

Information pursuant to the EU-General Data Protection Regulation (GDPR) for participants at the ITB Berlin NOW 2021

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 your participation at the ITB Berlin NOW. This notice supplements our [General Data Protection Policy](#). 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 ITB Berlin NOW. 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 and sources of personal data

We process the personal data of the participants of the ITB Berlin NOW, which may be customers, (potential) exhibitors, participants, media representatives, speakers, ticket owners, sponsors, partners or others.

For the purpose of participating at the ITB Berlin NOW, you will be given access to a virtual platform through which the aforementioned participants can present themselves and, if applicable, their company (*profile*), visit the ITB Berlin NOW virtually, follow presentations and lectures live or afterwards (*participation*) and meet and network (*communication and networking*).

We process the data as part of your online registration and profile creation and partially automated by using various technologies. Messe Berlin GmbH may invite you to participate in ITB Berlin NOW and other events if you purchase a ticket, if you are already a member of the ITB Buyers Circle, Virtual Market Place® or in any other context a user or customer of (online) services or products of the Messe Berlin GmbH. For exhibitors, the following data are transferred from the existing customer database: Name of the company/organisation, address, e-mail, website as well as contact person with first and last name and personal e-mail address.

Online registration

In order to register for the ITB Berlin NOW, an online registration form must be completed. For further information, please see the separate data protection notices in the [ITB Berlin NOW ticket shop](#). If you undertake the registration for or disclose the data of another person (third party) (e.g., business cards of your employees and booth staff as an exhibitor), you are responsible for ensuring that you are entitled to provide such data and that the person concerned has been sufficiently informed by you about the processing of the person's data as set out in this notice. See also the next point.

Profile and exhibitor tracking

For the online registration, the ITB Berlin NOW *profile creation* and the *exhibitor tracking* following data are processed: name, surname, company/organisation, job title and optional: contact details, photo, professional interests and preferences, biography details and social media accounts such as Xing and Linked In, furthermore voluntary information can be specified. The following data will be processed to create the exhibitor Brand Card: company name and address and optional: category, URL, exhibitor description, business area, products, media uploads, logo, contact person.

Communication and networking

The following data are processed for this: name, role and name of the company/organisation of participants in calls or chats, content, time stamp and course of the chat as well as date and time of agreed appointments, name of the partner of the conversation, type of appointment, notes on

appointment entries, availability and the calendar ID. To enable some of these features, the following hardware of your respective computer or device is optionally accessed after activation by yourself: camera, microphone, headphones or speakers.

Technical usage data

During participation in virtual events, including live streaming, the following data are processed pseudonymously by using an ID: rooms visited, sessions and interactions within the virtual rooms as well as date, time and duration of the participation. In addition, we process information about content interactions, such as content downloads, streams, and playback details, including duration and number of simultaneous streams and downloads, as well as network details for streaming and download quality, including information about your ISP, versions, and timing settings. The complete Uniform Resource Locators (URL) clickstream to, through and from our website, i.e. the sequence of pages of our website that you visit, including date and time, the content you viewed or searched for, including the time it took to build a web page, its incorrect downloading, information on interaction between pages (e.g. scrolling, clicking, mouse-overs); or images or videos if you use the ITB Berlin Now platform.

In addition, in standard http access logs, the Internet Protocol (IP) address that connects your computer and other endpoints to the Internet; timestamp, http method, resource path, domain, response time and user agent are processed for debugging purposes and to analyze or optimize interface usage patterns for three months. In application and error logs, we process errors, warning and info messages and related information for error detection and recovery purposes for a maximum of one month.

For navigation on the ITB Berlin Now platform as well as for the provision of some features, data is automatically collected through the use of certain technologies. In particular, the following so-called "local storage" or "session storage" are used, which are bound to the domain www.itb.now .com, and widgets are used:

Name	First/third party	Stored data	Purpose	Type of technology	Storage duration
Local Storage					
virtualGuide-loggedInUser	third party CorusSoft, Kurfürstendam m 56, 10707 Berlin, www.corussoft .de	Technical data (JSON Web token with UserID and Session ID)	general user session mechanics	essential	Persistent
virtualGuide-app	third party CorusSoft, Kurfürstendam m 56, 10707 Berlin, www.corussoft .de	Technical data <ul style="list-style-type: none"> networkingOpen: true communicationCenterDisplayMode: 0 communicationCenterDisplayParams: {},...} bookmarkNotificationName: "" communicationCenterDisplayMode: 0 communicationCenterDisplayParams: {} isMyHandRaised: false liveStreamingChannel: null liveStreamingEventDate: null meetingReminderName: "" meetingTimeBefore: "15" missedCallNotificationId: "" missedCallNotificationName 	Saves UI state and other user decisions for subsequent sessions and for surviving page reloads.	essential	Persistent

