



## Privacy Policy

VIP Guest Invites LLC. ("VIPGI", "we", "our" or "us") is a U.S.-based company with headquarters at 70 South Orange Avenue, Suite 105, Livingston, New Jersey, 07039.

VIPGI partners with b2b event organizers to provide their exhibitors with the resources to promote their presence at the event to their customers and prospects. Our application ("Application") provides the resources necessary to deliver customized digital marketing assets to the exhibitors which make it easier to invite said customers and prospects to register for the event, usually at a discount, and visit their exhibit while there (the "Services").

We recognize the importance of protecting the privacy of certain information collected about our customers and visitors to our Application. We won't use your personal information other than as described in this privacy statement ("Privacy Statement").

This Privacy Statement applies to corporate information that we receive directly from our Event Management Partners, in connection with our Application.

## **WHAT INFORMATION DOES VIPGI COLLECT?**

We collect information from our Event Management Partners, which may include your company name, booth number, promo code, exhibitor id number and contact information. Additionally, when you use the Application, we will automatically receive certain types of information, such as your computer's IP address or your mobile device's MAC address, browser information, usage metrics within the Application and resulting promo code usage data.

## **HOW DOES VIPGI USE THE INFORMATION?**

VIPGI uses this information to customize and host your invite assets, then track the performance of, and participation in, the overall program.

## **Will VIPGI Share Any of the Personal Information it Receives?**

VIPGI will not share your personal information with any other party, with the exception of:

- Event Management Partners, with the exception of any data collected from you, such as sensitive client email address lists, protected as "confidential" by its own Terms of Service.
- Those possibly contracted with VIPGI to provide the Application and/or the Services. Such contractors are not given the right to use your information for any other purpose, other than to assist VIPGI, or share it with any other party.

- An instance where VIPGI is acquired by, or merges into, another entity. Your information may be transferred to the resulting entity.

## **THIRD PARTY APPLICATIONS/WEBSITES**

You should be aware that when you are using our Application, you could hyperlink or be directed to other websites that are beyond our control and/or outside our Application. For example, if you "click" on a social media network link, the "click" may transfer you off of the Application. These other websites may send their own cookies to customers, collect data, or solicit information and are not covered under this Privacy Statement.

## **HOW TO CONTACT US**

If you have any questions or concerns regarding our use of your information, please contact us at [support@vipguestinvites.com](mailto:support@vipguestinvites.com).

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