

Information pursuant to the EU General Data Protection Regulation (GDPR) for participants at the trade press stand

Messe Berlin GmbH attaches great importance to data protection. This information notice informs you about the processing of the personal data which you have provided to us in connection with the participation in the trade press stand. This notice supplements our [General Data Protection Policy](#), which can be found at our website. For special cases of data processing there may be separate data protection notices.

1. Controller and data protection officer

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.de, is the entity responsible for the processing of the personal data (the so-called controller) within the meaning of the GDPR and service provider in connection with the participation in the trade press stand. If you have any queries relating to data protection, please feel free to contact our group data protection officer (address: as above; e-mail: datenschutz@messe-berlin.de).

2. Categories of personal data

The following categories of data are collected during the registration for the trade press stand: name, address and type of business, your name as a contact person as well as your and the press contact's contact details (phone number, e-mail address) as well as the products and services requested by you or contractual provisions and other participants data such as its legal representatives, company logo, tax/VAT ID and billing information, including in the VAT form.

3. Purposes and legal basis of processing

3.1. Performance of the contract

We process the personal data for the purpose of establishing and performing the contract of the participant with Messe Berlin GmbH (legal basis: Art. 6 (1) (b) GDPR) or on the basis of our legitimate interest to communicate with the participant and to optimize the participants fair trade presence, including in the print catalogue or guide, online in the Virtual Market Place® and the app of the respective fair (legal basis: Art. 6 (1) lit. f GDPR).

In addition to the standard services you can order additional or special services (compensation business). We process the information in the VAT form for compliance with our legal obligations under applicable tax and trade laws and regulations (legal basis: Art. 6 (1) (c) GDPR).

3.2. Assistance for participants established outside Germany

If you or the participant is based outside Germany, we will disclose the data for the purpose of providing you with the best possible support to our foreign representative in your country. This representative will act as your local contact in connection with the trade fair participation, for instance regarding stand construction and advertising or marketing and will assist you in dealing with visa matters and at the trade fair itself. You can find the foreign representative responsible for your country [here](#).

The transmission of the personal data is based on our legitimate interest in ensuring the best possible support for the participant, taking into account local particularities (legal basis: Art. 6 (1) (f) GDPR).

3.3. Making contact by e-mail or post for information and advertising purposes by Messe Berlin group companies

Furthermore, we process the personal data for the purpose of contacting you in order to provide the participant with information concerning the trade fair and information on opening, side and subsequent events. Subsequent events also include other trade fairs and events organized or held by

Messe Berlin GmbH or other [Messe Berlin group companies](#) in Germany and abroad. In addition, we process the personal data in order to provide offers for trade fair-related services such as stand construction, catering, facility services and hostess services. For these purposes, we also transmit the personal data to other companies of the Messe Berlin group of companies. We also process the personal data for purposes of market research and online surveys. The processing is carried out on the basis of our legitimate interest in providing our participants with optimal support before, during and after the trade fair or event and in advertising identical and similar products or services from the trade fair portfolio of the Messe Berlin group of companies (legal basis: Art. 6 (1) (f) GDPR).

3.4. Transmission of personal data for marketing purposes to partner companies

If you have given us your separate consent, we will transmit the personal data to our partner companies listed in the declaration of consent which may contact you by e-mail or post in order to offer you additional services in connection with the trade fair participation. Some special services are only offered by partner companies. The legal basis for the processing is your consent (Art. 6 (1) (a) GDPR).

4. Categories of recipients of the data

As described in sections 3.2 to 3.4 above, we will transmit the personal data to foreign representatives or other companies of the Messe Berlin group of companies as well as partner companies for the purposes and under the conditions stated therein.

Your data will be transmitted to our external media agency for the processing of the compensation transaction. In order to carry out certain processing activities in connection with the registration for the trade press stand (in particular some special services, dispatch of documents, customer surveys, hosting and IT support, data management) we make use of external service providers and subsidiaries which process the personal data on our behalf (so-called "processors").

If persons who are subject to special personal protection by the Federal Criminal Police Office (BKA) or the State Criminal Police Office (LKA) (e.g. constitutional bodies of the Federal Government such as the Federal President or the Federal Government or foreign guests) take part in an event, all event participants may be subject to a check by the BKA or LKA. In the course of such a check, the BKA or LKA may request data such as name, company/organization and function from us.

In the event of incidents, disturbances, emergencies and crises, we may also pass on your data to the (co-)organizer, to the police, law enforcement agencies, fire department and rescue services, other authorities (e.g. the public health department) as well as the company fire department, the security and order service and the ambulance service. Internally, your data may be disclosed to the respective project managers, the control and security center and other departments of Messe Berlin GmbH involved in emergency and crisis management.

For compliance with tax and trade laws and regulations, we share your personal data with the tax and other relevant public and regulatory authorities.

5. Data transfer to third countries

Some of the foreign representatives, companies of the Messe Berlin group of companies, processors as well as cooperation partners and participants, are located in third countries outside the EU, which do not provide the same level of data protection as the EU, in particular due to the absence of a legal framework, independent supervisory authorities or data protection rights and remedies. We will only transfer personal data to those third countries if the European Commission ("EU Commission") has adopted a so-called adequacy decision in this respect (Art. 45 GDPR) or otherwise where appropriate safeguards in accordance with Art. 46 GDPR have been provided, in particular standard data

protection clauses adopted by the EU Commission pursuant to Art. 46 (2) (c) GDPR and, where necessary, supplementary measures. A copy of the safeguards can be obtained upon request (e.g., by e-mail – for contact details see section 1 above).

6. Storage period

Stored personal data will be erased, once they are no longer needed for achieving the relevant purpose of their processing. In so far as the processing takes place on the basis of consent or a legitimate interest of Messe Berlin GmbH, the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation of your consent or your objection to the processing, unless the conditions for a statutory exception are met. Notwithstanding the foregoing, personal data which are subject to retention obligations under commercial or tax laws will only be deleted after the expiry of the statutory retention periods.

7. Your rights

To exercise your rights, you can contact the controller by mail or e-mail (contact details see section 1 above). Pursuant to Art. 12-21 GDPR, you can assert the following data subject rights at any time: the right to access, rectification and erasure of your personal data, the right to data portability and to restriction of processing. If you have given us your consent, you can revoke this consent at any time with effect for the future. In case of newsletters or other electronic marketing you can click the unsubscribe link.

Right of objection

If the processing is based on legitimate interests, you have the right to object to the processing of your personal data, including profiling, for reasons relating to your particular situation. Furthermore, you may object to the processing of the personal data and their use for marketing purposes at any time.

If you are of the opinion that the data processing violates data protection law, you have the right to lodge a complaint with the competent supervisory authority of your choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (*Bundesdatenschutzgesetz*)).