

Privacy Policy

SeoulMesse International Co., Ltd. (hereinafter referred to as "the Company") values the personal information of its users and strives to comply with the "Act on Promotion of Information and Communications Network Utilization and Information Protection, etc." and the "Personal Information Protection Act." Through this Privacy Policy, the Company informs users of the purpose and method of utilizing their personal information and the measures taken to protect such information. This Privacy Policy applies to all exhibitions (hereinafter referred to as "Exhibitions") organized by the Company and has been in effect since January 1, 2021.

1. Purpose of Collecting and Using Personal Information

The Company processes personal information for the following purposes. If the purpose of use changes, the Company will take necessary measures, including obtaining separate consent in accordance with Article 18 of the Personal Information Protection Act.

(1) Purpose of Using Personal Information

- Processing personal information for pre-registration and on-site registration for exhibitions, entry management, marketing purposes, provision of discounts and free admission benefits for pre-registrants, issuance of entrance tags for on-site registration, exhibition advertisements, and newsletters.
- Member management, service improvement, and new service development.
- Confirmation of participation in events/exhibitions and utilization for marketing and advertising.
- Analysis and service provision based on demographic characteristics.
- Development of new services, handling of inquiries or complaints, and delivery of notices.
- Analysis of service usage records, access frequency, and service utilization for security and customized services.
- When visitors agree to badge scanning at participating company booths, their data may be shared with the respective companies.

(2) Collection of Personal Information

During membership registration or service usage, the Company collects only the minimum necessary personal information required for service provision through the website, applications, or programs.

- Verification of identity and registration intent, age verification, and prevention of fraudulent use.
- For children under 14, verification of legal guardian consent and confirmation of their rights.

2. Items of Personal Information Collected and Collection Methods

(1) Collected Personal Information

The Company collects only the minimum necessary personal information required for exhibition information and related services.

Category	Details
Website Membership Registration	* Required: Name, ID, Password, Email, Subscription Preferences * Additional for Social Media Signup: Facebook/Twitter ID, Nickname, Email, Profile Picture
Exhibition Visitor Registration	* Required: Name, Company, Department, Position, Gender, Age, Phone/Mobile Number, Email, Address, Industry, Job Role, Survey Responses (Interests, Visit Purpose, Source of Information) * Optional: Profile Photo

(2) Methods of Collection

The Company collects personal information through the following means, always obtaining user consent beforehand:

- Direct input by users during membership registration or exhibition visits.
- Provision of personal information from affiliated services or organizations.
- Participation in online/offline events and promotions.

3. Retention and Use Period of Personal Information

Once the purpose of collecting and using personal information is achieved, the Company promptly disposes of the data. However, if required by law, the Company retains personal information for a specific period as follows:

Legal Basis	Retained Information	Retention Period
Act on Consumer Protection in Electronic Commerce	Contract or order withdrawal records	5 years
Act on Consumer Protection in Electronic Commerce, Commercial Act, National Tax Basic Act, Income Tax Act, Corporate Tax Act, VAT Act	Payment records, commercial books, and tax-related documents	5 years
Act on Consumer Protection in Electronic Commerce	Consumer complaints and dispute resolution records	3 years
Act on Consumer Protection in Electronic Commerce	Advertisement records	6 months
Protection of Communications Secrets Act	Website visit logs	3 months

4. Procedure and Method of Disposing of Personal Information

- The Company selects personal information to be deleted and obtains approval from the personal information protection officer before disposal.
- Personal information stored in electronic files is deleted using technical methods that prevent recovery, while paper records are shredded or incinerated.

5. Delegation of Personal Information Processing

The Company outsources certain essential services to external parties to provide better services. The Company ensures that these parties comply with relevant laws.

6. Provision of Personal Information to Third Parties

The Company provides personal information to third parties only in cases permitted by law or with the user's explicit consent. During the exhibition, an electronic business card system is in place for information exchange between visitors and exhibitors. If a visitor consents to badge scanning at a booth, their information is shared with the respective company.

7. User Rights and Their Exercise

- Users can request access, correction, deletion, or processing suspension of their personal information at any time.
- Requests can be made in writing, via email, or fax, and the Company will take immediate action.
- Users' rights may be exercised by their legal representatives or authorized agents.

8. Use of Cookies and Their Management

The Company uses cookies to provide personalized services. Users can manage cookie settings through their browser options. Disabling cookies may affect service availability.

9. Implementation of Security Measures for Personal Information Protection

- **Administrative Measures:** Internal management policies, regular staff training.
- **Technical Measures:** Access control systems, encryption of sensitive data, security software installation.
- **Physical Measures:** Restricted access to server rooms and document storage areas.

10. Personal Information Protection Officer

- **Officer in Charge:** Geumok Eom (Director)
- **Contact:** +82-2-2284-0011
- **Email:** gold3606@seoulmesse.com

11. Remedies for Personal Information Infringement

If users believe their personal information has been compromised, they can contact the following institutions:

- **Privacy Infringement Report Center (KISA):** privacy.kisa.or.kr / 118
- **Personal Information Dispute Mediation Committee:** www.kopico.go.kr / 1833-6972
- **Supreme Prosecutor's Office Cyber Crime Division:** www.spo.go.kr / +82-2-3480-3573
- **National Police Agency Cyber Bureau:** cyberbureau.police.go.kr / 182