

## 1. Rules and Regulations

By registering or accepting the admittance to the exhibition, visitors agree that they shall observe and comply with the applicable rules and regulations along with the exhibition's rules and regulations (the copy of the regulations is obtainable from the Fair Manager on request).

## 2. Visitor Conduct

Visitors shall not do, or permit anything to be done, which shall cause a disturbance, nuisance, annoyance, inconvenience, damage to any person or thing or which in the opinion of the Fair Manager does not conform with the general standards of the exhibition or amounts to a breach of these rules and regulations or applicable laws and regulations generally applying.

Visitors may not bring any camera, video recording equipment of any kind to the Exhibition without the prior written consent of the Fair Manager. The Fair Manager reserves the right to search the belongings of any visitor at any time.

It is expressly prohibited for visitors to record images in any form while attending the exhibition without the prior written consent of the Fair Manager. Such prohibition includes, but is not limited to, the taking of photographs, video recording of any type and drawing or sketching of images. Visitors agree to surrender to the Fair Manager on demand any material on which images may be recorded in violation of this rule, including but not limited to film, video tapes, sketchbooks, camera phones and digital storage devices.

Should a visitor in breach of the above rule record any image, the copyright and other intellectual property or other rights (including the avoidance of doubt, rights in sound recording and broadcasts) (hereinafter referred to as "Intellectual Property Right" or "IPR") whether arising now or in the future shall vest in the Fair Manager unconditionally and immediately on the creation or recording of the images. The visitor undertakes to execute all deeds and documents and to do all things as the Fair Manager may require to vest in the Fair Manager including, without limitation, delivery of the images or copies of them in any media.

The Fair Manager reserves the right to refuse admittance to any visitor or to require any visitor to leave if in the Fair Manager's opinion his or her behavior is in breach of these rules and regulations or of any rules and regulations of the exhibition hall, or contravenes applicable laws and regulations generally applying. The opinion of the Fair Manager is final in this regard.

## 3. Liability

The Fair Manager shall not be liable to any visitor for any loss of or damage to any of his or her property occurring (from whatever cause) in or about the exhibition hall nor for the death of or any injury sustained by any visitor whilst on or leaving the exhibition hall (other than for death or injury resulting from negligence to the extent this cannot be excluded or restricted at law and then only to such extent). The visitor agrees that the Fair Manager shall not incur any liability to him or her for any products displayed or sold by any exhibitor at the exhibition.

Each visitor agrees to indemnify and hold the Fair Manager harmless, on demand, against all claims, liabilities, losses, suits, proceedings, damages, judgments, expenses, costs (including legal fees) and charges of any kind howsoever incurred by or on behalf of or made against the Fair Manager arising out of any infringement or other claim relating to or arising out of the unauthorized taking of any images by that visitor.

The visitor agrees that the Fair Manager shall not incur any liability to him/her for any error or omission in any information relating to any exhibitor or its products in the exhibition’s official directory or in any other promotional or other printed materials or information provided by the Fair Manager or that exhibitor.

The visitor acknowledges and agrees that the Fair Manager, its employees, and its subcontractors may take a photograph or video which includes an image of the visitor (hereinafter referred to as the “Images”) while attending the exhibition. The visitor hereby consents to and grants to the Fair Manager and its affiliates the unrestricted, irrevocable, perpetual, worldwide, royalty-free, and transferable right and license to use (and grant others the right to use) the Images worldwide without any compensation. The visitor acknowledges that the Fair Manager is the sole and exclusive owner of all rights to the Images and hereby waives (a) any and all rights to such Images and (b) any and all claims the visitor may have relating to or arising from the Images or their use.

No waiver by the Fair Manager of any of the provisions of these rules and regulations or of any of its rights hereunder shall have effect unless given in writing and signed by any director of the Fair Manager.

**4. Collection and Use of Personal Data**

Personal data shall be used for purposes such as processing visitor applications, personal authentication and identification for provision of services, visitor management, personal authentication pursuant to the Internet real-name system, preventing illegal use of services, and notifications of all sorts.

Collected items such as industry, business nature, fields of interest, and purpose of visit shall only be used for the visitor statistics in accordance with Article 18 of the Personal Information Protection Act.

Items	Purpose of collection	Retention period
Required items: Gender, full name, e-mail, company name, zip code, company address, department, job position, company phone number, mobile phone number, industry, business nature, field of interest, purpose of visit, purchasing responsibility, job function, annual purchasing budget, annual turnover, and number of employees	Authenticating and identifying visitors, issuing attendance certificate, using visitor statistics, and providing match-making services for participating companies and buyers	One (1) year

You have the right not to consent to the collection and use of personal data. If you do not consent to the collection and use of the particulars of required personal data, the minimum level of personal data to be collected, you may be unable to apply for pre-registration.

Please send requests to access or correct data, to cease communications, and questions or complaints to:

Informa Markets BN Co Ltd  
 8F Woodo Building., 214, Mangu-ro,  
 Jungnang-gu, Seoul, Republic of Korea  
 Tel: + 82 2 6715 5400 Fax: + 82 2 432 5885

E-mail: [global@seconexpo.com](mailto:global@seconexpo.com)

The Fair Manager may charge a reasonable fee for processing a data access request. For security purpose and in order to prevent and detect crime, visitors may be subject to a random bag search and CCTV camera recording in the Exhibition Centre.

### **5. Governing Law & Jurisdiction**

These rules and regulations shall be governed by and construed in all respects in accordance with the laws of the Republic of Korea and all visitors submit to the non-exclusive jurisdiction of the courts of the Republic of Korea.

The rights of the Fair Manager are cumulative and not exclusive of rights and remedies provided by law, and may be waived only in writing and specifically. Delay in exercising or non-exercise of any such right is not a waiver of that right.

In case of discrepancy between the English and other language versions, the English version is authoritative.