

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

Messe Berlin GmbH (hereinafter "**Messe Berlin**") attaches great importance to data protection. This information notice informs about the processing of the personal data in connection with the exhibitor stand registration and supplements the [General Data Protection Policy](#) on the Messe Berlin website. For special cases of data processing there may be separate data protection notices.

1. Controller and data protection officer

Controller within the meaning of the General Data Protection Regulation (GDPR): Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.de resp. bus2bus@messe-berlin.de. **Data protection officer**: group data protection officer (address: as before; e-mail: datenschutz@messe-berlin.de).

2. Categories of personal data

The following categories of data are collected during the stand registration: name, address and type of business of the exhibitor represented by you ("the exhibitor"), your name as contact person for the exhibitor as well as the products and services requested by you or contractual arrangements as well as your contact details and those of the press contact (mobile number, fax number, e-mail address), other exhibitor details such as its legal representative, company logo, VAT number and billing data, including in VAT form. Similar information is requested about the co-exhibitor, if any, in the Co-Exhibitor form.

In addition, you can independently enter information for publication in the print catalogue or online directory and in the app of the respective trade fair.

If you carry out the registration for another person (third party) or enter their data, please ensure that you are authorised to provide the data and that the third party has been sufficiently informed by you about the processing of their data as described in this data protection notice.

3. Purposes and legal basis of processing

3.1. Performance of the contract

The personal data are processed for the purpose of establishing and performing the contract of the (co-)exhibitor with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR) or on the basis of the legitimate interest to communicate with the (co-)exhibitor and to optimize the (co-)exhibitor's fair trade presence, including in the print catalogue or online directory and the app of the respective fair (legal basis: Art. 6 (1) (f) GDPR).

In addition to the standard services, you can order additional or special services for the print catalogue, the online catalogue, or the app. Messe Berlin processes the information in the VAT form for the purpose of compliance with legal obligations under applicable tax and trade laws and regulations (legal basis: Art. 6 (1) (c) GDPR).

3.2. Assistance for exhibitors established outside Germany

Insofar as a company is established outside Germany, Messe Berlin will transmit the data for the purpose of providing advice to the competent foreign representative in the respective country. This representative will be available as a local contact, in particular for providing information in connection with the event, including subsequent events (see in section 3.3 below), and support at the event. For the competent foreign representative, please see [here](#). The data will be transmitted on the basis of

the legitimate interest of Messe Berlin in ensuring the best possible support for our trade visitors or participants, 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, Messe Berlin process the personal data for the purpose of contacting you in order to provide the (co-)exhibitor with. This includes the periodic or event-related electronic dispatch of information about Messe Berlin and its subsidiaries, trade fair/event-related information about 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 about opening, accompanying 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, Messe Berlin 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, Messe Berlin also transmit the personal data to other companies of the Messe Berlin group of companies. Messe Berlin also process the personal data for purposes of market research and online surveys. The processing is carried out on the basis of the legitimate interest of Messe Berlin in providing the (co-)exhibitors 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 your separate consent, Messe Berlin will transmit the personal data to the 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

Upon request, Messe Berlin share your contact information with co-exhibitors and neighbouring exhibitors for purposes of coordination regarding the respective stand constructions and trade fair presence. As described in sections 3 above, Messe Berlin 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.

In order to carry out certain processing activities in connection with the stand registration (in particular some special services, dispatch of documents, customer surveys, hosting and IT support, data management) external service providers and subsidiaries are used which process the personal data on behalf of Messe Berlin (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 Messe Berlin.

In the event of incidents, disturbances, emergencies and crises, Messe Berlin 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, Messe Berlin 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 and processors 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. Messe Berlin 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).

The data transmission to the foreign representatives and external service providers social media is necessary for the performance of a contract (Art. 49 (1) (b/c) GDPR); otherwise it takes place on the basis of your explicit consent to the transfer despite the missing level of adequate data protection in the third country outside the EU and the risks associated with this (Art. 49 (1) (a) GDPR).

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. Data protection rights

To exercise the following rights, data subjects can contact the controller at any time (contact details see section 1 above).

Rights of the data subjects pursuant to Art. 12-21 GDPR: the right to access about personal data, the right to rectification, erasure and data portability as well as to restriction of processing. If consent has been given, this can be revoked at any time with effect for the future

Rights of objection

If the processing is based on *legitimate interests* (see section 3 above), you have the right to object to the processing of your personal data 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.

Furthermore, there is the right to object to the processing and use of data for <i>advertising</i> purposes at any time. The newsletters also include an unsubscribe link.
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If data subjects are of the opinion that the data processing violates data protection law, they have the right to lodge a complaint with the competent supervisory authority of their choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (Bundesdatenschutzgesetz)).