

Event Registration Privacy Notice

This Event Registration Privacy Notice (“**Notice**”) describes how Princeton (Beijing) Consulting Co., Ltd. (“**PU China**”, “**we**”, “**us**” or “**our**”, also known as Princeton China Center) collects and processes the personal information of individuals (“**you**”) who register for a PU China organized (or co-organized) or sponsored (or co-sponsored **event**, in accordance with applicable data privacy laws in China, whether electronically or manually. For purposes of this Notice, “**event**” includes all and any conferences, webinars, forums, seminars or workshops, taking place virtually or in-person.

We may update or change this Notice at any time to reflect changes in our privacy practices or applicable laws and regulations, and will timely publish the updated version on <https://chinacenter.provost.princeton.edu/>. In the event that the changes to this Notice will have a fundamental impact on our processing of your personal information or otherwise have a substantial impact on you, we will give you sufficient advance notice so that you have the opportunity to exercise your rights (e.g. to restrict our processing).

1. **COLLECTION OF PERSONAL INFORMATION**

Personal information is any information that, recorded by electronic or other means, personally identifies you or from which you could be identified. We, or our vendor(s), may collect the following personal information about you directly, in the course of our organizing, sponsoring and/or managing the event for the following purposes:

1.1 **Information we may collect about you**

- (a) basic personal information: name, photograph (e.g. collected during the event), cell phone number, e-mail address, etc.;
- (b) all and any information required by applicable laws or governmental authorities; and
- (c) all and any other information you may choose to submit directly or indirectly to us.

1.2 **Purpose of collecting the foregoing information**

- (a) organizing the event for which you have registered, e.g., arrange an appropriate conference room;
- (b) providing with you the information regarding the event for which you have registered;
- (c) internal record and news posting to the public; and
- (d) any other purpose related to any of the foregoing purposes, and any other purpose to which you consent as permitted or required by applicable laws.

2. **TRANSFER OF PERSONAL INFORMATION**

We may share your personal information with our co-organizers and co-sponsors, within the territory of China, if necessary for the above-mentioned purposes as permitted under applicable laws and regulations. A list of co-organizers of PU China that may receive your

personal information, and respectively their contact information, the purposes and methods of their personal information processing activities, the type of personal information they would receive is available upon request.

We would request your separate consent for the foregoing sharing of your personal information and have taken practicable steps to guard your personal information against any unauthorized, intentional, or accidental access, disclosure, modification, or destruction under such circumstances, per applicable legal requirements.

In certain circumstances, we would have to share your personal information to cooperate with governmental agencies, courts, or other public bodies to perform our obligations under the applicable laws and regulations, and keep such provision of your personal information confidential when required by the foregoing bodies.

3. EXERCISE OF DATA SUBJECT RIGHTS

Under the applicable laws and regulations, you have the following rights unless otherwise provided under the applicable laws and regulations to which we are subject:

- (a) request us to explain the rules applicable to how we process your personal information;
- (b) request access to your personal information that we hold about you;
- (c) request a copy of personal information which is processed by us;
- (d) rectify any incorrect personal information that we hold about you;
- (e) object to, or request restrictions to, the processing of your personal information;
- (f) request the deletion of your personal information that is processed by us when:
 - the above-mentioned purposes have been achieved, cannot be achieved or your personal information is no longer necessary to achieve these purposes;
 - the event for which you have registered is cancelled or concluded unless we are required to retain your personal information thereafter under the applicable laws and regulations;
 - we are processing your personal information by consent and you withdraw that consent; or
 - we are processing your personal information unlawfully.
- (g) request us to transmit your personal information to a third party, provided certain regulatory conditions are met; and
- (h) any other rights that you may have under applicable laws and regulations.

For exercising any of the above rights, please contact us at princetonchinacenter@princeton.edu.

4. STORAGE AND RETENTION OF PERSONAL INFORMATION

We will take appropriate technical measures to protect the security of your personal information in the course of our processing and storage.

We will keep your personal information until the cancellation or the conclusion of the event for which you have registered, or for an extended period thereafter where required or permitted by applicable laws and regulations. We will delete your personal information when it is no longer required for the above-mentioned purposes or permitted by applicable laws and regulations. If there is any personal information that we are unable, for technical reasons, to delete entirely from our systems, we will put in place appropriate measures to prevent any further processing or use of the information.

5. FAILURE TO PROVIDE PERSONAL INFORMATION

You can refuse to provide personal information to PU China. However, you understand that this is a necessary part of our event organization, sponsorship and/or management. In the event that you refuse to provide us with the personal information we required, we may be unable to properly organize, sponsor and/or manage the event for which you have registered or facilitate your attending to this event.

Last updated: November 14, 2022