson@urban-expo.com](mailto:mfarquharson@urban-expo.com).

Please note that such requests may take up to ten (10) days to become effective.

(c) **Third Party Disclosure.** We may disclose the information we collect about you: (i) to our affiliates, partners, exhibitors, advertisers, or sponsors, and other third parties for their own direct marketing purposes, such as to provide information to you about their activities, products, services and other important information; (ii) to third parties to provide analytics for advertising purposes or to confirm or update information provided by you; (iii) to suppliers, vendors and others who help us to provide services to you, such as outsourcing one or more of the functions described in this Privacy Policy; (iv) to third parties in the event of any reorganization, merger, sale, joint venture, assignment, transfer or disposition of all or any portion of our business or operations (including without limitation in connection with bankruptcy or any similar proceedings); or (v) as otherwise authorized by you.

We also may share your information in response to a subpoena, legal order or official request, when we believe you have acted in violation of the Terms of Use, to investigate, prevent or take action regarding suspected illegal activities, fraud or potential threats, or exercise legal rights or defend against claims, when we believe that doing so may protect your safety or our safety or the safety of others, or as otherwise permitted or required by law.

We also may use and share non-personally identifiable information with third parties.

(d) **Children.** The Sites are not directed toward children under 13 years of age nor do we knowingly collect information from children under age 13 on the Sites or offline. If you are under 13, you are not permitted to register for emails or newsletters or to otherwise submit any personally identifiable information to us. If you provide information to us through the Sites, you represent that you are 18 years of age or older.

## **8. Protection of Personal Information**

We use reasonable administrative, physical and electronic security measures to protect against the loss, misuse and alteration of personal information. No transmission of data over the internet is guaranteed to be completely secure. It may be possible for third parties not under our control to intercept or access transmissions or private communications unlawfully. While we strive to protect personal information, neither we nor our service providers can ensure or warrant the security of any information you transmit to us over the internet. Any such transmission is at your own risk.

**9. Privacy Policy Changes.** Because of changes in technology and the growth and development of our business, or for other business reasons, we may need to modify this Privacy Policy from time to time. We will notify you of changes to this Privacy Policy by posting the amended terms on the Sites. If you do not agree to the new terms, you should stop using the Sites, and you will not be bound by the new terms.

## **10. Notice of Privacy Rights of California Residents**

If you are a California resident and have provided personal information to us, you are entitled by law to request certain information regarding any disclosure that may have been made by us to third parties of personal information for their direct marketing purposes. To make such a request, send a message to [mfarquharson@urban-expo.com](mailto:mfarquharson@urban-expo.com).

The message should specify that you seek your “California Customer Choice Privacy Notice.” Please allow thirty (30) days for a response. We are required to respond to only one request per customer each year, and are not required to respond to requests made by means other than through the above e-mail address.

We will not share your personal information with third parties for their direct marketing purposes if you request that we do not do so. You may make such a request by sending us a message at [mfarquharson@urban-expo.com](mailto:mfarquharson@urban-expo.com).

When contacting us, please indicate your name, address, email address, and what personal information you do not want us to share with third parties for their direct marketing purposes. Please note that there is no charge for controlling the sharing of your personal information or for processing this request.

## **11. Important Notice to Non-U.S. Residents**

It is important to note that the Sites and their servers are operated in the United States. If you are a resident of a country or are located outside of the United States, please be aware that any information you provide to us will be transferred to the United States. By using the Sites and/or the Services and by providing us information when using our services, you hereby irrevocably consent to this transfer and our use of the information and data provided by you in accordance with this Privacy Policy.

**12. Contact Information.** If you have any questions about this Privacy Policy, you may email [mfarquharson@urban-expo.com](mailto:mfarquharson@urban-expo.com)