

PRIVACY NOTICE

At CAPITAL MEETINGS, we value your privacy and are committed to protecting your personal data in accordance with applicable laws. This privacy notice explains how we collect, use and share your information when you use our services, attend our events or interact with us in any way.

IDENTITY AND ADDRESS OF DATA CONTROLLER

CAPITAL MEETINGS is an event organised by COMMUNITY KONET S.A. DE C.V. (hereinafter 'TREE ALLIANCE') and PARALELO MEETINGS & EVENTS, who together are referred to in this privacy notice as 'THE ORGANISERS'.

TREE ALLIANCE, expresses to be a professional company in the organization of events (hereinafter 'TREE ALLIANCE'), which is located at Wisconsin #13, Col. Nápoles, Benito Juárez, 03840 Mexico City, CDMX. Tel. (55) 5543 0533. E-mail: contacto@tree-alliance.com.

THE ORGANISERS have established the following guidelines to protect the personal information provided by DERMALAND users. It is important to inform you that these guidelines may change at any time, so we suggest consulting them periodically.

These modifications will be available to the public through our website www.capital-meetings.com, in the privacy notice section.

This Privacy Notice is made available to persons who have provided personal data prior to the entry into force of the Federal Law for the Protection of Personal Data in Possession of Private Parties, as well as to persons who have provided and provide their data after the entry into force of the aforementioned Law.

This Privacy Notice corresponds to the site www.capital-meetings.com, registration platform, applications and other services offered by THE ORGANISERS (hereinafter 'SERVICE'), which refer and link to this privacy policy.

COLLECTION OF INFORMATION

We collect personal information that you provide to us directly when you register with CAPITAL MEETINGS, create an account on our online services, participate in surveys or provide feedback on our platforms, as well as through third party sources and automated technologies.

The information collected may include:

- Contact details, such as name, email address, postal address and/or social media identifier;
- Other profile information, such as educational background, work and professional experience, dietary and accessibility requirements;
- Payment information, such as credit or debit card number;

- Comments, feedback and other information you provide to us, including information and messages you send to customer service, appointment enquiries and other information you wish us to share with our exhibitors, visitors, partners and others;
- Confidential data revealing health, disability, religion, race or ethnic origin, as part of a request for special assistance or dietary requirements or in a medical emergency;
- Your interests and preferences for the recommendation of companies, speakers and other services from THE ORGANISERS, planning your attendance at events, networking options and preferred language.
- As well as any other information you wish to share with us on a voluntary basis.

Collection of Information from External Sources

In addition to the information you provide directly to us, we may also obtain personal data about you from other sources, including:

- Service providers who help us determine your location based on your IP address to tailor certain products to your location.
- Partners with whom we collaborate on co-branded services or engage in joint marketing activities.
- Social networks, where you grant permission to the SERVICE to access your data on one or more networks.
- Public data providers and online sources, from which we obtain data to validate or supplement the information we hold.

Service Usage and Support Data Collection

Our SERVICE may automatically collect information about how you and your device interact with it, including:

- Details about your computer, devices and connections, such as your IP address, browser type and version, operating system, platform and other software installed on your device, as well as unique device and other technical identifiers, error reports and performance data.
- Usage data, such as the features you have used, the settings you have selected, your clicks on URL links, including date and time stamp, referring and exit pages, and the pages you have visited on the Service.
- For services that use location, data about your location, such as your position within an event on the floor.

We collect this data through our servers and the use of cookies and other technologies.

A 'Cookie' is a data file that is stored on the hard drive of a User's computer equipment when the User accesses an Internet site. Cookies may contain information such as the identification provided by the User or information to track the pages the User has visited. Through their use, users are not personally identified, only their computer equipment. The sites may deliver advertising or perform third-party functions that send cookies to users' computers.

Users can change their choices through their computer and/or Internet browser to stop accepting cookies or to confirm whether to allow cookies. However, disabling cookies may limit the use of some features of the Website.

CAPITAL MEETINGS may use cookies, but such information is used on an anonymous and aggregated basis so that you cannot be identified from it.

The information that the User may provide through these sites or portals is not covered or covered by this privacy policy and its management or use is not the responsibility of THE ORGANISERS, so we recommend our Users to check the privacy policies displayed or applicable to these sites or portals of third parties. THE ORGANISERS may disclose information when required to do so by law and/or competent authority or in good faith that such disclosure is necessary to: I) comply with legal processes; II) comply with the User Agreement; III) respond to claims involving any Content that undermines third party rights or; IV) protect the rights, property, or safety of THE ORGANISERS, its Users and the general public.

PHOTOGRAPHIC AND AUDIO-VISUAL MATERIAL

The information collected may also include photographs, audio and visual and audio-visual materials obtained by our suppliers, such as photographers, cameramen and closed-circuit television (CCTV) systems. These visual and audio records can be used as marketing, promotional and advertising tools by our company and its affiliates. Importantly, by participating in our events or using our services, you expressly agree and consent to the use of your image and voice in such materials for promotional purposes related to the events, products and services of THE ORGANISERS and its affiliates. If you have any objection to this use, we recommend that you refrain from participating in activities where such visual and auditory records may be captured.

