

Privacy Policy

Effective Date: July 12, 2024

Welcome to the website www.cxw24.co ("Site") operated by Gertie Enterprises, LLC, a Delaware limited liability company ("Gertie", "we" or "us" or "our"). The terms "you", "your", and "yours" refer to the person using, visiting or accessing the Site. This Privacy Policy ("Privacy Policy") describes the information that we collect, what we do with it, how we protect it and when we disclose it to third parties, as well as your rights to it.

This Privacy Policy contains a binding arbitration requirement and your waiver of your right to a jury trial for resolution of any dispute with us in Section 28. You may opt out of this binding arbitration by following the procedures in Section 28(e).

How You Agree To This Privacy Policy

You agree to this Privacy Policy by visiting the Site.

IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, THEN DO NOT USE, VISIT OR ACCESS THIS SITE.

Categories of Information We Collect Through the Site

PERSONAL INFORMATION.

We collect information that can be used to identify you personally ("personal information") which may include the following:

Basic Information. We collect basic information such as your name, mailing address, location, company name, telephone number, and email address.

Identifying Information. We may collect information that cannot be used to easily identify you, though it could if paired with other personal information, such as your date of birth, your passport or national ID card, your social security number or other information linking you to an address.

Computer Information. We may collect information about your computer hardware and software, such as the operating system (e.g.: Windows or Apple) and web browser (e.g.: Chrome or Microsoft Internet Explorer) you use to use, visit or access this Site.

Browsing Information. We may collect the following information automatically using cookies and the Site's built-in technology: (a) the IP addresses from which you accessed our Site; (b) the domain name of the internet service you use; (c) the date and time of your visit, which pages on the Site you visit and duration of your page and site visits; (d) the address of the previous website you visited and if you arrive to us from another site's link; (e) browser type, browser version and unique device identifiers and other diagnostic data; (f) if you access the Site through a mobile device, the type of mobile device, your mobile device's unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data. We may also collect information that your browser sends whenever you visit the Site.

Social Media Information. If you register through or otherwise grant us access to a third-party social media service, we may collect social media information that is personal information associated with social media account, such as your name, your email address, your activities or your contact list associated with that account. If you share information with us through your social media account, you are giving us permission to use, share, and store it in a manner consistent with this Privacy Policy.

Financial Information. We do not collect your financial information.

How We Collect This Information

YOU PROVIDE IT TO US. We will collect personal information that you voluntarily provide to us when you use this Site. For example, if you sign up with us, sign up to receive updates, participate in polls or surveys, submit information through a form on our site or similar page, or send us any message, we will collect information that you provide to us in such request, submission, or message. We may also collect any message or other material you may post or submit through the Site or to us by email and personal information about you from third parties.

WHEN YOU SIGN UP FOR COMMUNICATIONS. When you sign up to receive updates, newsletters or communications from us or join our mailing list on the Site we may ask you for contact information, such as your full name, email address, phone number, website, occupation, social media handle(s), mailing address, as well as information about your interests.

THROUGH COOKIES.

Cookies. This Site use tracking software and similar technology that automatically collects information about your computer hardware and software. Below are some of the technologies and techniques that may be used to automatically collect information from or about you:

Cookies. Cookies are bits of electronic information that a website can transfer to a visitor's hard drive to help tailor and keep records of their visit. Cookies allow website operators to better customize visits to the site to the visitor's individual preferences. Many commercial web sites use cookies. Although most web browsers automatically accept cookies, you can usually change your browser to prevent or notify you whenever you are sent a cookie. This gives you the chance to decide whether or not to accept it. However, if you set your browser to not accept cookies, you may not be able to access certain features on the Site.

Flash Cookies. Flash cookies (also called Local Shared Objects or LSOs) are data files similar to cookies, except that they can store more complex data. Flash cookies are used to remember settings, preferences and usage, particularly for video, interactive gaming and other similar services.

Log Files. Log files track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

Web Beacons. Web beacons, tags, and pixels are electronic files used to record information about how you browse the Site.

THROUGH SOCIAL MEDIA AND SHARE LINKS. When you like or follow us on Facebook, Instagram, LinkedIn, Twitter or other social media sites, we may collect your information. This information may

include your name, image, email address, social media handle(s), social media friends and any comments or content you post. We may also collect your information if you sign up for one of our promotions or submit information to us through Facebook, Twitter or another social media site. These links may include the use of so-called "share links." A share link is a button and/or text link appearing on the Site that launches a sharing mechanism that allows you to post links to, and content from, the Site onto other websites.

Why We Collect and Use This Information

PURPOSE. Our primary purpose in collecting information is to provide you with products, services, experiences and information that relate to the reasons you signed up with our Site or for our products or services. We may also use information to conduct research and analysis or to improve the Site, our products or services.

YOUR EXPERIENCE. We collect and use your personal information and other information to help us improve your experience on the Site, to enable us to give you convenient access to services and to focus on categories of interest to you. In addition, your personal information helps us notify you about our latest announcements, special offers and sales.

