

## **Information in accordance with the EU General Data Protection Regulation (GDPR) for exhibitor registration for Exhibitor Spotlights.**

Data protection is a high priority for Messe Berlin GmbH. In this privacy policy of Messe Berlin GmbH, we inform you about the processing of personal data in connection with participation in Exhibitor Spotlights. This policy supplements the general privacy policy on our website. For special cases of data processing, there may be separate data protection notices, which are provided separately on the occasion of data collection.

### **1. Responsible person and data protection officer**

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, e-mail: [central@messe-berlin.de](mailto:central@messe-berlin.de), is the controller within the meaning of the GDPR and service provider for the processing of personal data in connection with participation in Exhibitor Spotlights. If you have any questions about data protection, please contact the joint data protection officer of Messe Berlin GmbH (Address: as above; e-mail: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)).

### **2. Categories and origin of personal data**

The following categories of data are collected during exhibitor registration for Exhibitor Spotlights:

**Registration and authentication data:** Name, address and type of business operation as well as the names and contact details of contact persons at the exhibitor (including press contacts), the products and services requested or contractual arrangements, **other**

**Exhibitor details** such as its legal representatives, company logo, VAT number and billing data, including in the VAT form. If an exhibitor also names co-exhibitors in the booking process, the information provided by the exhibitor about the co-exhibitor will also be processed by Messe Berlin.

If registration is carried out for other persons (e.g. co-exhibitors or other third parties) or if their data is passed on, it must be ensured and guaranteed that the passing on of this data by third parties to Messe Berlin is authorized, that Messe Berlin may lawfully process this data for the purposes stated in Section 3 and that the

data subjects are sufficiently informed about the processing of the person's data in accordance with these data protection information.

### **3. Processing purposes and legal bases**

#### **3.1. Contract fulfillment**

We process the personal data for the establishment and execution of the participant's contract with

Messe Berlin GmbH (legal basis:

Art. 6 (1) (b) GDPR) or on the basis of our legitimate interest of Messe Berlin in the Communication with the exhibitor,

the optimization of the exhibitor's trade fair presence (legal basis:

Art. 6 (1) (f) GDPR).

We process the information in the VAT form for the

Compliance with our legal obligations under applicable tax and commercial law

Laws and regulations (legal basis: Art. 6 (1) (c) GDPR in conjunction with §§ 147 AO, 257 HGB).

#### **3.2. Support for participants based outside Germany**

If you or the participant I/your registered office is outside Germany, we will forward the

personal data for the purpose of providing optimal support to the responsible

Messe Berlin's foreign representative in your country, who will act as your local contact for

The representative will provide you with information in connection with your participation in

the trade fair, e.g. on stand construction and advertising, assist you with visa matters and look

after you at the trade fair. You can find the foreign representation responsible for your country

[here](#).

The forwarding of personal data is based on our legitimate interest in providing the best possible support for the participant, taking into account local particularities.

(legal basis: Art. 6 (1) (f) GDPR) or, with regard to data of co-exhibitors, on the basis of Art. 6 (1) (f) GDPR. The proper execution of a stand booking and the trade fair is to be classified as a legitimate interest of Messe Berlin within the meaning of this provision.

### **3.3. Contact by e-mail or post for information and advertising purposes by companies**

#### **of the Messe Berlin Group**

Furthermore, we process the personal data for the purpose of establishing contact in order to provide participants with information accompanying the trade fair and information on opening, accompanying and follow-up events. This includes the periodic or event-related electronic Dispatch of information about Messe Berlin and its affiliated companies, trade fairs, exhibitions and events.

/Event-related information on Messe Berlin's own and guest events, including exhibitors, sponsors, association and other cooperation partners of the respective event as well as their products and services, and information on opening, accompanying and follow-up events. Follow-up events also include other trade fairs and events in Germany and abroad organized or held by Messe Berlin or other companies in the group. Furthermore, personal data is processed in order to submit offers for trade fair-related services such as stand construction services, catering, facility services and hostess services. For these purposes, the data is also forwarded to other companies within the Messe Berlin group of companies. Personal data is also processed for the purposes of market research and online surveys. The processing is based on the legitimate interest in supporting users before, during and after the trade fair or event.

event and the advertising of the same and similar products from the trade fair portfolio of Messe Berlin group of companies (legal basis: Art. 6 (1) (f) GDPR).

