



(Last Updated 24 Feb 2026)

PRIVACY NOTICE FOR MWC SHANGHAI ATTENDEES

1. Who we are and what is the purpose of this privacy notice?

We are GSMA (Shanghai) Co. Ltd, (“**GSMA**”, “**we**”, “**us**” or “**our**”), the organiser of MWC Shanghai (“**Event**”), with its principal place of business at 1801, 18/F, Kerry Parkside Offices, 1155 Fangdian Road, Shanghai, China 201204.

This privacy notice (“**Privacy Notice**”) describes how we collect, use, and share personal information of individuals who attend or participate in the Event (“**you**”, “**your**” or “**yours**”).

If you are an exhibitor, a contractor engaged by MWC Shanghai exhibitors, or a member of their personnel, this Privacy Notice does not apply to you.

GSMA is the personal information handler of your personal information.

2. What types of personal information do we collect about you?

In this Privacy Notice, when we mention “**Personal Information**”, we mean your personal data, which refers to any information or data that is about you.

We may process the following Personal Information about you:

Data category	Personal Information
Contact Data	your first name, last name, email address, gender (optionally), country/region, address, city, state/province, postcode/zip code, country code, mobile phone number.
Profile Data	company name, job title, job level, area of responsibility, company industry type, areas of interest, networking preferences, WeChat ID (for users who registered via WeChat).
ID Data	data from your Mainland Chinese ID card, your passport or travel permit document (“ ID document ”), i.e. nationality / travel document country of issue or issuing authority, document type, document number, name on passport/travel permit.
Photograph	photo of your face.
Billing Data	your firm/company name, first name, last name, billing address, country / region, VAT number or tax ID, PO number / reference.
Audiovisual Data	video and audio recordings, including photographs.
Usage Data	device IDs, IP address, information on your use of our website or mobile apps, or other usage data.



If you have a VIP pass or if you are a VIP's guest, we may collect the following additional Personal Information about you:

Data category	Personal Information
Guest Data	first name, last name, email address, guest title.
Flight Data	airline name, flight number, city of departure, arrival airport, arrival date, arrival time, number of pieces of luggage.
Hotel Data	hotel name, hotel address.

3. What do we use your personal information for?

We may process your Personal Information for the purposes described in the table below. We also set out the data categories that we process for each purpose and the relevant lawful basis under the Personal Information Protection Laws of the PRC for undertaking the processing purpose we have described.

Purpose	Data category
<p>Registration and GSMA Global Events Account creation</p> <p>We will collect your Personal Information to register you for the Event and create your GSMA Global Events Account.</p> <p>With your GSMA Global Events Account you may also register for other GSMA events.</p>	Contact data ID Data Billing Data
<p>Digital Access Pass</p> <p>We will use your Personal Information to grant you a Digital Access Pass that will be available for you in your GSMA Global Events Account and allow you to enter the Event area.</p>	Contact Data Profile Data
<p>ID Validation</p> <p>All attendees are required to have their identity verified as part of the registration process.</p> <ul style="list-style-type: none"> - ID Validation for Mainland Chinese attendees: you will be required to insert your ID document (Mainland Chinese ID card) and your full name in simplified Chinese and as it appears on your ID document. We will process your ID Data for real-time ID verification and registration purposes; - ID Validation for non-Mainland Chinese or other overseas attendees: you will be required to provide your ID document (passport or travel permit) and your full name. We will process your ID Data for ID validation and registration purposes. <p>We may ask you at the Event to present us your ID document for the purposes of the onsite identification.</p> <p>Additional information about ID validation and our use of your Personal Information for that purpose can be found in the FAQs.</p>	ID Data



<p>Attendance at the Event</p> <p>We will process your Personal Information for the purpose of your attendance at the Event, including granting you access to the Event area, facilitating your participation in meetings, sessions and other activities at the Event and to communicate with you about the organisation, logistics and running of the Event.</p>	<p>Contact Data ID Data</p>
<p>Billing purposes</p> <p>We will process your Personal Information for payment processing and billing purposes as well as for tax and accounting purposes.</p>	<p>Contact Data Billing Data</p>
<p>MWC Networking</p> <p>Opting into networking allows you to connect and engage with attendees from a wide range of MWC and M360 Events. You may use networking features either in the MWC Series App or a web-based version.</p> <p>You can easily opt-out from networking in the MWC Series App.</p>	<p>Contact Data Profile Data Photograph (optional)</p>
<p>Enhanced Networking</p> <p>To maximise your experience at GSMA events, we offer personalised networking service that facilitates introductions between attendees, exhibitors and our sponsors. We will share your Personal Information with exhibitors and sponsors if you have signed up to Enhanced Networking for networking purposes.</p> <p>You can easily opt out of Enhanced Networking by clicking unsubscribe link in any email from us.</p>	<p>Contact Data Profile Data</p>
<p>VIP Airport Meet & Assist / VIP Airport Transfer</p> <p>If you have bought a VIP pass and signed up for an Airport Meet & Assist Service and/or a VIP Airport Transfer, we will use your Personal Information to provide you with these Services.</p>	<p>Contact Data ID document Company name Flight Data Hotel Data</p>
<p>Information for VIPs' guests</p> <p>If you are a VIP's guest, we may process your Personal Information to provide you with a transfer from the airport to your hotel. Your VIP (or designated VIP agent) will provide us with your Personal Information for this purpose.</p>	<p>Guest Data Flight Data Hotel Data</p>
<p>Broadcasting</p> <p>During the Event we make video and audio recordings of the venue, sessions, meetings and attendees. These recordings may be broadcast/ published/ streamed (live or later) on public television networks, TVs at the Event and on other media such as social media, radio or the internet. We use these recordings to promote the Event.</p> <p>Your image and voice may be recorded in the background of such recordings or as a direct contributor to such recordings, for example, where you are interviewed.</p>	<p>Contact Data Audiovisual Data</p>

