

Information pursuant to the EU General Data Protection Regulation (GDPR) for ITB Speed Networking Event 2024

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 ITB Speed Networking Event 2024 and supplements the [Data Protection Notice](#) on the website of Messe Berlin. For particular processing activities there will be separate information notices, where necessary.

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: info@messe-berlin.de. **Data protection officer:** group data protection officer of Messe Berlin (address: as before; e-mail: datenschutz@messe-berlin.de).

2. Categories and sources of personal data

Messe Berlin processes the following data of participants in the ITB Speed Networking Event (hereinafter "participants/users") in connection with the registration and participation in the ITB Speed Networking Event: First name, last name, e-mail address, professional interests and role. In addition, further voluntary information such as company, main business, country of origin, job title, website and social media information will be requested.

For the access, authentication, operation and security of the event platform, further technical usage data of the participants, such as username, password, IP address as well as log data of the system are processed.

For navigation on the networking event and for the provision of some services, data are automatically collected through the use of cookies and other technologies. In particular, the following so-called "local storage" or "session storage", which are linked to the domain of the event platform, are used:

Name	Own/third party provider	Stored data	Purpose	Type of technology	Storage period
Local Storage					
egcf-itb-sn24.*	Eyaled GmbH Science Park 1 D-66123 Saarbrücken, Germany, info@eyaled.de , https://www.eyaled.de/	Session information and User Interface (UI) settings (e.g. sort order, display options of appointments, etc.)	General user session mechanics, stores UI state and other user decisions for subsequent sessions and to survive page reloads.	Essential	Persistent

At events where a personal check by the Federal Criminal Police Office (BKA) or the State Criminal Police Office (LKA) is required, the name at birth, date of birth and place of birth are also mandatorily collected.

Messe Berlin receives the data in connection with the exhibitor stand registration or the participation in the ITB as a buyer as well as by the registration in the Speed Networking Event. Further information on data processing and data protection rights can be found in the separate data protection notices of ITB Buyers Circle Member.

When participants perform the registration for another person (third party) or provide their data, they must ensure and assure that they are authorized to provide Messe Berlin these third-party data, that

Messe Berlin may lawfully process these data for the purposes stated in section 3 and that the person(s) concerned have been sufficiently informed about the processing of the person's data pursuant to this notice.

3. Purposes and legal basis of processing

a. Performance of the contract and legitimate interest

Messe Berlin process the personal data pursuant to section 2 for the establishment and execution of the contractual relationship with Messe Berlin including matching of company profiles based on the professional interests indicated (matchmaking tool) (legal basis: Art. 6 (1) (b) GDPR). Voluntary information provided in the registration form are used for better implementation of the ITB Speed Networking and for market research (see also section 3) in the legitimate interest of Messe Berlin and the technical usage data in the legitimate interest of Messe Berlin to ensure the operation of the matchmaking tool (Legal basis: Art. 6 (1) (f) GDPR).

b. Contact and processing for information and advertising purposes by companies of the Messe Berlin group

Furthermore, Messe Berlin processes the personal data for the purpose of contacting participants in order to provide them with information accompanying the trade fair/event. This includes the periodic or event-related electronic dispatch of information about Messe Berlin and its affiliated companies, trade fair/event-related information about Messe Berlin's own events 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 or other [Messe Berlin group companies](#) in Germany and abroad. Messe Berlin also process the personal data for purposes of market research and online surveys. The processing is based on the legitimate interest of Messe Berlin in providing the participants with 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).

4. Categories of recipients of the data

The data published in the profile are visible to other participants of the event worldwide. As described in sections 3 above, Messe Berlin transfers the personal data to other companies of the Messe Berlin group of companies for the afore-mentioned purposes. External service providers are used to carry out certain processing activities (in particular networking tool, event platform, communication activities, hosting, IT support), which process the personal data on behalf of Messe Berlin (so-called "processors"). In the case of events held in cooperation with associations or business partners, Messe Berlin also transfers the data to them. At some events, separate consent is obtained to provide data to third person for the purpose of direct marketing.

Insofar as persons subject to particular personal protection by the Federal Criminal Police Office (*Bundeskriminalamt* – BKA) or the Federal State Criminal Police Office (*Landeskriminalamt* – LKA) (for example, constitutional organs such as the Federal President or the Federal Government or foreign guests) participate in events, the BKA or LKA may examine all event participants. In the framework of such examination the BKA or LKA may request data such as name, company/organization and function from the organizer.

In the case of incidents, disorder, emergencies and crises the data of participants may also be transmitted to the police, law enforcement authorities, the fire brigade and ambulances, other public authorities (such as the Health Office (*Gesundheitsamt*)).

In addition, data are passed on to third parties for the purpose of performance of the contract. These are the following partners who are own controller within the meaning of the GDPR: Transport

companies, courier services, postal services (for orders), banks, credit institutions and payment service providers (for payments) as well as, in the legitimate interest of the Messe Berlin in solvency to credit rating companies.

A disclosure of data to authorities and public bodies may occur if Messe Berlin is legally obliged to do so, be it due to laws and regulations (e.g., supervisory authority procedures) or due to a court order, resolution, judgement and the like. For compliance with tax and trade laws and regulations, the personal data are shared with the tax and other relevant public and regulatory authorities. The categories of recipients of the personal data also include courts and lawyers in the context of legal disputes, legal disputes as well as for the purpose of legal advice and furthermore auditors

5. Data transfer to third countries

Some of other participants 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 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 European 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 and external service providers, the transfer is necessary for the performance of the contract (Art. 49 (1) (b/c) GDPR); otherwise, it takes place on the basis of explicit consent despite the lack of adequate data protection in the third countries outside the EU and the associated risks (Art. 49 (1) (a) GDPR).

6. Storage period

The technical usage data mentioned in section 2 will be deleted no later than two (2) months after the end of the event. 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, the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of the revocation of consent or 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 (generally 6 or 10 years). Documentation of given consent will be stored for a maximum of three years after the date on which the consent is withdrawn or otherwise becomes invalid.

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 withdrawn at any time with effect for the future.

Rights of objection

If the processing is based on legitimate interests, there is the right to object to the processing of personal data for reasons relating to the particular situation.

Furthermore, there is the right to object to the processing and use of data for *advertising* purposes at any time. The newsletters also include an unsubscribe link.

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*)).