



## **Security Measures**

### **Information Security and Privacy Program Overview**

Global Experience Specialists, Inc. is committed to maintaining the data integrity and privacy of company data, as well as the personal data furnished to GES by its customers. This Exhibit summarizes the programs, processes and tasks in place to secure company and personal data, including programs maintained both by GES directly, as well as those programs maintained for GES's benefit by its corporate parent, Viad Corp (NYSE: VVI). The four main areas of GES's Information Security and Privacy Program include risk mitigation measures to protect personal data, a program for regulatory compliance around data privacy, reliance on market-leading business partners, and additional asset protection strategy via insurance. .

### **Risk Mitigation Measures to Protect Personal Data**

Protecting corporate data including the personal information GES collects from its customers starts with use of market-accepted technologies designed to prevent data loss from occurring. Our security strategy utilizes encryption of data at rest, strong perimeter security over electronic data using industry recognized network and application firewall solutions from leaders like Cisco and F5 Networks. Solutions for pseudonymization are also used, such as payment card tokenization are in place using a service offering from Cybersource (a Visa subsidiary), combined with appropriate organizational measures consistent with privacy by design principles. GES has embraced Microsoft Office 365 as well, and utilizes solutions for data loss prevention (DLP) as well as data availability furnished through that platform. For data housed on premise by GES, data recovery is handled through the use of a Commvault-based solution for disk-to-disk and disk-to-tape backups. Measures in place to protect the confidentiality, availability, and integrity of data are also subject to many preventive and detective controls validated annually by a 3<sup>rd</sup> party under the company's Sarbanes-Oxley (SOX) Program. Additional information on the company's SOX program is available upon request. Techniques and practices for protecting personal payment card data are employed in connection with the company's PCI-DSS Compliance Program as well. Additional discretionary assessments conducted annually provide a third layer of validation to find opportunities to improve the company's security posture, including penetration testing and application vulnerability scans.

### **Regulatory Compliance and Data Privacy**

As a global company with interests in the EU and Canada as well as the US, GES maintains a commitment to comply with the information privacy law of the jurisdictions in which it operates. GES opts to utilize global systems for several of its business functions, such as Espresso<sup>SM</sup> for eCommerce, which is housed in the United States. Highlights of our GDPR compliance effort include (though by no means limited to):

- GES maintains a risk register of data processing activities involving personal data as stipulated by GDPR Article 30;

- GES has performed or will perform Impact Assessments for our data processing around exhibitor marketing and eCommerce transactions in accordance with GDPR Article 35;
- GES established standard operating procedures concerning personal data protection as required under Article 40; and
- GES has trained its affected staff on secure personal data handling procedures as required under GDPR Article 32.

As a further protection for our EU customers as well as to address the information privacy requirements of that jurisdiction, we also comply with the EU-US Privacy Shield framework set forth by the US Department of Commerce regarding the collection, use and retention of personal information from European Union member countries. Annually, we undergo a self-certification process to validate our ongoing adherence to the principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access, and Recourse, Enforcement and Liability. The data we collect as well as information about how we process and use personal data is detailed on our corporate Privacy Policy found on [www.ges.com/legal/privacy-policy](http://www.ges.com/legal/privacy-policy). Customers can address disputes with us directly, and we also furnish a mechanism for independent recourse dispute resolution utilizing the Council of Better Business Bureaus. Recently, the EU passed the General Data Protection Regulation as well. GES views this change favorably and is leveraging its existing privacy programs and mechanisms originally developed under EU Privacy Shield while also building on that work with a comprehensive global project, to assure customers of our commitment to GDPR compliance on or before May 25, 2018. GES has a compliance executive responsible for GES' data privacy compliance program.

### **3<sup>rd</sup> Party Assurance - Corporate Data in the Cloud**

Like many companies, GES has embraced the use of leading cloud technologies, including Software-as-a-Service, Infrastructure-as-a-service, but has done so in a manner that protects personal data of customers, personnel and trading partners. In addition to using Exchange Online Protection within Microsoft Office 365 for data loss prevention, GES leverages Amazon Web Services for scalable platform-as-a-service solutions supporting our market-leading platforms such as Compass<sup>SM</sup> and Visit.<sup>SM</sup> Controls exist in GES technology procurement operating procedures to vet prospective solution providers for compatibility with our requirements and obligations concerning information privacy. Strong preference is given to solution providers who can offer GES a periodic 3<sup>rd</sup> party attestation of the efficacy of their security controls. Acceptable formats include PCI-DSS certification, Service Organization Controls (SOC) attestations like the SSAE16, ISO-27001 certification, etc. Where our solutions rely on those provided by 3<sup>rd</sup> parties, we also rely on those attestations as part of our total framework to protect personal data. In situations where a candidate solution cannot demonstrate 3<sup>rd</sup> party attestation but nonetheless meets our other service criteria, GES's selection process includes a contract review process including Information Security to validate that the would-be trading partner will be subject to additional requirements and assurances of data protection for the onward transfer of data.