<p>Speakers</p> <p>If you are a speaker at the Event, we may process information from your professional profile, images or video of you, recordings of your voice and other information about you that is included in the materials presented by you during the Event. We will use this information to promote the session and/or a meeting you are speaking at.</p> <p>We may also record the session and broadcast/publish/stream it (live or later) on various media, including public television networks, TVs at the Event and on other media such as social media, radio or the internet.</p> <p>Your professional profile and image may be used by our AI chatbot service installed on our websites. The purpose of the chatbot is to inform attendees and website users about sessions, meetings and speakers at the Event.</p>	<p>Contact Data</p> <p>Profile Data</p> <p>Audiovisual Data</p> <p>Other data relating to the session you are taking part in</p>
<p>Lead Retrieval</p> <p>As part of networking at the Event, you may allow your Digital Access Pass to be scanned by exhibitors. This will allow GSMA to share your Personal Information with the exhibitor you engaged with for contact and business purposes. As part of this process your data will be scanned by dedicated scanners operated by third-party providers.</p>	<p>Contact Data</p>
<p>Partner Programmes & Summit Sponsors Lead Generation</p> <p>Our partners may host a summit/conference at the Event. Your badge will be scanned on entry to that summit/ conference. You may also be able to participate in a partner summit/conference online.</p> <p>If you sign up to a summit/conference (whether it takes place on site at the Event or online) we will share your Personal Information with our partners so that you can enter such event, receive communications related to that event as well as invitation to stay in touch with the partner who organised the summit/ conference.</p>	<p>Contact Data</p> <p>Profile Data</p>
<p>MWC Series App</p> <p>We will process your Personal Information, when you use the MWC Series App to access the Event via the Digital Access Pass, generated in the MWC Series App.</p>	<p>Contact Data</p> <p>Profile Data</p> <p>Photograph (optional)</p> <p>Usage Data</p>
<p>Direct Marketing</p> <p>We may send you marketing communications about our MWC events, services or products (e.g. via email) if you provide your consent. We may send you communications tailored to your interests and profile.</p>	<p>Contact Data</p> <p>Profile Data</p> <p>Usage Data</p>
<p>Profiling</p> <p>We may analyse your Personal Information for profiling purposes, to improve our marketing activities and create more relevant news and communications for our customers.</p>	<p>Contact Data</p> <p>Profile Data</p> <p>Usage Data</p>



Analytics We may use your Personal Information to help us better understand the demographics, backgrounds and interests of attendees at our events. We will use this information to create aggregated and statistical information (which does not directly identify you) to support us with reporting on the outcomes of the Event and to improve future events.	Contact Data Profile Data Billing Data Usage Data
Incident/Accident Reporting & Security The owner of the venue (SNIEC) is primarily responsible for responding to incidents and accidents that happen during the Event and ensuring security at the Event. However, in some cases we may also be involved in responding to incidents and/or accidents at the Event and use your Personal Information for our own internal investigations.	Contact Data ID Data Audiovisual Data Data relating to the incident/accident
Personal Information subjects' requests and enquiries We may process your Personal Information if you make a personal information subject request (e.g. access to personal information, erasure, etc.) or submit an enquiry/complaint.	Contact Data Other data relevant to the personal information subject's request

We will process your Personal Information based on your consent, except in the following circumstances:

- Where processing is necessary for the conclusion or performance of a contract to which you are a contracting party;
- Where processing is necessary for the performance of a statutory duty or obligation;
- Where processing is necessary to respond to a public health emergency, or to protect the life, health, or property safety of a natural person in an emergency;
- Where Personal Information is processed within a reasonable scope for the purpose of news reporting, public opinion supervision, or other activities carried out in the public interest;
- Where Personal Information that has been disclosed by the individual or otherwise lawfully disclosed is processed within a reasonable scope and in accordance with applicable laws; or
- Other circumstances as provided by laws or administrative regulations.