COMMUNICATE WITH YOU. We collect and use your personal information to communicate with you about our activities as well as about issues which you may have expressed an interest. We collect personal information to contact you by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or communications concerning features, services or products you have contracted for, security updates, or your experience with the Site or our products or services.

EXPANSION. We collect and use your personal information and other information to expand our product and service offerings, content and features.

OPERATE THE SITE. We collect and use personal information for the operation of the Site and to provide general statistics regarding use of the Site. We collect personal information to manage your account and to manage your registration with the Site, or to provide you with features available as a registered user.

TO MANAGE YOUR REQUESTS. We collect personal information to manage your requests to us.

How We Protect Your Personal Information

STORAGE. When we collect information including personal information, we include it in our computerized databases and records of customers and potential customers. We implement and maintain reasonable security measures to protect those records from unauthorized access, acquisition, destruction, use, modification, or disclosure and we require all of our subcontractors and business partners who may handle, process, manage, obtain, transmit or store personal information to do so as well. We use secure servers and encryption and we have security measures in place to protect against loss, misuse and unauthorized access to personal information. While we will use such efforts, we cannot and will not act as insurers of the security of your personal information.

Accordingly, you acknowledge and agree that we will not be liable for any disclosure of data to third

parties whether due to errors in transmission, unauthorized third-party access or other acts of third parties, or acts or omissions beyond our reasonable control.

LIMITED ACCESS. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and who are required to keep the information confidential.

NO SALE. We will not sell any of the personal information about you we collect to any third party.

When We Disclose Your Personal Information

PURPOSES. We will not disclose your personal information to third parties without your consent, except as described in this Privacy Policy.

AFFILIATES. We may share your personal information with our affiliates. Our affiliates include our technology consultants and webmasters, as well as customer service representatives and contractors who we engage or partner with to provide products, services, support and marketing to our customers and potential customers, such as fulfilling orders, delivering packages, sending postal mail and emails, analyzing customer data, providing marketing assistance, investigating fraudulent activity, conducting customer surveys and providing customer service.

GOOGLE ANALYTICS. We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here:

<https://tools.google.com/dlpage/gaoptout>.

BUSINESS PARTNERS. We may share your contact information with third parties that have products or services that we believe may be of interest to you.

DISCLOSURE TO SUCCESSORS. We may disclose your personal information to any actual or potential successor-in-interest of ours, such as a company that is seeking to acquire us, invest in us, merge with us, or that does acquire us or our business or any part of our business.

SITE ADMINISTRATORS. We may disclose your personal information to third-party service providers who help us provide, build or maintain the Site. We require by contract that these third-party service providers implement and maintain reasonable security practices to protect your personal information.

EMERGENCY. We may disclose your personal information to prevent an emergency, to protect or enforce our rights, to protect against suspected fraud, to protect or enforce the rights of a third-party or as required or permitted by law (including, without limitation, to comply with a subpoena or court order).

AGGREGATE INFORMATION. We may share aggregate information about our customers for educational, research, analytic or benchmarking purposes. When shared in this form, no individual customer is identified.

RELATED COMPANIES. We may share your personal information with companies that are related to us (that is, companies that control us, are controlled by us or are under common control with us).

WITH OTHER USERS. When you share personal information or otherwise interact in the public areas

with other users, that information may be viewed by all users and may be publicly distributed outside the Site. If you access the Site through a third-party social media service, your contacts on that third-party social media service may see your name, profile, pictures and activity information; and other users may be able to view the same personal information.

LAW ENFORCEMENT. We may be required to disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

OTHER LEGAL REQUIREMENTS. We may disclose your personal information in the good faith belief that such action is necessary to: (a) comply with a legal obligation; (b) protect and defend our rights or property; (c) prevent or investigate possible wrongdoing in connection with the Site; (d) protect the personal safety of users of the Site or the public; or (e) protect against legal liability.

How long we keep your personal data

We retain personal information for no longer than necessary to fulfill the purposes for which it was collected and used, as described in this Privacy Policy, unless a longer retention period is required or permitted under applicable law. As permitted under applicable law, even after you stop using the Site or our products or services, we may still retain your personal information. However, your personal information will only be identified, reviewed, accessed or processed as required or permitted by law or in accordance with this Privacy Policy.

About Children's Personal Information

We are not targeting the Site to children, and we do not knowingly collect contact information from children under the age of 13. If you are under the age of 13, please do not email us, contact us, attempt to use the Site, submit information to the Site or ask us to email you.

