**Privacy Policy**

This privacy policy covers the collection and use of information for this website and any websites or mobile applications that link to it, as well as the information we collect when you interact with us through social media or other websites and online services

**EFFECTIVE DATE: Mar. 1st, 2021**

**Privacy Policy**This privacy policy covers the collection and use of information for this website and any websites or mobile applications that link to it, as well as the information we collect when you interact with us through social media or other websites and online services (in each instance a “website”). This website is managed and operated by ChinaFish (“ChinaFish” or “us” or “we”).

**What Information We Collect**Information you give us: We collect information that you choose to provide to us when you register for our shows, or other event, or other event-related services; subscribe to our magazines; sign up for email newsletters; participate in surveys; or otherwise submit through our website. During the registration process we may request certain contact information and demographic information about you such as your name, mailing address, email address, company name, size of company and title. We also may receive information about you from other sources and add it to the information you have provided to us.

**How We Use and Disclose Information**ChinaFish may use and disclose your contact information for any of the following reasons:

* To provide, maintain, personalize, optimize, and improve the website, including research and analytics regarding use of the website, or to remember you when you leave and return to the website;
* To provide and improve our products and services, to process any transactions you request, or authenticate you as a customer;
* To deliver advertising, including interest-based advertising on our websites and other websites and applications;
* To provide you with information about products or services you are interested in, including trade shows, conferences and other events;
* To provide you with e-newsletters you have requested;
* To send you notices for subscription renewal;
* To contact you regarding marketing endeavors.

We contract with third party companies that we have engaged to provide us with specialized services, including, but not limited to, customer service, registration, subscription fulfillment, housing, booth decoration, freight services, research, statistical analysis, application development, list cleansing, postal mailings, email and fax deployment, and other information services. These companies or individuals may be provided with access to information about you, but only as needed to perform their functions. These companies are required to maintain the confidentiality, security and integrity of such information.

Notwithstanding any other provision of this privacy policy, we may disclose information about you to any third party when disclosure is required by law, or desirable to permit us to exercise or preserve our legal rights or take action regarding potentially illegal activities or to protect the safety of any person. In the event we are acquired by or merged with a third-party entity or in the unlikely event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected as part of such merger, acquisition, sale, or other change of control.

**Interest-Based Advertising**We and our partners use cookies, web beacons or other technologies to collect information from our website. These companies may use information about your visits to this and other websites in order to provide advertisements on this website and other websites about goods and services that may be of interest to you. They may also collect information about your online activities over time and across different websites and other online services.

Your browser or device may include “Do Not Track” functionality. The information collection and disclosure practices and the choices that we provide to you will continue to operate as described in this privacy policy, whether or not a Do Not Track signal is received.

We may combine information you give us or that we collect automatically with our business records, information from third parties, or information collected from another browser or device to personalize our communications with you and to deliver better advertising.

**Children**This website is not directed at children under the age of 13 and does not knowingly collect any personal information from children under the age of 13. If a parent or guardian believes that this website has collected the personal information of a child under the age of 13, please contact **service@chinafish.cn**.

**Data Storage, Transfers, and Security**We may store the personal details we hold about you for as long as we have a legitimate business need. We may store this information in China or we may transfer it to any other country. If you are located outside of China and voluntarily submit information to us, we may transfer that information to and store that information in China. The data protection laws in countries to which personal data are transferred may or may not provide a level of protection equivalent to the laws in your home country. Wherever we hold the data, we will apply the terms of this privacy policy and any applicable data protection law. We maintain certain procedures to protect the confidentiality, security and integrity of information you submit to us or that we collect while it is controlled by us. However, the storage and communication of such information cannot always be completely secure. Also, we cannot and do not guarantee that data transferred to third parties in accordance with this privacy policy will be protected against intentional or accidental misuse or loss.

**Changes to This Privacy Policy**We may change this privacy policy and our data collection and management practices. We reserve the right to update changes to this privacy policy and to our practices in collecting and handling personal information. If we make material changes, we will post a notice at this website and indicate at the top of this statement when it was most recently updated.

**Contact**Please contact us if you have questions or wish to take any action with respect to information to which this privacy policy applies. You can reach us by sending an email to **Lijiang@chinafish.cn**.

If you do not wish to receive marketing information from ChinaFish, or wish to opt out of future email promotions from ChinaFish, please email **service@chinafish.cn**. Please note that all promotional email messages you receive from ChinaFish will include an option to opt out of future email communications.