

MID-ATLANTIC NURSERY TRADE SHOW, INC.
WEBSITE PRIVACY POLICY

This document was updated on May 25, 2018.

The Mid-Atlantic Nursery Trade Show (MANTS) (also referred to as "we", "us", and "our") is committed to protecting the privacy and security of the personal information we receive or collect from you. We also believe in transparency and are committed to informing you about how we treat your personal information.

MANTS has prepared this Privacy Policy (the "Policy"), together with our [Terms of Use](#) and any documents referenced therein, to inform you ("you", "your" or "user") of our practices regarding personal information that we collect, use, and share regarding our website and other services provided by us. The Policy also describes certain rights and options that you have with regard to your personal information.

This Policy covers all personal information collected by us through [mants.com](#) (the "Website") and through the provision of services to you.

This Policy does not apply to any information that you may provide to us offline or any other website or service operated by MANTS or third parties.

PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND HOW WE TREAT YOUR PERSONAL INFORMATION AND WHAT CHOICES AND RIGHTS YOU HAVE IN THIS REGARD. IF YOU DO NOT AGREE WITH THE TERMS AND CONDITIONS OF THIS POLICY, YOU SHOULD NOT ACCESS OR USE THE WEBSITE OR OUR SERVICES.

OUR ROLE IN PROTECTING YOUR PERSONAL INFORMATION

MANTS is responsible for implementing applicable data protection principles and safeguarding the personal information that you provide to us through our Website. If you are a user in the European Union (the "EU") or the European Economic Area ("EEA"), MANTS acts as the controller of the personal information we collect via the Website for purposes of the E.U. General Data Protection Regulation, 2016/679 (the "GDPR").

WHAT INFORMATION DOES MANTS COLLECT?

We may collect and process the following personal information from you for the following purposes:

Category	Types of Data and Purpose
Contact Information	When you visit our Website or ask for services, we may ask you for your name, address, telephone number, email address, fax number, organization name, or other contact details in order to respond to your requests or inquiries.
User Account Information	In order to access and use certain exhibitor and attendee registration features of our Website, you must first complete a registration. When you

	create an account, we collect your contact information, other identity information (e.g., age), other demographic information (location), username and password, and other registration information, including payment information. This information is necessary to enable us to provide you the account you have requested and to maintain the account and your profile. You may update your account information by editing the information associated with your account.
Trade Show Registration and Waitlist Information	When you register for a trade show hosted by us, we collect your contact information and other details necessary for processing the registration, including payment information. When completing registration form or wait list application, we will request certain information from you, including contact information (like name, address, email address, and business information) and financial information (like credit card number, expiration date) for billing and fulfillment purposes.
Business Information	When you seek services from us in the course of contractual or customer relationships between you, your organization and MANTS, we collect business contact information and other personal information in order to provide you with the services you have requested.
Financial and Payment Information	When you purchase goods or services, including registration, from MANTS, we may collect your bank account and other data necessary to process payments, including credit card numbers, security codes, expiration dates, and other related billing information.
Location Information	When you use our Website, we may collect information about your use of our Site and services for advertising, analytics, to serve content and to protect our Site and services. Location information collected may include your Internet Protocol (IP) address or similar location-tracking technologies.
Cookies	When you visit our Website, we may collect cookies and use similar technologies to, among other things, provide you with a more personal and interactive experience on our Site, to improve our marketing efforts, and for usage analytics for our Website (e.g., page response times, download errors, length of visit, webpages visited, etc.). Please see our Cookies and Similar Technologies Policy for more information. If you choose to disable cookies and similar technologies, some areas and features of the Site may not work properly.
Automated Information	When you visit our Website, we automatically collect information from your browser or your mobile device, which may include your Internet Protocol (IP) address or unique device identifier, cookies and data about which pages you visit in order to allow to operate and provide the Website and our services. This information is used to maintain and improve the security of our Website and services, to analyze and improve the quality of our Website and services, to understand how you interact with the Website, and to provide advertising to you and a more personalized