USE OF INFORMATION

We use the information collected for a variety of purposes, including:

- Facilitating, activating and administering your access to and use of the SERVICE, including your participation in events.
- Process your registration for events and services.
- Keeping you informed about changes, updates and other announcements related to the SERVICE and our products.
- Provide you with targeted advertising, promotional messages and other information about our and third party products, events and services.
- Personalise your experience and provide you with relevant content.
- Improve our services, websites and applications.
- Invite you to participate in tests, surveys, sweepstakes and similar activities.
- Conduct data analysis to identify trends, research and business reporting.
- Ensure your health and safety at our events.
- Provide technical support and customer service.
- Comply with our legal obligations and resolve disputes.

We may also use your information to provide you with recommendations of relevant exhibitor products and services, as well as include your information in attendee directories to facilitate networking among attendees at our events.

In addition, we may use your information to:

Provide you with relevant contacts, speaker sessions and exhibitor product recommendations as part of our event matching services.

Include your information in attendee directories to provide visitors, exhibitors and sponsors with business contact details of event attendees.

SHARING YOUR INFORMATION

We share your personal information with our service providers and third parties only as necessary to provide you with our services and fulfil your requests. This may include sharing your information with event service providers, payment processors, email providers and other service providers who help us operate our events and services.

We may also share your information with exhibitors, sponsors and other third parties who wish to send you information about their products and services, subject to your communication preferences.

As well as:

Authorities, Mexican and foreign, including financial and tax authorities for the purpose of complying with our obligations and those of our associates arising from Laws or International Treaties, tax obligations, as well as for the fulfilment of official notifications or requirements.

Mexican and foreign judicial authorities, in order to comply with the Law, as well as in notifications, requirements or official requirements of a judicial nature.

YOUR CHOICES

You have the freedom to choose how you want us to use and share your information, i.e. you can manage your communication preferences, as well as request an update, correction or deletion of your personal information, by sending an email to data@tree-alliance.com.

CHILDREN'S PRIVACY

We do not knowingly collect information from children under the age of 15, nor do we knowingly target the Service to children under the age of 15.

DATA SECURITY AND RETENTION

We take measures to protect your personal information from unauthorised access, disclosure, alteration or destruction. We also retain your information only for as long as necessary to fulfill the purposes for which it was collected and in accordance with applicable laws.

CHANGES AND CONTACT

We may update this privacy notice from time to time, and any changes will be posted on our websites. If you have questions or concerns about this privacy notice or how we handle your information, please contact us by email at data@tree-alliance.com.

ARCO RIGHTS

Users have the right to know what personal data is held by the controller, what it is used for and the conditions of the use we make of it (Access). It is also their right to request the correction of personal information if it is out of date, inaccurate or incomplete (Rectification); to have it removed from our records or databases when they consider that it is not being used in accordance with the principles, duties and obligations provided by law (Cancellation); as well as to oppose the use of their personal data for specific purposes (Opposition). These rights are known as ARCO rights.

In order to exercise any of the ARCO rights, the user may submit a written request to the responsible area, by e-mail to: data@tree-alliance.com

The data to be provided are:

- The name of the holder and their address or any other means of receiving notifications;
- The documents that prove the identity of the holder, and if applicable, the personality and identity of his/her representative;
- If possible, the area responsible for processing the personal data;
- The clear and precise description of the personal data in respect of which any of the ARCO rights are sought to be exercised, except in the case of the right of access;
- The description of the ARCO right to be exercised, or what the data subject is requesting; and
- Any other element or document that facilitates the location of the personal data, if applicable.

In the case of requesting rectification, you must additionally indicate the modifications to be made and provide the necessary official documentation to support your request. In the right of cancellation, you must state the reasons for the deletion. And in the right of objection, you must state the reasons justifying the termination of the processing of the personal data and the damage or harm it would cause you, or, if the objection is partial, you must state the specific purposes with which you do not agree, provided that this is not a mandatory requirement.

The responsible area will respond through the means designated by the personal data owner in his request, within 20 working days, which may be extended by 10 more working days upon prior notice. The response will indicate whether the request for access, rectification, cancellation or opposition is appropriate and, if applicable, will be effective within 20 working days following the date on which the response is communicated.

If the user considers that his or her rights regarding the protection of personal data have been violated, he or she may turn to the Federal Institute for Access to Information and Data Protection (IFAI), its website is: www.ifai.mx

MUTUAL AGREEMENT

This privacy notice is subject to the terms and conditions described above, which constitutes a legal agreement between the user and THE ORGANISERS. If the user uses the services in any of the sites of THE ORGANISERS, it means that you have read, understood and agreed to the terms set forth above.

THANK YOU FOR TRUSTING US WITH YOUR PERSONAL INFORMATION.

Date of update: 04 June 2024