

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

(Data Protection Notice for exhibitors)

Messe Berlin GmbH attaches great importance to data protection. This data protection notice of Messe Berlin GmbH informs you about the processing of personal data in connection with the exhibitor stand registration. This notice supplements the [General Data Protection Policy](#), which can be found at the Messe Berlin GmbH's website. For particular cases of data processing there may be separate data protection notices.

1. Controller and data protection officer

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

2. Categories and sources of personal data

The following categories of data are collected during the stand registration: name, legal form, address and contact data of the exhibitor, type of business, name and professional contact details of the named contact persons as well as the products and services requested by the exhibitor, product groups and contractual provisions as well as other exhibitor data such as its legal representatives, tax/VAT ID and billing information, including in the VAT form. Similar information is requested about the co-exhibitor, if any, in the Co-Exhibitor form. Obligatory information is marked – this information is necessary to take steps prior to entering into a contract or the performance of the contract.

Exhibitor and their contact persons can enter themselves information on the event platform and in the app of the respective trade fair.

If the registration is carried out for another person or his/her data is provided (e.g., contact data of the contact persons), the registrant must ensure and assures that he is authorised to disclose the data to Messe Berlin GmbH, that Messe Berlin GmbH is allowed to lawfully process the data for the purposes mentioned in section 3 and that he/she has sufficiently informed the other persons 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

Messe Berlin GmbH processes the personal data for the purpose of establishing and performing the contract of the (co-)exhibitor with Messe Berlin GmbH (legal basis: Art. 6 (1) (b) GDPR) or on the basis of its legitimate interest to communicate with the (co-)exhibitor and to optimize the (co-)exhibitor's fair trade presence, including on the event platform and in the app of the respective fair (legal basis: Art. 6 (1) (f) GDPR).

In addition to the standard services (co-)exhibitors can order additional or special services on the event platform or in the app.

Messe Berlin GmbH processes the contract data and information in the VAT form for compliance with its legal obligations under applicable tax and trade laws and regulations (legal basis: Art. 6 (1) (c) GDPR).

3.2. Assistance for (co-)exhibitors established outside Germany

If the (co-)exhibitor is based outside Germany, the data will be disclosed to the foreign representative responsible for the country for the purpose of advice. This representative will act as the (co-)exhibitor's local contact in particular for providing information in connection with the trade fair, including subsequent events (see section 3.3) (for instance, regarding stand construction and marketing) and visa matters. You can find the foreign representative [here](#). The disclosure of the personal data serves the performance of the contract with the (co-)exhibitor (legal basis: Art. 6 (1) (b) GDPR) and otherwise is based on the legitimate interest of Messe Berlin GmbH to support the (co-)exhibitor, 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, the personal data are processed for the purpose of making contact in order to provide the (co-)exhibitor 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, the personal data are processed in order to provide offers for trade fair-related services such as stand construction, catering, facility services and hostess services. For these purposes, the personal data are also transmitted to other companies of the Messe Berlin group of companies. The personal data are also processed for purposes of market research and online surveys. The processing is carried out on the basis of the legitimate interest of Messe Berlin GmbH in providing (co-)exhibitors support before, during and after the trade fair or event and in marketing 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. Disclosure of personal data for marketing purposes to partner companies

If separate consent has been given, the personal data will be disclosed to the partner companies mentioned in the declaration of consent which may send offers by e-mail or post for their own additional services in connection with the trade fair participation. The legal basis for the processing is the consent (Art. 6 (1) (a) GDPR).

4. Categories of recipients of the data

Upon request, Messe Berlin GmbH discloses the contact information with co-exhibitors and neighbouring exhibitors for purposes of coordination regarding the respective stand constructions and trade fair presence.

As described in section 3 above, the personal data will be disclosed 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 there.

In order to carry out certain processing activities in connection with the purposes mentioned in section 3 above (in particular some special services, dispatch of documents, customer surveys, hosting and IT support, app provision, data management) external service providers and subsidiaries of the Messe Berlin GmbH are used which process the personal data on behalf of Messe Berlin GmbH (so-called "processors").

For further recipients of the data in connection with the event platform or the app see the respective data protection notice. The platform integrates particular technologies from third parties and when uploading or using data on websites, in social media channels (e.g., LinkedIn, Twitter) or in mailings or broadcasting on the event platform, the data can be accessed from and downloaded worldwide from users, website visitors, recipients and third party providers and may be processed by them for purposes which Messe Berlin GmbH cannot control.

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 to receive data such as name, company/organization and function.

In the event of incidents, disturbances, emergencies and crises, Messe Berlin GmbH may also pass on relevant 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. Within Messe Berlin GmbH, the 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.

The data may be disclosed to public and regulatory authorities in case Messe Berlin GmbH is legally obliged to do so, whether by law or regulation (e.g., in connection with protecting against health threats such as SARS-Cov-2), in regulatory proceedings or upon a court order, decision, judgement or alike. For compliance with tax and trade laws and regulations, the personal data is provided to tax and other competent public and regulatory authorities. Categories of recipients of the data also include courts and lawyers in case of legal proceedings, legal disputes and for purposes of legal advice as well as auditors.

5. Data transfer to third countries

Some of the foreign representatives, companies of the Messe Berlin group of companies, partner companies, (co-)exhibitors, processors, third party providers of social media as well as website visitors and users of the event platform 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. The transfer of personal data to those third countries takes place if the European Commission ("EU Commission") has adopted a so-called adequacy decision in this respect (Art. 45 (3) 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).

In the absence of an adequacy decision pursuant to Art. 45 (3) GDPR or appropriate safeguards, the data transfer takes place on the basis of Art. 49 (1) (b)/(c) GDPR (performance of a contract); otherwise, it takes place on the basis of Art. 49 (1) (a) GDPR (explicit consent despite the missing adequate data protection in the third country outside the EU and the possible risks related thereto).

6. Storage period

Stored personal data will be erased, once they are no longer necessary in relation to the purposes for which they were collected or otherwise processed. 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 the withdrawal of the consent or the 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 (in general, 6 or 10 years). Records of consents given will be stored for a maximum of up to three years after the time, the consent has been withdrawn or has otherwise become invalid.

7. Data protection rights

In order to exercise the following data subject rights pursuant to Art. 12-21 GDPR, the controller can be contacted at any time (for contact details, see section 1 above): the right to access, rectification and erasure of personal data, the right to data portability and to restriction of processing. If consent has been given, the consent can be withdrawn at any time with effect for the future.

Rights of objection

If the processing is based on legitimate interests, the data subject has the right to object at any time to the processing of his/her personal data for reasons relating to his/her particular situation.

Furthermore, there is a right to object at any time to the processing and use of personal data for marketing purposes. Marketing mailings include an unsubscribe link.
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If the data subject is of the opinion that the data processing violates data protection law, he/she has the right to lodge a complaint with the competent supervisory authority of his/her choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (*Bundesdatenschutzgesetz*)).