

PRIVACY POLICY

Welcome to the official website of MINExpo INTERNATIONAL® 2016 (hereinafter “MINExpo 2016”) presented by the National Mining Association (hereinafter “NMA” or “we”). This Privacy Policy describes what information we may collect about you on this website, how that information may be used by us, and what choices you have regarding our use of that information.

By visiting our website, you acknowledge that you have read and understood this Privacy Policy, and agree to accept and be bound by its terms. If you object to any of the terms contained in this Privacy Policy, please immediately exit and refrain from using our website.

1. Information We May Collect About You

1.1 Personally Identifiable Information. This is any information by which you can be identified, such as your name, address, telephone number, email address, etc. (hereinafter “personal information” or “personal data”). You can access many areas on our website without disclosing any personal information to us. However, you will need to disclose personal information in the following situations:

- (1) Registration of Attendance: Registration is required for attendance at the MINExpo 2016. When you register for the MINExpo 2016, you will be required to provide us with the following personal information: your full name, title (if any), company name (if any), address, telephone number, fax number, and email address. Also, as part of the registration, we will ask you to answer a few general questions, such as your company/organization’s role and primary business in the mining industry, your primary job functions and buying influence within the company/organization, whether you have attended any industry conference, including the previous MINExpo events, in recent years, and what products you are interested in seeing at the MINExpo 2016. Moreover, to the extent your registration is subject to any of our fees (including the general registration fee and/or any special event fee) which you wish to pay by credit card, you will need to provide your credit card information, including the card number and expiration date, in order for us to process your registration.
- (2) User Requests: If you contact us to request information about the MINExpo 2016 or our website, we may ask you to provide your name and contact information (such as your email address) in order to be able to respond to your request.

1.2 Non-Personally Identifiable Information. This is any information we may collect regarding your use of our website that does not identify you personally. Your IP address is a primary example. It is a 32-bit numeric address assigned to your computer whenever it is connected to the Internet. Your IP address is associated with the access point through which you enter the Internet, and is typically controlled by your Internet Service Provider (ISP), your company, your school or university, etc. Standing alone, your IP address is not personally identifiable. We collect your IP address to help diagnose problems with our server and to administer our website quality. Also, we may use a log file of IP addresses to gauge overall usage, traffic, and performance of our website. However, we do not use IP addresses to personally identify users or to track the usage patterns of individual users.

2. How We Use Information About You

By registering for the MINExpo 2016 on our website, you understand and agree to the following:

2.1 General. We may use the personal information you disclosed to process and confirm your registration, to process your cancellation or substitution requests, to issue you badge and event tickets for the show, to verify your ID/credentials (if required) at the show, to contact you regarding any of the foregoing, and for all other purposes relating to your registration for and attendance at the MINExpo 2016.

2.2 Payment Processing. We may use the credit card information you disclosed to process and confirm your MINExpo 2016 registration payment, to process refund in the event of cancellation of your registration (subject to our cancellation/refund policies), to resolve any disputes between you and us relating to your registration payment, and to contact you regarding any of the foregoing. This information will not be used for any purposes other than those for which it was provided to us. Please note that all online registrations for the MINExpo 2016 and associated credit card payments will be processed through CompuSystems, Inc. ("CSI") who accordingly will have access to our attendees' personal data and credit card information. CSI is a leading tradeshow registration service provider. For more information about CSI, please visit www.compusystems.com. We require that CSI use such data only for their intended purposes and not use the same for marketing or other unauthorized purposes. For information on how CSI safeguards the security of your personal data, please see Section 4 below.

2.3 Sharing with Exhibitors. Unless you expressly opt out on our online registration form, we may share your personal information (but not the credit card information) with those exhibitors requesting a list of pre-registrants. These exhibitors may provide you directly with information concerning their products and offerings prior to and/or after the show, via e-mail or direct mail, depending upon the consent preference you checked for receiving information from exhibitors at the time of registration, if at all. If you wish to stop receiving further product or marketing information from an exhibitor, you may email your request to us at remove-marketing@nma.org, and we will use commercially reasonable efforts to convey your request to that exhibitor. However, since we do not control the activities of our exhibitors, you may need to contact an exhibitor directly to opt out of receiving further product or marketing information from that exhibitor.

2.4 Information on Future Events. We may use your personal information to send you information regarding future MINExpo shows or other industry events presented or sponsored by the NMA. However, you may at any time opt out of receiving such information by emailing us at remove-marketing@nma.org, or by using the opt-out mechanism (if any) provided in our email or electronic communication (*e.g.*, our email or electronic communication may include an "unsubscribe" or "opt-out" link for you to click on).

2.5 Notification of Security Breach. We may use your personal information to notify you by email or postal mail, as we deem appropriate, and as required by law, in the event of a breach or suspected breach in the security of your personal data while in our possession or control.