		<ul style="list-style-type: none"> networkingOpen: true presenceState: "Available" refreshLobbyNetworking: false showBookmarkNotification: false showMeetingReminder: true showMissedCallNotification: false showTourNotification: false suggestSearchVisible: false timezone: "Europe/Berlin" videoPlayerStatus: null 			
virtualGuide-favorites		<p>Technical data</p> <ul style="list-style-type: none"> lastSyncTime eventdate lastSyncTime ids <ul style="list-style-type: none"> organization person product trademark 	Local copy of user favorites to provide functionality	essential	Persistent
PreviousUrl CurrentUrl	third party CorusSoft, Kurfürstendamm 56, 10707 Berlin, www.corussoft.de	current and last website	Navigation/Back to previous page	essential	Persistent
routeBeforeCall		fall back	Saves "Fall Back" destination after a video call	essential	
CognitoIdentityServiceProvider. *amplify-signin-with-hostedUI		session, Id-data	Login/Session Mechanics for Communication with AWS Services AppSync	essential	Persistent
Awc.session.expiry; Awc-prod.*reclaimStart; Awc-prod.*reclaimEnd Awc-prod.*queue; Awc.session.ide	third party Amazon Web Services AWS, USA	session, Id-data	Login/Session Management AWS Services	essential	Persistent
debug		Error data	Support Tracking	essential	Persistent
Session storage					
awc.tab.id; awc.last.screen.event; awc.taskSessions;awc.taskSessionsInit	third party Amazon Web Services AWS, USA ?	session, Id-data	Login/Session Management AWS Services	essential	Persistent
Widgets					
ajs_group_properties und ajs_group_id	third party (Atlassian)	Support and service requests, recently used tabs or recently opened or closed expansion elements	Helpdesk	essential	Persistent
Slido.Privacy und Slido.* Slido.*_passenger_routeAWSALB	third party (sli.do)	See for more cookies on the sli.do website: https://www.sli.do/terms#privacy-policy	Survey Feature (see section 4)	essential	12 month

3. Purposes and legal basis of processing

3.1 Execution of ITB Berlin NOW and performance of contract

We process the personal data pursuant to Section 2 for the purpose of establishing and performing the contract for the execution of and your participation at the *ITB Berlin NOW* (legal basis: Art. 6 (1) (b) GDPR). The technologies mentioned in section 2 are also used to navigate the ITB Berlin Now platform and to provide some features.

This processing purpose and legal basis also includes, in particular, the following features of the ITB Berlin Now platform:

- *ITB Berlin NOW Profile and Exhibitor Brand Card*

This enables you to create a profile or brand card at ITB Berlin NOW in order to make new contacts and network with other ITB participants and/or to present additional products and services. For this purpose, participants can be informed about news within the profile, such as new contact requests, by e-mail.

- *Live streaming and participation in virtual events*

This enables the organisation and operation of virtual events, livestreams and the retrieval of on-demand videos.

- *Communication and networking*

This enables participants to chat with other participants, also using so-called emoticons, and to communicate, to set up and organise meetings, to take notes, to participate in meetings in virtual rooms, so-called cafés, or to stream meetings via the platform, as well as to arrange and carry out appointments and video calls between different participants. Within the communication centre, contacts can be searched for, recommended, favorited and blocked, as well as one's own status and the network function can be activated or deactivated.

- *Profiling/Matchmaking*

Filter functions within the ITB Berlin NOW platform make it possible to select according to various categories such as industry sectors, employee functions/roles or product groups. These interest filters can be defined by the participant. By defining the filter categories, an automated comparison of the filters set is carried out with the aim of optimizing networking. If the participants agree, suitable contacts are suggested based on the profiles and information provided. These and other settings can be changed at any time in the personal profile.

3.2 Exhibitor-Tracking

As part of the digital exhibitor packages for ITB Berlin NOW we offer exhibitors the transmission of personal data from the ITB profiles (mandatory fields) of the participants. In addition to the data of the mandatory fields mentioned in section 2, the optional information from the profile will be transmitted if you have explicitly agreed to this. The legal basis for the processing is your consent (Art. 6 (1) (a) DS-GVO).

3.3 Service and support

For service and support purposes (help desk, FAQ, ticket creation), communication with the support team of the ITB Berlin NOW platform can be established via the "question mark" widget. For this purpose, we use an external service provider (so-called processor) who processes the data on our behalf. The legal basis is our legitimate interest in providing optimum support for event participants and the management of service and support requests. (legal basis: Art. 6 (1) (f) DS-GVO).