Where we process your Personal Information based on consent, you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your Personal Information conducted on other lawful processing grounds.

4. Marketing

If you provide us with your consent, we may process your Personal Information for direct marketing purposes using different channels of communication (e.g. via MWC Series App or email).

You can update your preferences and choices in relation to the marketing communications from us anytime via the preference centre on our website. You can access the preference centre via unsubscribe link included in each email from us.



5. Automated processing

We will not use your Personal Information to make a decision about you based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you, unless it is necessary for a contract between us and you, is permitted by law or you have provided us with your consent for such processing.

6. How do we collect your personal information?

- **Directly from you**, for example when you register for the Event, create your GSMA Global Events Account, subscribe for our marketing communications, use our services or products, interact with our apps or websites, communicate with us via email or other means.
- **From third parties**, for example from your employer or entity engaged with you on a professional basis, social media, a person who bought a Pass for you and signed you up for the Event, or from other attendees.

7. Who do we share your personal information with?

We may share your Personal Information with the following Recipients:

- **Our agents, vendors, or service providers** who assist us to provide services, for example, providers of registration, access control, security and venue services, IT service providers, accounting service providers or archiving service providers.
- **Our Affiliates** for example for administrative purposes, group reporting, or provision of other services.
- **Outside advisers, including legal counsels** for the purpose of defence of legal claims, or regulatory proceedings.
- **Our partners and exhibitors** when you, for example sign up for our Enhanced Networking service or summits/conferences organised by our Event partners and sponsors, you provide your consent, or we otherwise have a lawful basis for sharing your Personal Information with them.
- **Authorities** where we are required to do so by law, or have other lawful basis to do so, for example to perform a statutory duty or obligation, or for the public interest.
- **Other third parties** as may be disclosed to you at the time of registration or detailed in the terms and conditions of the Event or MWC Series App.

Please note that this list is non-exhaustive, and we may need to share your Personal Information with other parties in connection with the Event or to effectively deliver our services. Please refer to the **Annex I Details of Recipients** for further information.

We may update Annex I to provide the complete list of relevant Recipients prior to the Event. You will be notified of any such updates through an appropriate way, such as via email, and we encourage you to read it carefully in a timely manner.

8. Entrusted Processing

We may entrust third-party service providers to process your Personal Information on our behalf for the purposes described in this Privacy Notice.



Where we entrust a third party to process Personal Information, we will enter into appropriate agreements with such third parties, requiring them to process Personal Information only in accordance with our instructions, for the specified purposes, and to take necessary security measures to protect your Personal Information. We will also supervise and manage such processing activities in accordance with applicable laws.

9. Disclosure and Transfer of Personal Information

Unless we have obtained your explicit consent or there is another lawful basis, we will not publicly disclose your Personal Information.

As our business continues to develop, we may be involved in transactions such as mergers, acquisitions, or asset transfers. In such cases, your Personal Information may be transferred as part of these transactions. Where a transfer of Personal Information is involved, we will inform you of the name and contact details of the receiving party, and we will require such receiving party to continue protecting your Personal Information in accordance with applicable laws and regulations and at a standard no lower than that set out in this Privacy Notice.

10. Cross-border Transfer of Personal Information

As we operate via a global network of corporate offices, booking and service centres, and data centres, your Profile Data will be transferred to and stored on our servers located in Frankfurt, Germany and Dublin, Ireland, where such Personal Information will be stored and processed for the purposes described above. Except for Profile Data, all other data we collect from you or from third parties in accordance with this Privacy Notice will be stored in Mainland China.

If you have any questions or wish to exercise your rights in relation to your Personal Information, you may contact us in accordance with Article 16 of this Privacy Notice.

11. How long do we keep your personal information?

Your Personal Information will be deleted as follows:

- **Data relating to your GSMA Global Events Account** (i.e. Contact Data, Profile Data, **Photograph** used for networking purposes, Usage Data) will be deleted if you have not participated in one of our events for a period of 12 consecutive months. Unless you request deletion earlier, your data may be retained for up to 24 months from your last completed registration to an event.
- **ID Data** will be deleted 1 month following the end of the event dismantle.

We may retain your other Personal Information for the duration of our legal relationship with you or to comply with applicable regulations (e.g. tax or accounting). Where the retention period prescribed by applicable laws has not expired, or where it is technically difficult to delete the Personal Information, we will cease processing such Personal Information, except for storage and any necessary measures taken for security protection. You may contact us anytime if you want to know more about how long we will keep your Personal Information.

The time periods for the storage of the MWC Series App users' personal information are included in the [Privacy Notice for MWC Series App](#).



