

# Information pursuant to EU General Data Protection Regulation (GDPR) for exhibitors

Messe Berlin GmbH attaches great importance to data protection. We have set out our general principles for the protection of your personal data in the Data Protection Policy of Messe Berlin GmbH, which you can find at [www.messe-berlin.de](http://www.messe-berlin.de). Your personal data which you have provided to us during your exhibitor stand registration will only be used for the purposes set forth in this Data Privacy Statement which supplements our Data Protection Policy on our website under [www.messe-berlin.de](http://www.messe-berlin.de).

## We have adopted the following principles:

### 1. Name of the Controller

Messe Berlin GmbH is the controller and service provider responsible for data storage and processing. Further details and contact options can be found in the imprint. If you have any queries, suggestions or comments relating to the topic of data protection, feel free to send an email to the Data Protection Representative of Messe Berlin GmbH.

#### 1.1. Management board

Dr. Christian Göke (Chairman), Dirk Hoffmann

#### 1.2. Address of the controller

Messe Berlin GmbH  
Messedamm 22  
14055 Berlin

GERMANY

[central@messe-berlin.de](mailto:central@messe-berlin.de)

#### 1.3. Address of our Data Protection Officer

Data Protection Officer

Messe Berlin GmbH  
Messedamm 22  
14055 Berlin

GERMANY

[datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)

### 2. Categories of personal data

The following categories of data are collected during stand registration: name of the exhibiting company that you represent ("your company"), its address (street and house number, post code and city or town, country), your name as contact person for the company that you represent and your contact data (phone number, fax number, email address), other company data such as its legal representatives and billing information.

### **3. Purposes of use and legal foundations**

#### **3.1. Fulfilment of contract**

We process your personal data for the purpose of establishing and carrying out your company's contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 (1) 1st sentence lit. b GDPR).

#### **3.2. Supporting companies resident outside Germany**

If you are or your company is an exhibitor with registered offices outside Germany, we may disclose the data for the purpose of optimising support to our representative in your home country which is responsible for your company and which will assist you with any queries relating to your participation in the trade fair, e.g. regarding stand construction and promoting your presence, and also provide assistance in handling visa matters and generally support you during the fair.

You can find the foreign representative responsible for your company at [www.messe-berlin.de/Unternehmen/MesseBerlinWeltweit/index.jsp](http://www.messe-berlin.de/Unternehmen/MesseBerlinWeltweit/index.jsp).

The contact data are transferred on the legal basis of Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in the provision of the best possible support to our exhibitors taking into consideration local particularities of your place of business. **Please note the right of objection you have in this regard (see below "Your rights").**

#### **3.3. Contacting for information and advertising purposes by group companies**

In addition, we may use your personal data for the purpose of contacting you in order to provide you with relevant information during the trade fair and inform you about opening, side and subsequent events. Subsequent events also mean other trade fairs held or carried out by Messe Berlin GmbH in Germany and abroad. For these purposes we may also disclose your data to other companies in our corporate group. The legal basis for this is Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in providing optimised support to our customers before, during and after the trade fair and the promotion of the same and similar products from the trade fair portfolio of our corporate group. **Please note the right of objection you have in this regard (see below "Your rights").**

#### **3.4. Offers for fair-accompanying services by group companies**

We may also use your personal data for the purpose of presenting you with offers for trade fair-related services such as stand construction services, catering, facility services and hostess services. For these purposes we may also disclose your data to other companies in our corporate group (MB Capital Services GmbH, Capital Catering GmbH, Capital Facility GmbH, CSG-Team GmbH). The legal basis for this is Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in providing comprehensive support services from a single source for improving the overall image of our trade fairs and events and for the purpose of quality assurance. **Please note the right of objection you have in this regard (see below "Your rights").**

#### **3.5. Transfer of personal data to third parties**

In so far as you have given us your express consent, we transfer your data to the third parties named in the consent declaration for the sending of advertising information so as to provide you with additional services in conjunction with your trade fair presence. The legal basis for this is Art. 6 (1) 1st sentence lit. a GDPR. **Please note the right of objection you have in this regard (see below "Your rights").**

#### **3.6. Handling the media package**

##### **3.6.1. Standard services**

The performance package in the contract includes a media package. To render the services therein, we pass on your data to service providers with which we have data processing contracts so that they can contact you. The additional information you yourself provide, in so far as included in the media

package, will be published in the print catalogue / guide, online in the Virtual Market Place® and in the relevant trade fair app in order to optimise your company's trade fair participation and to increase its presence in the market. The personal data published in the Virtual Market Place® and the app can be changed and deleted at any time. The data collected separately from you are processed for the purpose of carrying out your company's contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 (1) 1st sentence lit. b GDPR).

### **3.6.2. Special services**

Besides the standard services you can order special services for the print catalogue, the online catalogue or the app.

