

# Capital Events Privacy Policy

## Introduction

This Privacy Policy is intended to inform you of how Capital Events, hereinafter referred to as "we," "us," or "our," collects, uses, shares, and protects your personal information when you interact with our products and services.

Please read this policy carefully as it explains our views and practices regarding your personal information and how it is handled. By accessing or browsing our websites, registering for and / or attending our events (in person or virtually), you confirm that you have read, understood, and agree to this privacy policy. We are committed to ensuring the privacy and security of your personal information.

Capital Events LLC portfolio currently includes:

- IDEX
- NAVDEX
- UMEX
- SimTEX
- Abu Dhabi International Boat Show
- Global Food Week
- ISNR
- Bitcoin MENA
- ADIHEX
- AAIHEX
- Make it in the Emirates

For more information about Capital Events please visit <https://capitalevents.ae/our-events/>

## Information We Collect

We may collect the following types of personal information:

### Contact Information

This includes your name, email address, phone or mobile number, company name, designation, nationality, country of residence, DOB.

### Event Registration Information

When you register for an event, we may collect information such as your event preferences, previous attendances, encounters, and choice of categories.

If you register for an event using your social media profile, we will capture the information made available by your social media provider in accordance with the privacy settings configured via that platform.

## Payment Information

If you purchase tickets or event services through our platform, or through our authorised third-party platforms, we may collect payment card information, billing address, and transaction details.

Please note that we do not store payment card information; it is processed securely through third-party payment processors.

## Document Uploads

If you attend our defence exhibitions, we may ask for your passport, UAE resident ID and personal passport size picture. The documents are collected to ensure security clearance is issued to accept the attendee to attend the event. These documents are stored in the cloud servers of AWS.

## Communication Data

We may collect and store communications you have with us, including emails and messages sent through our website or mobile apps.

## Technical Information

We may collect information about your device and how you use our website or mobile app, including IP address, browser type, and operating system.

## Cookies and Tracking Technologies

We use cookies and similar tracking technologies to collect information about your browsing activities on our website. You can manage your cookie preferences through your browser settings.

## Media Personnel Registration

If you are a member of the media we may collect information about your proof of media. Proof of media is a document upload attached on the registration form, the document could be but not limited to a media or trade license of an individual or entity or a media id authorised by a listed media company.

## How We Use Your Information

The personal information you submit to us may be used for the following purposes:

### Recording an interest in an event

Your interest in an event is recorded via a form on the respective event website. This form typically has (but is not limited to) the following form fields – Full Name, Email Address, Phone

number, Comments, Company name and Job Title. The interest form is common to those with an interest to exhibit or visit the event.

## Event Registration

To process your event registration and provide you access to attend the event.

## Customer Support

To respond to your inquiries, provide customer support, and resolve issues.

## Marketing and Promotions

To send you event updates, newsletters, and promotional materials, which you can opt out of at any time.

## Analytics

We collect information such as the pages you visit, the links you click on, the searches you perform, and the device and browser you are using. We may also collect information about your IP address and location.

We use this collected information for analytics purposes. It is to improve the user experience, and to identify and develop new features and products, to understand how visitors use our website, also to enhance and track trends and patterns.

We use a variety of analytics tools, including Google Analytics, to collect and analyse this information. We do not share your personal information with third-party analytics providers without your consent.

## Payment Processing

To process payments for event tickets and services.

# How We Share Your Information

We may share your personal information with third parties in the following circumstances:

## Service Providers

We may share your information with third-party service providers who assist us in delivering our services, such as event registration companies, payment processors, marketing agencies, and IT providers. Such service providers are contractually bound to only process your information in accordance with our instructions and in line with this Privacy Policy.

## Legal Compliance

We may disclose your information to comply with legal obligations or protect our rights, privacy, safety, or property.

## Event Partners

If you attend an event organised in partnership with other organisations, we may share your information with those partners for event coordination purposes.

## ADNEC Group Marketing

We may share your information with ADNEC Group's Marketing Department, so that they can send you updates, newsletters, and promotional materials regarding other ADNEC Group companies and services.

ADNEC Group Marketing will never share your information with any third parties but may occasionally send you marketing communications on behalf of third parties. You can opt out of ADNEC Group communications at any time.

## Data Security

We take appropriate technical and organisational security measures to protect your personal information from unauthorized access, disclosure, destruction, accidental or intentional manipulation or loss. However, no data transmission over the internet or stored data can be guaranteed to be 100% secure.

## Your Data Rights

### Access and Correction

You can access and update your personal information by logging into your account on our website or mobile app, where one is created for an event.

### Opt-Out

You can opt out of receiving marketing communications from us or ADNEC Group Marketing by following the unsubscribe instructions in the emails we send or by contacting us directly.

## Children's Privacy

Capital Events services are not intended for individuals under the age of 16. We do not knowingly collect personal information from children.

## Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal and regulatory reasons. We will notify you of any significant changes through our website.

## The Data Controller

The Data Controller is Abu Dhabi National Exhibitions Company PJSC, whose registered address is ADNEC Group Head Office, Abu Dhabi National Exhibition Centre, P.O. Box 5546, Khaleej Al Arabi St, Abu Dhabi, UAE

## Contact Us

If you have any further queries regarding how we process your data, please send an e-mail to [dataprotectionofficer@adnec.ae](mailto:dataprotectionofficer@adnec.ae)

## Acceptance of Terms

By using our services, you signify your acceptance of this Privacy Policy.