

# Information in accordance with the EU General Data Protection Regulation (GDPR) for participation in the Mystery Visitor Survey prize draw in conjunction with the ITB Berlin 2024 event organized by Messe Berlin GmbH

Messe Berlin GmbH (hereinafter referred to as "**Messe Berlin**") attaches great importance to data protection. This data protection notice provides information on the processing of personal data in connection with the prize draw and supplements the [general data protection notice](#) on the Messe Berlin website. There may be separate data protection notices for special cases of data processing.

## 1. Controller and Data Protection Officer

**Controller** within the meaning of the General Data Protection Regulation (GDPR) is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: [info@messe-berlin.de](mailto:info@messe-berlin.de). **Data Protection Officer**: Joint Data Protection Officer (address: as above; e-mail: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)).

## 2. Source and categories of personal data

Messe Berlin processes the following personal data from participants as part of the prize draw and based on the conditions of participation: first name, last name and e-mail address. Messe Berlin also processes the circumstances of participation. In the event of a win, further data such as postal address or telephone number may be required for the delivery of the prize.

## 3. Processing purposes and legal basis

Messe Berlin processes the personal data in accordance with Section 2 for the purpose of organizing the prize draw (legal basis: fulfilment of contract Art. 6 (1) (b) GDPR). Participation in the prize draw is not possible without providing this personal data.

## 4. Recipients and data transfer to third countries

If necessary for the delivery of the prize, the winner's personal data will be forwarded to a shipping company (forwarding agent, parcel service, post office) or to other companies of the [Messe Berlin Group](#).

Messe Berlin uses service providers ("processors") who process personal data on behalf of Messe Berlin to carry out certain activities, more specifically, the organization of the prize draw, hosting, IT support and mailings. Some of these service providers are based in third countries outside the EU that do not offer the same level of personal data protection as the EU. This may be due to the lack of a legal framework, of independent supervisory authorities or of 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 is otherwise subject to appropriate safeguards within the meaning of Art. 46 GDPR, in particular the standard data protection clauses approved by the European Commission in accordance with Art. 46 (2) (c) GDPR and, if necessary, additional measures. A copy of the guarantees can be obtained on request (e.g. by e-mail – contact details in section 1).

## 5. Storage period

Stored personal data will be deleted when it is no longer required to fulfil the purpose for which it was processed. If the processing is based on consent or on a legitimate interest of Messe Berlin, the data concerned will no longer be processed for the associated purpose after receipt of a 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 only be deleted after expiry of the relevant statutory periods.

## **6. Data protection rights**

Data subjects can contact the controller at any time to exercise the following rights (see section 1 for contact details). Data subject rights pursuant to Art. 12-21 GDPR: The right of access to personal data, the right to rectification, erasure and data portability and the right to restriction of processing.

### **Right to object**

*Data subjects may object to the processing of data for advertising purposes at any time. If consent has been given, this can be revoked at any time with effect for the future. Newsletters also contain an unsubscribe link.*

If the data subject is of the opinion that the data processing violates data protection law, they have the right to lodge a complaint with a supervisory authority (Art. 77 GDPR in conjunction with Section 19 of the Federal Data Protection Act).