

Information pursuant to the EU General Data Protection Regulation (GDPR) for the exhibitor stand registration DMEA 2026

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

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 (address: as before; e-mail: datenschutz@messe-berlin.de).

2. Categories and origin of personal data

The following categories of data are collected during exhibitor stand registration: **Registration and authentication data**: Name, address and type of business operation of the exhibitor as well as the names and contact details of the contact persons of the exhibitor (including press contact), the requested products and services or contractual arrangements, other **exhibitor details** such as its legal representatives, the company logo, VAT number and billing data, including VAT form. If an exhibitor also names co-exhibitors in the booking process, the information provided by the exhibitor about the co-exhibitor will also be processed by Messe Berlin.

Data of the registering person is collected directly during registration. Third-party data, i.e. details of contact persons or co-exhibitors, will be provided by the co-exhibitor themselves or by the person registering, depending on the registration option selected.

Exhibitors or co-exhibitors can also enter additional information about themselves (profile data), company entries and contact details in the print catalog, on the digital event platform, in the online exhibitor directory or in the app for publication online.

If registration is carried out for other persons (e.g. co-exhibitors or other third parties) or their data is passed on, it must be ensured and guaranteed that the transfer of this third party data to Messe Berlin is authorized, that Messe Berlin may lawfully process this data for the purposes stated in Section 3 and that the persons concerned have been sufficiently informed about the processing of the person's data in accordance with this data protection information.

3. Purposes and legal basis of processing

3.1. Performance of the contract

The personal data are processed for the purpose to establish and perform the contract of the exhibitor with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR) or on the basis of Messe Berlin's legitimate interest in communicating with the exhibitor and optimizing the exhibitor's trade fair presence and the exhibitor's presence in the print catalogue, on the digital event platform, in the online exhibitor directory or in the app of the respective trade fair (legal basis: Art. 6 (1) (f) GDPR) ("standard services"). In the case of events held in cooperation with associations or business partners, Messe Berlin will also pass on the data to them for this purpose.

In addition to the standard services, additional services or special services can be ordered for the print catalogue, on the digital event platform, in the online exhibitor directory or in the app. The data

processing carried out in this context is also based on Art. 6 (1) (b) GDPR. Data of a co-exhibitor is processed on the basis of Art. 6 (1) (f) GDPR. The proper execution of a stand booking and the trade fair is to be classified as a legitimate interest of Messe Berlin within the meaning of this provision. In the case of events held in cooperation with associations or business partners, Messe Berlin also transmits the necessary data to them for this purpose (see Section 4).

Messe Berlin processes the information in the VAT form, as well as other data subject to statutory retention obligations, for compliance with legal obligations under applicable tax and commercial laws and regulations (legal basis: Art. 6 (1) (c) GDPR in conjunction with §§ 147 AO, 257 HGB).

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 to provide 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 is forwarded for the establishment and execution of the contractual relationship with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR) or, with regard to data of co-exhibitors, on the basis of Art. 6 (1) (f) GDPR. The proper execution of a stand booking and the trade fair is to be classified as a legitimate interest of Messe Berlin within the meaning of this provision.

3.3. Making contact by e-mail or post for information and advertising purposes by Messe Berlin group companies

Furthermore, Messe Berlin processes the personal data to contact exhibitors 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. In addition, Messe Berlin processes the personal data to provide offers for trade fair-related services such as stand construction, catering, facility services and hostess services. For these purposes, Messe Berlin also transmits personal data to other companies of the Messe Berlin group of companies (see section 4). Messe Berlin also processes personal data for purposes of market research and surveys. The processing is based on the legitimate interest in supporting exhibitors before, during and after the trade fair or event and in promoting the same and similar products from the trade fair portfolio of the Messe Berlin group of companies (legal basis: Art. 6 (1) (f) GDPR).

3.4. Transfer of personal data for marketing purposes to partner companies

If separate consent has been given, Messe Berlin transfers the personal data to the partner companies named in the declaration of consent for the purpose to send promotional information by e-mail or post to provide the exhibitor with additional services in connection with the trade fair appearance. Some special services are only offered by partner companies. The legal basis for the processing is consent (Art. 6 (1) (a) GDPR). Messe Berlin will transmit the data of exhibitors to HEALTH-CARE-COM GmbH as the publisher of the DMEA magazine "D.mag" if an exhibitor has included services in D.mag in their booked package. The legal basis for this processing is the legitimate interest of Messe Berlin in the performance of the contract with the respective exhibitor pursuant to Art. 6 (1) (f) GDPR or, if the exhibitor is a natural person, the contract with the exhibitor itself pursuant to Art. 6 (1) (b) GDPR. The publisher acts as its own controller in accordance with Art. 4 (7) GDPR.

4. Categories of recipients of the data

Upon request, contact information will be forwarded to co-exhibitors and neighboring exhibitors for the purpose of organizing the trade fair (Section 3.1.) for the purpose of coordinating the respective stand constructions and exhibition appearances. As stated in Section 3.2, personal data will be transferred to foreign representatives or other companies of the Messe Berlin group of companies and partner companies for the purposes or under the conditions stated therein. In the case of events organized in cooperation with associations or business partners, the data will also be transferred to them for the purpose to organise the event and advertise products and services in connection with the event. The associations or business partners conduct promotional communication as independent controllers in accordance with data protection regulations.

External service providers are used to carry out certain processing activities in connection with stand registration and the organization of the event (in particular some special services, dispatch of documents, customer surveys, hosting and IT support, data management, digital event platform and app, waste disposal) external service providers 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. As part 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 a legal obligation to provide data, Art. 6 (1) (c) GDPR in conjunction with this obligation is the legal basis for the processing.

In the event of incidents, disturbances, emergencies and crises, Messe Berlin may also pass on the data to the (co-)organizer, 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, the data are forwarded to the respective project management, the control and security center and other departments of Messe Berlin involved in emergency and crisis management, if applicable.

For compliance with tax and trade laws and regulations, Messe Berlin shares the 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 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 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). The data transmission to foreign representatives, other users of the digital event platform, website visitors as well as Third party social media providers is necessary for the performance of a 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 risks associated with it (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. Insofar as processing is based on consent or based on a legitimate interest of Messe

Berlin, the data concerned will no longer be processed for the associated purpose after receipt of the withdrawal of consent or the objection and, if applicable, will be deleted, unless there are statutory exceptional circumstances. 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 withdrawn at any time with effect for the future

Rights of objection

Insofar the processing is based on *legitimate interests* (see section 3 above), data subjects have the right to object to the processing of their personal data for reasons relating to the particular situation.

Furthermore, there is the right to object to the processing and use of data for <i>advertising</i> purposes at any time. The e-mail 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)