### **3.4. Forwarding of data to partner companies for marketing purposes**

If separate consent has been given, Messe Berlin will forward the personal data to the partner companies named in the declaration of consent for the purpose of sending promotional information by e-mail or post in order to provide the exhibitor with additional services in connection with the trade fair presentation. Some special services are only provided by

offered to partner companies. The legal basis for the processing is consent (Art. 6 (1) (a) GDPR).

#### **4. Categories of recipients of the data**

Upon request, contact information will be forwarded to co-exhibitors and neighboring exhibitors for the purpose of organizing the trade fair (Section 3.1.) for the purpose of coordinating the respective stand constructions and exhibition appearances. As stated in Section 3.2, personal data will be passed on to foreign representatives or other companies of the Messe Berlin group of companies and partner companies for the purposes or under the conditions specified there. In the case of events that are held in cooperation with associations or business partners, the data will also be passed on to them for the purpose of event organization and advertising for products and services in connection with the event.

External service providers are used to carry out certain processing activities in connection with stand registration (in particular some special services, dispatch of documents, customer surveys, hosting and IT support, data management, digital event platform and app), which process the personal data on behalf of Messe Berlin (so-called "processors").

If persons attending an event are subject to special personal protection by the Federal Criminal Police Office (BKA) or the State Criminal Police Office (LKA) (e.g. federal constitutional organs such as the Federal President or the Federal Government or foreign guests), all event participants may be subject to a check by the BKA or LKA. As part of such a check, the BKA or LKA may request data such as name, company/organization and function from Messe Berlin. In the event of a legal obligation to provide data, Art. 6 para. 1 (c) GDPR in conjunction with this obligation is the legal basis for the processing.

In the event of incidents, disruptions, emergencies and crises, your data may also be forwarded to the (co-)organizer, the police, law enforcement authorities, fire and rescue services, other authorities (e.g. the health authorities), the company fire department, the security and public order service and the medical service. Internally, the data may be disclosed to the respective project managers, the control and security center and other areas of Messe Berlin involved in emergency and crisis management.

In order to comply with tax and commercial laws and regulations, personal data is passed on to the tax and other competent authorities and public institutions.

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

Some of the foreign representatives, companies of the Messe Berlin Group, partner companies or processors are based in third countries outside the EU that do not offer the same level of data protection for personal data as the EU, in particular due to the lack of a legal framework, independent supervisory authorities or data protection rights and legal remedies. The transfer of personal data to such third countries takes place insofar as a decision of the European Commission on the existence of an adequate level of protection (Art. 45 (3) GDPR) exists in relation to the third country or organization and otherwise subject to appropriate safeguards within the meaning of Art. 46 GDPR, in particular the standard data protection clauses approved by the European Commission pursuant to Art. 46 (2) (c) GDPR and, if necessary, additional measures, if necessary. A copy of the guarantees can be obtained on request (e.g. by e-mail - see section 1 above for contact details). With regard to the transfer of data to foreign representatives, other users of the digital event platform, website visitors and third-party social media providers, the transfer is necessary for the performance of the contract (Art. 49 (1) (b/c) GDPR); otherwise it is based on explicit consent despite the lack of adequate data protection in third countries outside the EU and the associated risks (Art. 49 (1) (a) GDPR).

## **6. Storage duration**

Stored personal data will be deleted as soon as it is no longer required for the purpose for which it was processed. If the processing is based on consent or on a legitimate interest of Messe Berlin GmbH, the data concerned will no longer be processed for the associated purpose after receipt of the revocation of consent or objection and will be deleted if necessary, unless there are legal exceptions. Irrespective of this, data subject to retention obligations under commercial or tax law will not be deleted until the statutory periods have expired.

## 7. Your data protection rights

To exercise your rights, you can contact the controller by post or email (see section 1 above for contact details). In accordance with Art. 12-21 GDPR, you can assert the following data subject rights at any time: the right to access, rectify and erase your personal data, the right to data portability and the right to restrict processing.

### Right of objection

If the processing is based on the legal basis of *legitimate interest* (see section 3 above), you have the right to object to the processing of your personal data at any time on grounds relating to your particular situation.

Furthermore, you can object to the processing and use of your data for *advertising* purposes at any time. The e-mail newsletters also contain an unsubscribe link.

The rights of data subjects, including requests for further information regarding the agreement reached by the joint controllers, can be asserted against any of the controllers (see section 1 above for contact details). If a data subject believes that the processing of their personal data violates data protection law, they have the right to lodge a complaint with a supervisory authority of their choice (Art. 77 GDPR).