	experience. To learn more about our collection of technical data, please visit our Cookies and Similar Technologies Policy .
Email Interconnectivity	If you receive email communications from us, we may use certain tools to capture data related to if/when you open our message, click on any links or banners it contains, or make purchases. Other information collected through this email tracking feature includes: [your email address, the date and time of your "click" on the email, a message number, the name of the list from which the message was sent, a tracking URL number, and a destination page]. We use this information to enhance our marketing efforts. We do not sell or distribute this information to third parties.
Feedback / Support / Inquiries	If you provide us with feedback or contact us for support or ask us questions, we will collect your name, email address, other contact information and other information needed to respond to your feedback, request for support, or answer your question.
Requests for Information	When completing a request for additional information from MANTS, we will request certain information from you, including: name, email, address, telephone, fax, company name, job title, company website, company twitter, referrals.
Order Placement	When you place an order with or purchase goods or services from us, we collect your name, billing address, shipping address, email address, and contact details, shipping preferences, and payment information.
Sensitive Personal Information	When necessary in order to respond to your requests for services, we may collect information regarding your financial information. MANTS will only collect this sensitive personal information with your express consent or as otherwise permitted by applicable law.
Your Communications	When you communicate with us, we may retain your communications in order to process and respond to them, as well as to improve our Services. We may use your email address to communicate with you about our Services or send you periodic emails if you decide to opt-in to any of our mailing lists.
Your Registrations and Waitlist Applications	When completing registration form, we will request certain information from you, including contact information (like name, address, email address, and business information) and financial information (like credit card number, expiration date) for billing and fulfillment purposes.

In addition to the information that we collect from you directly, we may also receive information about you from other sources, including third parties, business partners, our affiliates, or publicly available sources.

HOW WILL MANTS USE YOUR PERSONAL INFORMATION?

In addition to the uses described above, MANTS uses the personal information collected in an effort to improve your experience on the Website, to provide services to you, and to communicate

with you about the information you have requested. MANTS may also use personal information to help target specific offers to you and to help MANTS develop and improve our Site and services. Additionally, MANTS may use your personal information in the following ways:

- To provide you with services you have requested and to manage our relationship with you, including administering your account, processing payments, accounting, auditing, billing and collection and taking other steps necessary to the performance of our business relationship with you;
- To present and improve Site content and functionality;
- To respond to visitor, subscriber, and member inquiries;
- To determine user interests, needs, and preferences;
- To provide notice of changes to our Site or the services we offer or provide through it;
- To accept event registration information submitted by you;
- To deliver the Services to you and honor our contract with you, including, but not limited to, providing you with access to publications and trade-show related e-blasts;
- To conduct research and analysis;
- To develop new products and services;
- To manage and maintain the security of our Site and services;
- To market our services to you. We will only provide you with marketing related information after you have, where legally required to do so, opted in to receive those communications and having provided you with the opportunity to opt-out of such communications at any time. We do not sell or distribute this information to third parties or use it for any other purpose without your consent, or other recognized legal basis;
- To comply with our legal and compliance obligations, including maintaining records, performing compliance audits, etc.
- For insurance purposes;
- To exercise and defend our legal rights, or to comply with court orders;
- For any other purpose related to and/or ancillary to any of the purposes and uses described in this Policy for which your personal information was provided to us;
- In any other way we may describe when you provide the information; and
- For any other purpose to which you have consented or for which we have a legal basis under law.

We may process your personal information in connection with any of the purposes and uses set out in this Policy on one or more of the following legal grounds:

- because it is necessary to perform the services you have requested, to comply with your instructions, or other contractual obligations between you and MANTS;
- to comply with our legal obligations as well as to keep records of our compliance processes;
- because our legitimate interests, or those of a third-party recipient of your personal information, makes the processing necessary, provided those interests are not overridden by your interests or fundamental rights and freedoms;
- because you have chosen to publish or display your personal information on a public area of the Website, such as the exhibitor profile or comment area;
- because it is necessary to protect your vital interests;
- because it is necessary in the public interest; or
- because you have expressly given us your consent to process your personal information in a particular manner.

We do not use your personal information for making any automated decisions affecting or creating profiles other than as described above.

We obtain your consent when you initially apply to exhibit or attend MANTS to (1) send marketing communications; (2) for third-party data-sharing relating to advertising; and (3) for the use of cookies and similar technologies.

HOW DOES MANTS USE COOKIES AND SIMILAR TECHNOLOGIES?

The Website may, like many websites, passively collect information about your browsing activities using cookies and similar technologies as further described in our Cookies and Similar Technologies Policy at www.mants.com. We collect this information about your browsing activities solely to improve the content and the functionality of the Website.

DISCLOSURE OF YOUR INFORMATION

Category	Disclosure Contexts
Subsidiaries and Acquisitions	We may share your personal information with our corporate subsidiaries and affiliates. In addition, we may disclose your personal information in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our company assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our website users is among the assets transferred. For example, if another company acquires MANTS, we will share your personal information with that company.

