

Graphics Canada Expo Privacy Policy

This Privacy Statement sets forth the practices of Graphics Canada regarding the collection and use of information relating to the Graphics Canada website and other activities of Graphics Canada tradeshow.

Graphics Canada created its policy with a fundamental respect for the rights to privacy of our customers, exhibitors, registrants and visitors. In accordance with Canada's CASL (Canadian Anti-Spam Legislation), and FOIP (Freedom of Information and Protection Act), we adhere to the policies outlined in these legislations, whereby we do not rent or sell our lists or your information.

Information Collection and Use

When registering for our trade show and collocated events, using our website, ordering badges and signing up for certain selected services, you may be asked for information about yourself, including but not limited to contact information (such as name, company, e-mail address, mailing address, phone number) or demographic information (such as job title and purchasing responsibilities, company information). This information is essential in organizing Graphics Canada Expo as the leading graphic communications and printing show in Canada and is used to:

- provide registrants with details regarding their name badge, status of their registration when they request to attend one of our events
- provide attendees with information and updates about the trade show, including schedules, collocated events, seminars, conferences, trade show admission and registration confirmation
- communicate with attendees about future trade show events and related products and services
- improve our trade show events and related products and services
- comply with legal and regulatory requirements

How do we use the information?

When you register for our events, we use your information to process and fulfill your registration order. We may send you an email to confirm your request for trade show and conference admission, as well as reminders, updates and newsletters about attending Graphics Canada and future events. We may also need to contact you by regular mail, email or phone if we have any questions about your request for admission or show registration. You may choose not to receive these communications.

We may also use this information to inform you of new products and upcoming events that may be of interest to you or of technologies you have indicated.

We may combine demographic information you have supplied with site usage data to produce general profiles, in aggregate form that cannot identify you personally, about our members, customers' and visitors and their preferences in the content of the site and advertising.

We use aggregate demographic information about our members, customers and visitors to improve our service and our visitors, exhibitors and customer experience

When you register for Graphics Canada, your information is collected through our official registration company. Since you are also their customer, they are also very serious about protecting your privacy and will only use your information as outlined in this policy.

With your express consent, when you register, purchase a ticket or complete a survey or participate in any promotion on our website, we'll use the information you give us to send you email or regular mail about our products, services or other events you might be interested in. We may also use the information through your job profile that will help us personalize your experience by using your product interests and purchase information to recommend other services or promotions that we believe might interest you, including those of other companies. But, only Graphics Canada and / or our Official Contractors will send you these messages, when you have given express consent. We may also notify you of functionality changes to the websites. We only share your information with our trusted Official Contractors (third party service providers who manage data and registration services. These third parties provide specific services and administer activities offered on our website; for example, registration services, call and email center and credit card processing. These third parties are not authorized to discuss or make any use of your personal information; it can only be used to provide such services.

We won't sell, trade or rent any of your personal information other than the disclosures described in this policy. The only time we may disclose specific individual information is if we reasonably believe it is necessary to comply with applicable laws or regulations or to protect the interests of Graphics Canada, affiliates or its guests.

For our services that require payment (such as certain event and conference registration), we collect credit card information (such as account name, numbers and expiration date), which is used for billing purposes only, and is not otherwise shared, except with a reputable third-party processing vendor.

In your online registration request you may specifically ask or express interest in certain technologies, features, conferences, educational components, receptions or other collocated events held in conjunction with Graphics Canada Expo, some free of charge some for which a fee is required and indicated clearly on the registration form. We may use information you have provided to process transactions you request. We may also mail or email you information and updates on the services and features you requested or to inform you of new products and upcoming events that may be of interest to you based on the criteria you have indicated or your preferences.

From time to time we may invite you to provide information via exhibitor or attendee surveys or contests. Participation in these surveys is completely voluntary and therefore you have a choice whether to reply, unsubscribe or disclose requested contact information (such as name and mailing address) and demographic information (such as zip code or job title) so we may learn more about the demographics of people attending our events and about the Canadian printing industry that the show serves.

We use "cookies," (a "cookie" is a piece of data stored on the user's hard drive containing information about the user). Cookies make it possible for us to reduce the number of times you are required to login or to tailor the website to fit your interests. Most Internet browsers allow you to erase cookies from your computer hard drive, block cookies or receive a warning before a cookie is stored. Please refer to the instructions or help screen of your browser to learn how it

handles cookies. The Graphics Canada Expo website has links and urls to the show exhibitors and business affiliates that may also use cookies. We have no access to or control over these business affiliates' cookies, so we urge you to read their privacy policies for information. Automatically collected data such as cookies and log files help us understand the interests of our visitors in order to enhance their experience on our sites. We also use this information for our internal security audit log, trend analysis and system administration, and to gather broad demographic information about our user base for aggregate use.

Shared data

We partner with other third parties, our trusted Official Contractors, to provide specific services. For example, exposition registration services is provided by a third party. These third parties are not allowed to use information about you except for the purpose of providing these services. We may share aggregated or composite information that does not identify you personally with our advertisers, exhibitors and business affiliates. GC may be required to provide information about any of its customers or prospective customers to law enforcement or government agencies.

We do not sell, trade or rent your personal information other than the disclosures described in this policy. If you want to upgrade you information or remove yourself from any of the emails or regular lists, simply call us at 4163852030 or email info@graphicscanada.com or write to us at:
Customer Service
Graphics Canada
PO Box 38629
Toronto, ON, M2K 2Y5, Canada

By using our website, you're agreeing to let us collect and use your information as we describe in this Privacy Policy. Occasionally, we may make changes to our information practices or change our website's functionality. If we do, we'll update this Privacy Policy, so please visit this page to stay on top of any changes to our Privacy Policy. If you have any questions or comments about our website or this Privacy Policy, please contact us and let us know.