We market these additional services ourselves or through other service providers used by us and acting on our behalf. In the latter case we enter into data processing agreements contracts. Or our service providers market their services for the print catalogue and the app in their own name. In that case, we pass your data on only if you have given your express consent. The legal basis for this is Art. 6 (1) 1st sentence lit. a GDPR. **Please note the right of objection you have in this regard (see below "Your rights").**

### **3.7. Market research**

**3.7.1.** We also use the data you give under Point 2 for statistical purposes. This processing is effected on the legal basis of the legitimate interest pursuant to Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest of Messe Berlin here lies in the analysis of the market it serves with the aim of continuously improving its own offer. **Please note your right to object to this (see below "Your rights").**

**3.7.2.** We regularly invite our visitors to participate in voluntary and anonymous online surveys to continuously improve our products and services and adapt them to their needs. Thereby, we resort to the data you provide in the stand registration to contact you. The legal basis for this is Messe Berlin's legitimate interest in carrying out precise and high-quality market research (Art. 6 (1) 1st sentence lit. f GDPR). **Please note your right to object to this (see below "Your rights").**

**3.7.3.** An external service company ("order processor") was commissioned to carry out the online surveys and will contact you on behalf of Messe Berlin. The processor will process your personal data on the basis of an order processing agreement entered into with Messe Berlin.

### **3.8. Other order processing**

**3.8.1.** In order to carry out specific processing activities in conjunction with your stand registration, we resort to external service providers ("processors") for organizational reasons, e.g. to mail documents. Processors will process your personal data on the basis of a data processing contract with Messe Berlin GmbH.

**3.8.2.** In order to provide our visitors with current information about the latest trends and developments in the event-specific industries (e.g. as catalogues and on the website), we engage external service providers who will contact you by phone to ask about your company's product innovations and place them in the various media. The legal basis for this is a legitimate interest (Art. 6 (1) 1st sentence lit. f GDPR). The data will be processed on the basis of a data processing contract.

**3.8.3.** To boost the efficiency of your acquisition activities with trade visitors to our fairs, we offer you a lead tracking service, which you can book as an additional service in our online order tool. To market this service, we sometimes engage service providers (processors), who will be available to you both as a contact partner for implementing this service and for support during the event. The legal

basis for this data processing is a legitimate interest (Art. 6 (1) 1st sentence lit. f GDPR) in promoting the success of our customers' trade fair presence and thereby enable the best possible support. Processors will process your personal data on the basis of a data processing contract with Messe Berlin GmbH.

#### **4. Data transfer to third countries**

Transfer of personal data to our representatives and companies in our corporate group located in third countries will only take place where the European Commission ("EU Commission") has decided that the third country ensures an adequate level of protection (in accordance with Art. 45 (3) GDPR) or appropriate safeguards have been provided in accordance with Art. 46 GDPR. Adequacy decisions in accordance with Art. 45 (3) GDPR have been adopted by the EU Commission for our representatives in Andorra, Argentina, Canada, New Zealand, Israel, Japan, Switzerland and Uruguay. For all other representatives and companies in the corporate group that have their registered offices in a third country there are model data protection clauses approved by the EU Commission in accordance with Art. 46 (2) lit. c GDPR in place. In the latter case we will provide copies upon request (e.g. by email).

#### **5. Your rights**

You can assert the following data subject rights: right to information, erasure, transfer and rectification of your personal data and the right to restriction of processing. If you are of the opinion that any data processing has violated data protection law, you have the right to lodge a complaint with the relevant supervisory authority.

You can withdraw your given consent to the disclosure of your personal data for promotional purposes at any time and without the need to give reasons with effect for the future. To the extent that data processing is performed on the basis of legitimate interests, you have the right to object.

#### **6. Storage period**

Stored personal data will be erased, once they are no longer needed for achieving the pertinent purpose of their processing. In so far as the processing is effected on the basis of your consent (Art. 6 (1) 1st sentence lit. f GDPR) or due to a legitimate interest of Messe Berlin GmbH (Art. 6 (1) 1st sentence lit. a GDPR), the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation or objection.

Despite this, where there are commercial- or tax-law retention requirements, the data will be erased only after the end of the statutory periods.

#### **7. Photography/filming at the trade fair**

The event will be photographed and filmed for a lively presentation of the trade fair. The photographers deployed are identified appropriately. The recordings will be published in various media for both press and marketing purposes. The legal basis for this is our legitimate interest (Art. 6 (1) lit. f) GDPR) in informing the public about its events and using the recordings for promotional purposes to draw attention to further events. Please note your right to object to this (see above "Your rights"). In particular cases, especially when filming groups of people, we reserve the right to continue the data processing if the editing of the recordings either entails a manifestly disproportionate effort or other mandatory reasons outweigh the interests of the data subjects in the editing thereof.

If photographers take individual photographs of you, you will be asked for a separate consent declaration and separately informed about your pertinent rights in detail once again.