



To create the world's most meaningful and memorable experiences for marketers, show organizers and event attendees.

ges.com

Dear GES Client,

As you may be aware, a new European Union (EU) personal data privacy law, called General Data Protection Regulation (GDPR), goes into effect on May 25, 2018. GDPR applies to any company that offers goods or services inside the EU or monitors EU residents on a website. It creates significant new responsibilities for companies including provisions that relate to the transfer of personal information from show organizers to their contractors.

With the implementation of GDPR, we are updating our data processes and procedures to address new compliance requirements. If your organization is subject to GDPR and provides GES an exhibitor list, then one of the GDPR updates requires your organization to enter into a data processing agreement with GES.

We have created an amendment to satisfy this requirement. This amendment applies to personal data that GES processes for you, as our client, and outlines GES' use and protection of the exhibitor list data you provide. The amendment strictly limits GES' use of exhibitor lists, states our responsibility to secure the personal information, and aims at assisting you in meeting your organization's GDPR requirements.

The following documents are for your review in the Resources section of [GES' GDPR webpage](#):

- The [GES contract amendment](#) and
- A [statement of security practices](#) and protections that GES uses to protect your exhibitor list. As a certified Privacy Shield member since 2016, GES is committed to complying with the privacy laws of the European Union.

Please print, complete, and sign the amendment available [here](#), by June 30, 2018, and return it to gdpd-dpa@ges.com. Additional information can be found at www.ges.com/gdpr. Please reach out to your GES salesperson or directly to me if you have any additional questions.

On behalf of the entire team at GES, thank you for the confidence and trust you place in our organization to help you produce meaningful and engaging exhibitions and events.

Sincerely,

Jeff Quade
Chief Sales Officer
jquade@ges.com