

## PRIVACY POLICY

### Privacy Policy

**Beit Hassef Co. For Organizing Exhibitions and Conferences**, treats the information confidentiality of its users and visitors as its top priority. Our aim is to offer a high-quality service to all beneficiaries while maintaining maximum privacy. This privacy policy has been developed to help you understand the nature of the personal data we collect from you as well as the purpose of collecting and processing it.

Therefore, it is critical to be aware of how **Beit Hassef Co. For Organizing Exhibitions and Conferences** employs your personal data and your rights regarding your processed personal data in accordance with the relevant regulations and laws applicable in the Kingdom of Saudi Arabia. This policy and the information detailed below are part of the terms of using all **Beit Hassef Co. For Organizing Exhibitions and Conferences**, its holding Company and affiliates platforms.

### Acceptance of the Privacy Policy

Your use of the website and its associated platforms, if applicable, means your acceptance of this privacy policy as well as the rules and conditions governing the website and its related platforms. By using our website, you confirm that you accept this policy and that you agree to comply with the policy. If you do not agree to this policy, you must not use our website.

It should be noted that the **Beit Hassef Co. For Organizing Exhibitions and Conferences** does not have to announce any updates to this policy. Your use of the portal means that you have seen and agreed to the privacy policy and any continuous relevant modifications. You are solely responsible for the completeness and veracity of the data you send via the portal.

## **Privacy policy and information confidentiality**

If you send us an email via the **Beit Hassef Co. For Organizing Exhibitions and Conferences** digital platform (Website) and provide us with personal and / or business data, we may share the necessary data with other internal departments or our Holding company and affiliates to serve you more efficiently.

We will not share your personal and / or Business data with any other entities outside of **Beit Hassef Co. For Organizing Exhibitions and Conferences** , its Holding Company and its immediate affiliates. By submitting your personal and or business data and information via the **Beit Hassef Co. For Organizing Exhibitions and Conferences** platform, you completely agree that this data is stored, processed and used by **Beit Hassef Co. For Organizing Exhibitions and Conferences** .

At all times, we reserve the right to disclose any information to the competent authorities, where necessary, to adhere to any law, regulations or government request.

You are solely responsible for the completeness and veracity of the data you send via this platform.

It should be noted that that **Beit Hassef Co. For Organizing Exhibitions and Conferences** is not required to announce any updates to this policy on an ongoing basis. Your use of the portal means that you have seen and agreed to the privacy policy and any continuous modifications to it.

### **Who collects user data?**

When you visit the **Beit Hassef Co. For Organizing Exhibitions and Conferences** platform, the platform's server, which operates automatically, records your Internet Protocol (IP) address (your IP address is the number of the computer you are using, which allows other devices connected to the Internet to determine the destination of the data issued by it and collect some information like the type of the browser and search engine, the date and time of the visit, and the URL of any website from which you are referred to the platform's portal. Your personal identity remains unknown).

### **Sharing your personal and / or Business data**

Data is shared in specific ways and for legitimate and regulatory purposes or with the aim of serving a public interest without prejudice to national interests, the activities of entities, individual privacy or environmental safety - with the exception of data and entities exempted by Royal Orders.

## **Liability**

**Beit Hassef Co. For Organizing Exhibitions and Conferences** is not liable under any circumstances for any direct, indirect, incidental, consequential, special or exceptional damages arising out of the use or inability to use this website.

## **Methods of accessing personal and / or Business data**

Some of the personal and / or business data that we process is directly or indirectly accessed, using various methods, including:

- Accessing personal / business data directly:
- Products or services: On registering in the Company's official channels and using our products or services.
- Contact: On contacting the Company via the online portal or mobile phone applications.

### **Accessing personal data indirectly:**

- Cookies data:
  - Cookies collect data about how you use our website, including the date and time of your visit and the type of the internet browser you use.

## **What data is collected?**

Personal data is any information related to a natural persons who can be identified, directly or indirectly. We may collect, use, store and transfer the following types of personal and / or business data:

- Data you provide us with: names, addresses, contact numbers, personal identification numbers.  
Location data: geographical information related to the location of the user's specific device associated with the time identifier.
- Digital data: Metadata (i.e. a set of data that describes and provides information about other data) and Internet identifiers such as IP addresses, cookie identifiers and other information gathered when you visit our websites.
- Data exchanged when contacting you (for example, customer support requests and contact requests received from you).

## What is the purpose of data collection?

- Collecting and processing personal data to satisfy legal and regulatory requirements.
- Fulfilling the data needed to offer services
- Understanding visitors' needs to enhance products and services.
- Allowing users to access services and do transactions (If applicable).
- Analysing data and making reports that fulfil the necessary business requirements such as statistical reports.
- Resolving and addressing inquiries or complaints and improving visitor experience across all the Company's communication channels.

## Personal data protection system

We ensure that the **Beit Hassef Co. For Organizing Exhibitions and Conferences** platform employs top security measures to protect the information you provide. These platforms encrypt information that is sensitive (such as personal data) or data that must be kept confidential as per regulatory requirements. This data will be retained as long as there is a regulatory purpose for it. After that, the personal data will be disposed of and destroyed in a secure way that precludes its loss, misuse, or unauthorized access in accordance with the relevant regulations and instructions.

To preserve data, the **Beit Hassef Co. For Organizing Exhibitions and Conferences** platform follow a comprehensive and strict security policy. The servers that host the platforms are subject to the highest levels of protection. Personal data is stored, processed and shared through appropriate security technologies.

## Rights of the subject of personal data

- **The right to access your personal and / or business data:** You have the right to request a copy of your data via the available channels for accessing the data.
- **The right to be informed:** The data subject has the right to be informed of the purpose of collecting and processing his/her personal data and the legal foundation for this purpose, the content of the data to be processed, the collection method, the means of storage and to whom it will be disclosed. (The privacy policy is one of the possible means through which a data subject can enjoy this right).
- **The right to correct your personal and / or business data:** You have the right to request the correction of your data that you consider inaccurate, incorrect or incomplete through the Company's approved channels.

- **The right to request the destruction of personal and / or business data:** The data subject has the right to request the destruction of his/her data with the Company and which is no longer needed.
- **The right to retract consent to processing personal and / or business data:** The data subject can retract consent to processing his/her data in all cases and at any time except for the cases specified in the Personal Data Protection Law and its implementing regulations.

### **How long is your personal data retained?**

The period is subject to the relevant regulations and laws applicable in the Kingdom of Saudi Arabia.