Links to Other Websites

The Site may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the privacy policy of every website you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

DISPUTES AND GOVERNING LAW

GOVERNING LAW/CONSENT TO JURISDICTION. Any actions arising out of, or in any manner affecting the interpretation of, this Privacy Policy or the Site, any other service or product, whether under this Privacy Policy or otherwise will be governed by, and construed in accordance with, the laws of the United States and State of Illinois, excluding (i) conflict of laws principles; (ii) the United Nations Convention on Contracts for the International Sale of Goods; (iii) the 1974 Convention on the Limitation Period in the International Sale of Goods; and (iv) the Protocol amending the 1974 Convention, done at Vienna April 11, 1980. If for any reason a Dispute (defined below) proceeds in court rather than in arbitration (as prescribed below), **YOU HEREBY IRREVOCABLY AND UNCONDITIONALLY CONSENT TO THE EXCLUSIVE JURISDICTION AND VENUE OF COURTS LOCATED IN CHICAGO, ILLINOIS OVER ANY SUIT, ACTION OR PROCEEDING ARISING OUT OF THESE TERMS AND CONDITIONS OR YOUR USE OF THE SITE.**

DISPUTE RESOLUTION. By using the Site or purchasing our products or services, you hereby agree to the following:

“Dispute” means any dispute, controversy or claim arising out of, relating to, or in connection with: (A) this Privacy Policy, or the formation, meaning, breach, termination, enforceability or validity thereof; or (B) your use, purchase or access to the Site, any third-party site you access through this Site or to purchase our products or services; or (C) your use, purchase, participation in, or access to, our products or services.

Discussions. Any Dispute will be resolved, to the extent possible, within forty-five (45) days through discussions held in good faith between you and us or your and our appropriate representatives.

Mediation. If the Dispute has not been resolved after the 45-day discussion period, either party may refer the Dispute or claim to the American Arbitration Association under its Commercial Mediation Procedures, for mediation in CHICAGO, ILLINOIS or virtually for a period of one hundred twenty (120) days.

Mandatory Arbitration. If the Dispute is not settled by mediation within the 120-day period, litigation of such Dispute will be handled exclusively and entirely through arbitration administered by the American Arbitration Association in accordance with its commercial arbitration rules. Claims will be heard by a single arbitrator. Hearings may be conducted in-person, but they may be held virtually with the prior written consent of both parties to this Privacy Policy. Any hearings conducted in person will take place in CHICAGO, ILLINOIS. An arbitrator can award on an individual basis the same damages and relief as a court (including injunctive and declaratory relief or statutory damages). We and you agree that any dispute resolution proceedings will be conducted only on an individual basis and not in a class, consolidated or representative action. The arbitration and any proceedings conducted hereunder will be governed by the laws of the State of Illinois, Title 9 (Arbitration) of the United States Code and by the United Nations Convention on the Recognition and Enforcement of Foreign Arbitral Awards of June 10, 1958. Each party will bear its own costs and expenses and an equal share of the arbitrators' and administrative fees of arbitration. Except as may be required by law, neither a party nor an arbitrator may disclose the existence, content, or results of any arbitration hereunder without the prior written consent of both parties. Notwithstanding any language to the contrary, the parties hereby agree that the arbitrator's decision will be final and nonappealable. The arbitrator's decision may be entered in any court having jurisdiction thereof for enforcement.

30-Day Right to Opt Out. You have the right to opt out of the provisions of this arbitration agreement by sending written notice of your decision to opt out to: privacy@cxw24.co, within 30 days after first becoming subject to this arbitration agreement. Your notice must include your name and address, your username (if any), the email address you used to sign up an account with us (if you have one), and an unequivocal statement that you want to opt out of this arbitration agreement. If you opt out of this arbitration agreement, all other parts of this Privacy Policy will continue to apply to you. Opting out of this Arbitration Agreement has no effect on any other arbitration agreements that you may

currently have, or may enter in the future, with us.

Sole Exceptions to Mediation and Arbitration. The only exceptions to the previous requirement to arbitrate are that: (a) either party may bring individual claims in small claims court in Chicago, Illinois if they qualify for small claims court in Chicago, Illinois and as long as the matter remains in such court and advances only on an individual (non-class, non-representative) basis; and (b) either party may bring claims in court in Chicago, Illinois to enjoin infringement or other misuse of intellectual property rights or to enforce the decisions by arbitrator, provided that such suits advance only on an individual (non-class, non-representative) basis.

Waive Jury Trial. If, for any reason, a claim proceeds in court rather than in arbitration you and we each waive any right to a jury trial. YOU AND WE HEREBY WAIVE ANY CONSTITUTIONAL AND STATUTORY RIGHTS TO SUE IN COURT (OTHER THAN AS OTHERWISE PERMITTED HEREIN) AND HAVE A TRIAL IN FRONT OF A JUDGE OR A JURY.

How and When the Privacy Policy is Updated/How You will be Notified of these Changes

We reserve the right to change, add, subtract, update or amend all or any part of this Privacy Policy at any time without notice to you. We will post any Privacy Policy changes on this page and, if the changes are significant, we will provide a more prominent notice. Each version of this Privacy Policy will be identified at the top by its effective date. All changes will be effective immediately when we provide notice of them.

Contact information

If you have any questions about our privacy or security practices, you can contact us by mail, telephone or email:

CHICAGO EXHIBITION WEEKEND

Gertie Enterprises, LLC

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Chicago, Illinois 60606

privacy@cxw24.co