(Last Updated 16 March 2026)

PRIVACY NOTICE FOR MWC SHANGHAI EXHIBITORS AND CONTRACTORS

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 MWC Shanghai exhibitors, contractors engaged by MWC Shanghai exhibitors, as well as their employees, and any other personnel performing works and delivering services before, during or after the Event (e.g. stand build and dismantling) ("**you**", "**your**" or "**yours**").

If you are an attendee, this Privacy Notice does not apply to you. Please read the Privacy Notice for MWC Shanghai Attendees.

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, your email address, mobile telephone number.
ID Data	data from your Mainland Chinese identification document, Mainland Travel Permit for Hong Kong and Macau Residents, or your passport ("**ID document**"), i.e. first name, last name, nationality, document type, document number, date of birth, date of expiry, issuing government, city of residence, country originating from.
Company Data	your company name, job title, industry.
Login Credentials	your username, email address and password for the Online Event Manual for exhibitors.

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
A. For MWC Shanghai Exhibitors and their personnel:	
Contact form for sponsors or exhibitors at MWC Shanghai We may process your Personal Information to respond to your interest in becoming a sponsor or exhibitor at the Event. We may have received your enquiry via email, phone, the contact form for exhibitors and sponsors on our website, or other channels.	Contact Data Company Data
Contract Performance We will process your Personal Information for the performance of the Standard Terms and Conditions for Exhibition, Advertising and Sponsorship between GSMA and exhibitor. These purposes include, among others, building and dismantling a stand, organisation of the Event and logistics, provision of information and instructions useful for exhibitors and sponsors.	Contact Data Company Data
Online Event Manual Our exhibitors are granted access to the Online Event Manual where we make available our Event rules and regulations, instructions, forms, manuals and other useful information regarding the organisation of the Event.	Contact Data Login Credentials
Webinars and onsite meetings and conferences We may invite you to webinars, online trainings and/or onsite meetings and conferences for exhibitors and personnel, about the organisation, logistics, promotion and running of the Event. When you register for an onsite meeting or conference held at a third-party venue, we will share your personal information with such third-party for security and access control purposes. Such third-party will process your information in accordance with its own privacy notice.	Contact Data Company Data
Newsletters We may send you newsletters, guidelines and other information to bring you the latest news and announcements about the Event and its organisation.	Contact Data Company Data
Surveys We may send you feedback surveys to learn more about your experience and to improve our services and organisation of the Event.	Contact Data Company Data
Analytics We may use your Personal Information to help us better understand the demographics, backgrounds and interests of our exhibitors.	Contact Data Company Data

B. For Contractors engaged by MWC Shanghai Exhibitors and their personnel:	
Registration process for contractors at MWC Shanghai We will collect your Personal Information for registration purposes.	Contact Data ID Data Company Data
Identity checks All individuals entering the venue are required to provide their **ID document** for an onsite identity check. **ID documents** may be also used by the police for background security checks.	Contact Data ID Data Company Data
VIP Car stickers We may process Personal Information of VIP car drivers and the personnel of VIP car service providers to provide them with a VIP Car sticker and grant them access to the "VIP Pick-Up & Drop-Off" area.	Contact Data Company Data
C. For MWC Shanghai Exhibitors, Contractors, and their personnel:	
Direct Marketing We may send you marketing communications about our MWC events, services or products (e.g. via email) if you provide your consent.	Contact Data Company Data
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
For technical support We may use your Personal Information to diagnose, troubleshoot, and fix issues with our website, Online Event Manual for exhibitors, Contractor Accreditation System for contractors, or other services.	Data required for technical support & security purposes
Incident/Accident Reporting & Security The owner of the venue (SNIEC) is primarily responsible for responding to incidents and accidents that happen in the Event venue and ensuring security at the Event. However, in some cases we may also be involved in responding to incidents and/or accidents and use your Personal Information for our own internal investigations.	Contact Data ID Data **Audiovisual data** Data relating to the incident/accident

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 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?

We receive your Personal Information from an exhibitor, or a contractor engaged by the Event exhibitors.

If you are an exhibitor or a member of their personnel, we may receive your personal information via our Online Event Manual for exhibitors.

If you are a contractor or a member of their personnel, we may also collect your personal information via our Contractor Accreditation System which is used by MWC Shanghai exhibitors to register their contractors and allow contractors to provide their personnel's Personal Information to GSMA.

We may also receive Personal Information directly from you, when you contact us or use one of our services.

7. Who do we share your personal information with?

We may share your Personal Information with the following Recipients:

- **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.
- **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.

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 Personal Information (including Contact Data, ID Data, Company Data, and Login Credentials) may 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.

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 14 of this Privacy Notice.

11. How long do we keep your personal information?

If you are our contractor or a member of their personnel, we will retain your Personal Information for the duration of the Event.

If you are an exhibitor or a member their personnel, we will delete your Personal Information approximately one (1) month after the Event unless a longer period is required to comply with applicable regulations (e.g. tax or accounting). Where the retention period prescribed by applicable laws and regulations 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.

However, we may retain some of your Personal Information after the event for contact purposes and to maintain business relationship with exhibitor. You may contact us anytime if you want to know more about how long we will keep your Personal Information.

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 account registered for the Event. 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 a 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 processing of your Personal Information or if you would like to exercise one of your rights, you can contact us by filling out this form. After receiving your request, we may first ask you to verify your identity before processing the request.

13. 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.

14. 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

15. 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

Affiliate and Outside Adviser

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
GSMA Ltd LLC	Administration; Group reporting	Transfer, store and process	Contact Data Company 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	anjiemarketing@anjielaw.com