12. Your rights as a personal information subject

Below you will find descriptions of rights that you may be able to exercise, in accordance with applicable laws, in relation to the Personal Information we process about you.

- **Right to know and decide**
You have the right to be informed about how your Personal Information is processed and to decide whether to allow such processing.
- **Right to access**
You may request access to, and a copy of, the Personal Information we hold about you.
- **Right to rectification**
If you believe your Personal Information is inaccurate or incomplete, you may ask us to correct or update it.
- **Right to refuse automated decision-making**
Where automated decision-making is used, you may request an explanation and refuse decisions made by automated means that have a significant impact on you, in accordance with applicable law.
- **Right to withdraw consent**
Where we rely on your consent to process Personal Information, you may withdraw your consent at any time. This will not affect processing carried out before your withdrawal, or processing based on other lawful basis.
- **Right to deletion**
You may request the deletion of your Personal Information where the purpose of processing has been achieved or can no longer be achieved, where we cease to provide products or services, where you withdraw your consent, or where we process your Personal Information in violation of applicable laws, administrative regulations, or our agreements with you.
- **Right to cancel your account**
You have the right to cancel your GSMA Global Events Account in our website. After the account is cancelled, we will stop providing products or services associated with the account and delete your Personal Information, unless otherwise required by applicable laws.
- **Right to personal information transmission**
Where technically feasible and permitted by the authority, you may request that we provide a copy of your Personal Information or transmit it to another personal information handler.

You have the right to contact the relevant data protection authority if you have concerns about how GSMA processes Personal Information.

However, we encourage you to contact us directly in the first instance so that we can attempt to address your concerns directly.

For additional questions or information concerning the processing of your Personal Information or if you would like to exercise one of your rights, you can email us at dataprivacy@gsma.com. After receiving your request, we may first ask you to verify your identity before processing the request.



13. MWC Series App

MWC Series App can be downloaded by attendees to use the Digital Access Pass to access the venue and participate in the Event.

Through the MWC Series App you will also be able to network with other attendees as well as access an event agenda, exhibitor list, food and transport facilities, and a map of the Event venue. You can learn more about MWC Series App in the [Privacy Notice for MWC Series App](#).

14. Minors

The Event is subject to a minimum age limit, which means at least 16 years of age at the date of attending the Event. Any attendees under the minimum age limit shall be considered a minor (“**Minor**”) and will be subject to a specific approval process before entry to the Event according to the procedure in the [GSMA’s Attendee Terms and Conditions for Events](#).

We may collect the following information about Minors: full name, age as it will be at the start date of the Event and, where applicable **ID document**. We will associate this with information about the parent/guardian attending the Event with the Minor, i.e. - guardian’s full name, guardian’s email address used for Event registration and guardian’s relationship to the Minor. Any failure to provide Personal Information about the Minor or a guardian/parent will mean that we cannot register the Minor for the Event and/or permit them to access the Event.

In case we process the personal information of a Minor, we will do so only with permission from their parent or guardian.

15. CCTV Recordings

The Event premises are monitored by the venue owner, Shanghai New International Expo Centre (“**SNIEC**”) for security reasons. SNIEC may be asked by authorities to provide CCTV recordings for specific time periods as part of investigations regarding visitors, contractors or other personnel. **We do not manage or keep these recordings**. For more information, you can consult the details of this personal information processing on the SNIEC’s informative CCTV signs placed at the venue.

16. Contact us

You can contact us with any enquiry relating to your Personal Information by filling out [this form](#), sending an email to dataprivacy@gsma.com or writing to:

Data Privacy – Legal
GSMA
1 Angel Lane
London, EC4R 3AB
United Kingdom

17. Changes to this Privacy Notice

We may update this Privacy Notice from time to time. When we make changes, we will update the “Last Updated” date at the top of this Privacy Notice so you can easily see when it was last changed.

If an update is required by law or affects how we use your Personal Information or your rights, we will notify you in an appropriate way. We recommend checking this Privacy Notice occasionally to stay informed about how we protect your Personal Information.



Annex I: Details of Recipients

Name of Recipients	Purposes of Recipients to Process Personal Information	Method of Recipients to Process Personal Information	Types of Personal Information Shared	Contact Method of Recipients
JEMEX IDEAS CO., LIMITED	Registration; access control	Transfer, store and process	Contact Data; Profile Data; ID Data; Photograph; Billing Data	info@jemexideas.com
GSMA Ltd LLC	Administration; Group reporting	Transfer, store and process	Contact Data; Profile Data; Billing Data; Usage Data	dataprivacy@gsma.com
AnJie Broad Law Firm	Providing legal service to GSMA	Transfer, store and process	Data strictly necessary for the provision of the requested legal services	anjie@anjielaw.com

Information regarding our partners and exhibitors will be provided before the Event. Please refer to our MWC Shanghai website ([here](#)) for more details.