2.6 Miscellaneous. We may also use and share your personal information as follows:

- (1) We may disclose your personal information to our outside contractors and vendors to the extent necessary in order for them to provide support or maintenance for the operation of our website, to process or store customer data for us, and/or to provide show management, administrative or customer

service support for the MINExpo 2016. Please note that Hall-Erickson, Inc. will be our show management company for the MINExpo 2016 and accordingly may be given access to our attendee data to the extent required by the performance of its services. We require that our contractors and vendors use such data only for their intended purposes and not use the same for marketing or other unauthorized purposes, and that they use commercially reasonable efforts to maintain the confidentiality, security and integrity of such data.

- (2) We may use or disclose your personal information as necessary to comply with law or court or government orders, to cooperate with law enforcement agencies, to enforce the terms and conditions that govern your use of our website or any transactions between you and us, and/or to protect the rights, property or safety of our organization, our website, or our members or other users.
- (3) If we are acquired by or consolidated or merged with or into another entity, or if our assets or business is transferred or sold to another entity, your personal information may be disclosed or transferred to such entity as part of the transaction.
- (4) In the event of any material change to this Privacy Policy, we may notify you of such change by email or postal mail.

2.7 No Other Uses. We will not use or share your personal information with others except as indicated above, or except when we inform you in advance and provide you with an opportunity to opt out.

3. Use of Cookies

When you visit our website, we may send one or more cookies – a small text file containing a string of alphanumeric characters – to your computer that uniquely identifies your browser. We may use both session cookies and persistent cookies. Session cookies are temporary and are automatically deleted from your hard drive once you close your browser. We use session cookies to facilitate your navigation while on our website. Persistent cookies remain on your hard drive after you close your browser. We use persistent cookies to allow our server to recall information from your previous visits to our website. Persistent cookies also help us deliver content specific to your interests and preferences. Most browsers will allow you to reject, block or erase cookies, or receive a warning before a cookie is stored. However, some features of our website may not function properly if you set your browser to disallow cookies. Also, if you block or erase cookies, we may not be able to restore any preferences or customization settings you previously specified.

Our cookies do not contain or link to any personal information you submit while on our website. They also cannot read or access information on your hard drive.

4. Security

As indicated above, our online registration system is provided by CSI. CSI follows the Payment Card Industry (PCI) Data Security Standard (commonly known as the “PCI DSS”) in processing credit card payments. The PCI DSS is a guideline developed by the major credit card companies to ensure that merchants that process, store or transmit credit card information have proper security measures in place to safeguard such information. The PCI DSS requires, among other things, that cardholder data be encrypted when being transmitted over the Internet and that control measures be in place to restrict physical access to cardholder

data (for more information about the PCI DSS, please visit www.pcisecuritystandards.org). Non-compliance with the PCI DSS may result in fines and the revocation of credit card transaction privileges.

While we and our outside contractors and vendors will use commercial reasonable efforts to safeguard your personal information, no one can guarantee that its system or network will be 100% safe or secure. There is always a risk that information you disclose or transmit over the Internet may be accessible by others.

We will take reasonable steps to destroy, or arrange for the destruction of, a customer's personal information within our custody or control that is no longer to be retained by us, by shredding, erasing, or otherwise modifying the information so as to make it unreadable or undecipherable through known technological means.

5. Links to Third-Party Websites

Our website may contain links to third-party websites. Some of such links may be embedded in third-party advertisements (if any) displayed on our website. These third-party websites are independently owned and operated and are not owned or controlled by or affiliated with the NMA. We neither endorse nor are responsible for the privacy policies or practices of such third-party websites. We urge you to carefully review the privacy policy and practice of a third-party website prior to disclosing your personal information on such site.

6. Children and Minors

No person under 17 years of age will be permitted to attend the MINExpo 2016, regardless of affiliation or circumstances (school-sponsored groups that have the prior consent of the NMA are excluded). Accordingly, our website is intended only for persons who are 17 years of age and older, and we do not allow persons under the age of 17 to register on our website.

We do not knowingly collect personal information from persons under the age of 17. If we become aware or suspect that you are under the age of 17, any information you submit will not be used or retained by us. No information should be submitted or posted on our website by underage persons. We urge parents and legal guardians to spend time online with their children and to participate in and monitor the online activities of their children.

7. Change to Privacy Policy

We reserve the right to change this Privacy Policy at any time. All changes to this Privacy Policy will take effect immediately upon their posting on our website, and your continued use of our website following such posting will constitute your acceptance of, and agreement to be bound by, those changes. Notwithstanding the foregoing, any material change to this Privacy Policy will not apply to personal information collected prior to the effective date of such change, unless we have given you notice and an opportunity to opt out of such change and you have elected not to opt out.

8. Contact Us

If you have any questions regarding this Privacy Policy or wish to know more about our privacy practices, please contact us at remove-marketing@nma.org.