3.4 Surveys

For voluntary online surveys during the event period in connection with participation in ITB Berlin NOW, we offer a survey tool from an external service provider (sli.do s. r. o) on the ITB Berlin Now platform. For further information please see section 4.

3.5 Analysis and evaluation

We also process personal data for our legitimate interest in analysis and evaluation for statistical purposes and to optimise future offers by Messe Berlin GmbH (legal basis: Art. 6 (1) (f) GDPR). For this purpose we use an external service provider (so-called processor) who creates aggregated statistics from the data collected (see section 2) from the ITB Berlin NOW platform and the registration data from the ticket shop in order to obtain target group-specific insights into the use of offers as well as main interests and topics. The analyses provided only allow for an aggregated view of user groups. Conclusions about a specific or identifiable natural person are excluded.

3.6 Contact for information and marketing purposes by companies of our group of companies

We process the personal data from the profile and contact data for the purpose of contacting you in order to provide you with information accompanying the trade fair and information on opening, accompanying and subsequent events as well as other products and services of the fair portfolio, including in particular (editorial) newsletters, print- and digital media offers, sector specific web portals and lead campaigns. Subsequent events also include other trade fairs and events organised or held by Messe Berlin GmbH or other companies of our [group of companies](#) in Germany and abroad. For these purposes, we also transmit the data to other companies within the Messe Berlin group of companies. We also use the personal data for market research purposes and for voluntary online surveys in order to constantly improve our offers and our products and services and as part of a market and user analysis adapt them to the needs. The legal basis for this is our legitimate interest in the optimal support of our customers during and after the trade fair and the marketing of the same and similar products and services from the portfolio of the Messe Berlin group of companies (legal basis: Art. 6 (1) (f) GDPR).

3.7 Security

The log data mentioned in section 3 are processed for our legitimate interest in ensuring the security of the ITB Now platform and the data processed on it (legal basis: Art. 6 (1) (f) GDPR).

4. Categories of recipients and international data transfers

The personal data published in the profile are visible to other participants at the ITB Berlin NOW. In order to carry out certain processing activities in connection with the ITB Berlin NOW (in particular hosting and IT support, platform and data management, performance monitoring, digital communication (e-mail, chat, video chat, video, streaming and screen sharing) and analysis) we make use of external service providers which process the personal data on our behalf (so-called processors).

The survey feature mentioned in section 3.4 is offered by our service provider sli.do (sli.do s. r. o., Vajnorská 100/A, 831 04 Bratislava, Slovakia). If you use this voluntary function, you will leave the ITB Berlin NOW website and be redirected to the website of sli.do, which uses its own cookies. sli.do processes the data as its own controller in accordance with the GDPR. Further information can be found in the data protection and cookie information of sli.do: <https://www.sli.do/terms#privacy-policy>.

We also pass on the data to other companies within the Messe Berlin group of companies for the purposes stated in Section 3.6.

Many participants of the ITB Berlin NOW, some processors, and some technology providers, some companies of the Messe Berlin Group as well as cooperation partners and exhibitors, 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).

With regard to the transfer of data to other participants of ITB Berlin NOW, the transfer is necessary for the performance of the contract (Art. 49 (1) (b) GDPR). With regard to the transfer of data to cooperation partners or exhibitors, the transfer of data takes place on the basis of your explicit consent despite the lack of adequate data protection in third countries outside the EU and the associated risks (Art. 49 (1) (a) GDPR). Please note that Messe Berlin GmbH has no control over the processing of personal data (including renewed contact, promotional approaches, invitations, etc.) by exhibitors and other participants of ITB Berlin Now in their area of responsibility, but that the exhibitors and other participants are solely responsible for this under data protection law.

5. Storage period

Participants can delete their profile data at any time. The personal data mentioned in section 2 will be deleted by the end of 2021 at the latest. This does not include profile data, including the contact details of visitors and exhibitors (with the exception of photos), which we process for information and marketing purposes (Section 3.6) until we receive an objection. In addition, stored personal data may be deleted earlier as soon as they are no longer required to achieve the respective 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.

For the storage period of the technical usage data and the data collected by the aforementioned technologies, see section 2.

6. 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 at any time with effect for the future.

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. In case of newsletters or other electronic marketing you can also click the unsubscribe link.

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*)).

Please visit the help pages of your web browser and change the browser settings if you wish to delete aforementioned technologies (see section 2 - *Technical usage data*) or enable your web browser to

delete or reject/block cookies. If you delete or reject/block essential cookies or technologies, the website/platform may not function properly or you may not be able to access it.