

## Consent terms for Visitor Registration Page

### **About Us:**

Zak Trade Fairs & Exhibitions Pvt.Ltd; registered company based at Ground Floor, 38A, Murrays Gate Road, Alwarpet, Chennai - 600 018 acts as the data controller under GDPR. They collect, use, and disclose personal data to provide customized services related to exhibitions and events.

### **Privacy Commitment:**

ZAK is committed to protecting user privacy and collects personal data only when necessary for business purposes. If you have any concerns or questions, you can contact our data protection manager via email ([events@zakgroup.com](mailto:events@zakgroup.com))

### **Data Collection:**

ZAK collects personal information such as name, job title, company details, contact information, and profession, primarily for processing registrations, inquiries, and event-related communication. The data is used to provide the best service and to keep users informed about exhibitions and conferences. The user data collected will be kept informed about the future updates via social media, email, sms, RCS, WhatsApp API and similar other online channels.

### **Sharing of Information:**

ZAK does not sell or rent customer email lists. They may share personal information with event sponsors and exhibitors if relevant to a user's interests. Users can opt out of third-party sharing by contacting ZAK.

### **Cookies and Log Files:**

Cookies are used to personalize user experiences and collect site usage statistics. Users can refuse cookies, but doing so may limit their ability to register for events. ZAK also collects data such as IP addresses, browser types, and access times for site operations and improvements.

### **Security:**

ZAK takes measures to protect personal information, limiting access to authorized personnel only. Servers storing personal data are secured.

**User Rights:**

Users can request updates, corrections, or removal of their personal information by contacting ZAK. They can also opt out of marketing communications at any time.

**Changes to Policy:**

ZAK reserves the right to update the privacy policy, with changes communicated via email and on their website.

**DPDPA Compliance:**

ZAK follows the guidelines laid down by the Digital Personal Data Protection Act 2023 (DPDPA) ensuring transparent data processing while working with all the stakeholders involved

**Data Storage and Retention:**

Personal data is stored on secure servers, with retention limited to the period necessary for business purposes.

For more information or to unsubscribe from ZAK communication, users can email us at [events@zakgroup.com](mailto:events@zakgroup.com)