Disclosures With Your Consent	We may ask if you would like us to share your personal information with other unaffiliated third parties who are not described elsewhere in this Policy. We will only disclose your personal information in this context with your consent.
Disclosures Without Your Consent	We may disclose your personal information in response to subpoenas, warrants, court orders or other legal process, or to comply with relevant laws. We may also share your personal information in order to establish or exercise our legal rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our Terms of Use, or to comply with your request for shipment of items ordered from us to the provision of services by a third-party.
Directories	You consent through account or trade show registrations to having your contact information shared with other account holders, conference attendees, exhibitors, and visitors to the Website.
Third Parties	MANTS may provide personal information about you to third parties that offer products and services specifically requested by you.
Service Providers	We may share your personal information with our service providers. Among other things, service providers may help us to administer the Website, support our provision of services requested by you, provide technical support, send marketing, promotions and communications to you about our service, payment processing and other legitimate purposes permitted by law.
Aggregated Data	We may disclose aggregated information about our users, and information that does not identify any specific individual, such as groupings of demographic data and customer preferences, for marketing development.

HOW LONG DOES MANTS STORE DATA?

MANTS will retain your personal information as needed to fulfill the purposes for which it was collected. MANTS will retain and use your personal information as long as necessary to comply with our business requirements and legal obligations, to resolve disputes, to protect our assets, to provide our services, and to enforce our agreements.

When we no longer have a purpose to retain your personal information, we will security destroy your personal information in accordance with applicable law and our policies. We take reasonable steps to delete the personal information we collect if your registration to use our Website lapses and you opt out of receiving further communications from us, or if you ask us to delete your information, unless we determine that doing so would violate our existing, legitimate legal, regulatory, dispute resolution, contractual, or similar obligations. We may retain and use

anonymous and aggregated information for performance reporting, benchmarking, and analytic purposes and for product and service improvement.

DATA SECURITY

MANTS has put in place appropriate security measures to prevent your personal information from being lost accidentally, used or accessed in an unauthorized manner, altered, or disclosed. While our security measures seek to protect your personal information in our possession, no security system is perfect, and no data transmission over the Internet can be guaranteed to be completely private or secure. As a result, MANTS cannot promise that your personal information will remain absolutely secure in all circumstances.

The safety and security of your personal information also depends on you. Where you use a password for access to restricted parts of the Website, you are responsible for keeping the password confidential. Do not share your password with anyone.

If a security breach causes an unauthorized intrusion into our Site or systems that compromises your data, we will notify you and any applicable regulator when we are required to do so by applicable law.

UPDATING YOUR PERSONAL INFORMATION

If the personal information you have provided to us changes, please let us know. For instance, if your email changes, you may wish to cancel any request you have made of us; or, if you become aware of inaccurate personal information about you, you may use the Contact Us details provided at the end of this Policy to update your information. You may also edit your account details if you have a user account through our Website.

We are not responsible for any losses arising from any inaccurate, inauthentic, deficient or incomplete personal data that you provide to us.

YOUR RIGHTS TO ACCESS AND CONTROL YOUR PERSONAL INFORMATION

Please use the Contact Us details at the end of this Policy to exercise your rights and choices under this Policy. If you would like to manage, change, limit or delete your personal information or you no longer want to receive any email, postal mail, or telephone contact from us or our affiliates in the future, such requests may be submitted via the Contact Us details at the end of this Policy.

Right of Access. If required by law (e.g., under the GDPR), upon request, we will grant reasonable access to the personal information that we hold about you (if any).

Accuracy. Our goal is to keep your personal information accurate, current, and complete. Please contact us if you believe your information is not accurate or changes.

Right to Object. In certain circumstances, as permitted under applicable law, you have the right to object to processing of your personal information and to ask us to erase or restrict our use of your personal information. If you would like us to stop using your personal information, please contact us and we will let you know if we are able to agree to your request.

Right to Erasure and Deletion of Your Personal Information. You may have a legal right (for instance, if you are located in the EU or EEA under the GDPR) to request that we delete your personal information when it is no longer necessary for the purposes for which it was collected, or when, among other things, your personal information has been unlawfully processed. All deletion requests should be sent to the address noted in the Contact Us section of this Policy.

We may decide to delete your personal information if we believe it is incomplete, inaccurate or that our continued storage of your personal information is contrary to our legal obligations or business objectives. When we delete personal information, it will be removed from our active servers and databases and our Site, but it may remain in our archives when it is not practical or possible to delete it. We may also retain your personal information as needed to comply with our legal obligations, resolve disputes, or enforce any agreements.

Right to Withdraw Consent. If you have provided your consent to the collection, processing and transfer of your personal information, you have the right to fully or partially withdraw your consent. To withdraw your consent, please notify us using the information in the Contact Us section of this Policy, and you may follow opt-out links on any marketing communications sent to you.

