

Data Privacy Policy

Consent to disclosure of personal data to business partners

*Our business partners would be pleased to support the appearance of your company at the trade fair. Data protection law requires that we obtain your consent to the disclosure of your contact information to our partners. You can withdraw this consent from us at any time with effect for the future. Please note the enclosed **information about data protection law for exhibitors**.*

I agree that Messe Berlin GmbH may transfer my contact information, i.e. my name, my phone number, my email address and my fax number, to third parties for the purpose of optimising and supporting the participation of my company at the trade fair and so that they can offer me their own specialized services for preparing and implementing my presentation at the fair, such as special entries in the catalogue, marketing and media and services logistics. The presently known recipients are Agility Logistics GmbH, Schenker Deutschland GmbH, Scholz Direct GmbH and MM-Musik-Media-Verlag GmbH & Co. KG. More service providers may be added as and when the service offering changes or is expanded. I can withdraw this consent to the use of my personal data and email address obtained as part of the exhibitor stand registration at any time with effect for the future. To do so, I simply need to send an email to datenschutz@messe-berlin.de.

.....
Place and date

.....
Stamp and legally binding signature

Information according to EU-General Data Protection Regulation (GDPR) for exhibitors

Data privacy protection is and has always been a top priority at Messe Berlin GmbH. 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. 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/en.

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 Officer 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

1.3 Address of Data Protection Officer

Data Protection Officer

Messe Berlin GmbH
Messedamm 22
14055 Berlin

GERMANY

datenschutz@messe-berlin.de

2. Categories of personal data

The following categories of data are collected during standard registration: company name and the name of the contact person, street and house number, post code and city or town, country, phone number, fax number, email address, company data and billing information.

3. Purposes of use and legal foundations

3.1. 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 Para. 1 S. 1 lit. b GDPR).

3.2. If you are or your company is an exhibitor with registered offices outside Germany, we may disclose those 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 representative which is responsible for your company at <https://www.messe-berlin.de/en/Company/MesseBerlinWorldwide/index.jsp>.

Disclosure of your contact details is made on the basis of Art. 6 Para. 1 S. 1 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. 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 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 Para. 1 S. 1 lit. f GDPR. The legitimate interest lies in providing optimised support to our customers 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. We may also use your personal data for the purpose of presenting you 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 Para. 1 S. 1 lit. f GDPR. The legitimate interest lies in providing comprehensive support services from a single source for the continuing improvement of the trade fair and for the purpose of quality assurance. **Please note the right of objection you have in this regard (see below "Your rights").**

3.5. To the extent that you have given us your explicit consent, we may disclose your personal data to the third parties mentioned in the declaration of consent for the purpose of promotional communications so that we can offer you additional services relating to your appearance at the trade fair. The legal basis for this is Art. 6 Para. 1 S. 1 lit. a GDPR. **Please note the right of objection you have in this regard (see below "Your rights").**

3.6. An integral part of the package of services provided under the contract is a promotional package and/or media package. More information about this can be found on a separate sheet. For the purpose of carrying out these services we may disclose your data to other service providers with whom we will enter into data processing contracts so that they can contact you. The data collected from you separately or provided and uploaded by you, if a print catalogue or guide is to be published, will be published in the print catalogue and/or guide, online in the Virtual Market Place® and possibly 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. Data processing is performed for the purpose of carrying out your company's contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 Para. 1 S. 1 lit. b GDPR).

If a print catalogue is created for the trade fair or a trade fair app has been installed and you have given us your explicit consent, in some cases you may be offered separate additional services for the print catalogue, and if available, the app for your trade fair participation by our service providers in their own name in accordance with point 3.4. The legal basis for this is Art. 6 Para. 1 S. 1 lit. a GDPR. In some cases, we may also market these additional services ourselves in accordance with point 3.3. or through other service providers used by us and acting on our behalf. In the latter case we enter into data processing agreements contracts. **Please note the right of objection you have in this regard (see below "Your rights").**

4. Data transmission 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 Para. 3 GDPR) or appropriate safeguards have been provided in accordance with Art. 46 GDPR. Adequacy decisions in accordance with Art. 45 Para. 3 GDPR have been adopted by the EU Commission for our representatives in Andorra, Argentina, Canada, New Zealand, 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 Para. 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 these rights as a data subject: the right of access to, the right to erasure 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. Period for which data are stored

In so far as personal data were used for the purpose of establishing a contractual relationship, they are stored for the periods of retention stipulated by commercial and tax laws. In so far as processing is performed on the basis of Art. 6 Para. 1 S. 1 lit. f GDPR, the data will be erased after we have received your objection and to the extent that processing takes place on the basis of Art. 6 Para. 1 S. 1 lit. a GDPR after we have received your objection.