Once we have received notice that you have withdrawn your consent, in whole or in part, we will no longer process your information for the purpose(s) to which you originally consented and have since withdrawn unless there are compelling, legitimate grounds for further processing that override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims.

Withdrawal of consent to receive marketing communications will not affect the processing of personal information for the provision of our services.

Right to Complain. If you believe that your rights relating to your personal information have been violated, you have a right to lodge a complaint with the applicable enforcement authority or seek a remedy through the courts. You may also lodge a complaint with us by contacting us using the information provided in the Contact Us section of this Policy.

Online Tracking. We do not currently recognize browser settings or signals of tracking preferences, which may include "Do Not Track" instructions. "Do Not Track" is a web browser setting that seeks to disable the tracking of individual users' browsing activities. It is a standard that is currently under development. As it is not yet finalized, we adhere to the standards set out in this Policy and do not currently respond to "Do Not Track" signals on our Website or on third-party websites or online services where we may collect information.

California Residents. California residents may be entitled under California Civil Code Section 1798.83 to ask us for a notice describing what categories of personal information (if any) we share with third parties or affiliates for those parties to use for direct marketing. If you are a California resident and would like a copy of such notice, please submit a written request to us using the information in the "Contact Us" section of this Policy.

European Union or European Economic Area Residents. If you are located in the EU or EEA and believe we have not processed your personal information in accordance with applicable

provisions of the EU GDPR, you may lodge a complaint with your local data protection or supervisory authority.

CROSS-BORDER TRANSFERS OF PERSONAL INFORMATION

MANTS is located and established in the United States, and, therefore, your personal information may be transferred to, stored, or processed in the United States. While the data protection, privacy, and other laws of the United States might not be as comprehensive as those in your country, we take necessary and appropriate steps to protect the privacy and security of your personal information. By using the Website or requesting services from us, you understand and consent to the collection, storage, processing, and transfer of your information to our facilities in the United States and those third parties with whom we share it as described in this policy.

Residents of the EU/EEA. When storing, hosting, or otherwise processing your information (including personal data), MANTS may send such data outside of the European Union (EU) and the European Economic Area (EEA). When we transfer information to the United States or other countries, we do so for the purposes set forth in this Privacy Policy and in accordance with applicable law. We rely on recognized legal bases to lawfully conduct cross-border/international transfers of personal information outside of the EU or EEA, such as your express informed consent to do so (as noted above), when transfer is necessary for us to deliver services pursuant to an agreement between us and you or when the transfer is subject to safeguards that assure the protection of your personal information, such as the European Commission's approved standard contractual clauses.

LINKS TO OTHER SITES

The Website may contain links to, and media and other content from, third party websites. These links are to external websites and third parties with which we have no relationship. Because of the dynamic media capabilities of the Website, it may not be clear to you which links are to the Website and which are to external, third party websites. If you click on an embedded third-party link, you will be redirected away from the Website to the external third-party website. You can check the URL to confirm that you have left this Website.

MANTS cannot and does not (i) guarantee the adequacy of the privacy and security practices employed by or the content and media provided by any third parties or their websites, (ii) control third parties' independent collection or use of your personal information, or (iii) endorse any third-party information, products, services or websites that may be reached through embedded links on this Site.

Any personal information provided by you or automatically collected from you by a third party will be governed by that party's privacy policy and terms of use. If you are unsure whether a website is controlled, affiliated, or managed by us, you should review the privacy policy and practices applicable to each linked website.

CHILDREN UNDER THE AGE OF 18

The Children's Online Privacy Protection Act (COPPA), as well as other data privacy regulations, restrict the collection, use, or disclosure of Personal Information from and about children on the internet. The Website is not directed to children aged 18 or younger, nor is information knowingly collected from children under the age of 18. No one under age 18 may access, browse, or use the Website or provide any information to or on the website. If you are under 18, please do not use or provide any information on this website. If we learn we have collected or received personal information from a child under the age of 18 without a parent or legal guardian's consent, we will take steps to stop collecting that information and delete it.

For more information about the COPPA, please visit the Federal Trade Commission's website at: <https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule>.

CHANGES TO THIS POLICY

We reserve the right to update and change this Policy from time to time in order to reflect any changes to the way in which we treat your personal information or in response to changes in law. Any changes we make to this privacy policy will be communicated promptly on this page. If we make material changes to how we treat our users' personal information, we will also notify you through a notice on the website home page. The date the privacy policy was last revised is identified at the top of this Policy.

HOW TO CONTACT US

If you have any questions or comments about this Policy, wish to access the personal information we hold about you; believe the personal information we have about you is incorrect, or if you wish to make a complaint about how we have handled personal information about you, please contact us using the contact details below and we will do our best to assist you:

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