

Information for exhibitors regarding the SCOON Expo-Highlights registration in accordance with the EU General Data Protection Regulation (GDPR)

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 participation in the Expo-Highlights of the Smart Country Convention and supplements the general [data protection notice](#) of Messe Berlin. Special cases of data processing may be subject to separate data protection notices, which will be provided separately at the time 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, email: info@messe-berlin.de or smartcountry@messe-berlin.de. **Data Protection Officer:** Joint Data Protection Officer (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 exhibitor registration process: **Registration and authentication data:** Name, address and type of business of the exhibitor, as well as the names and contact details of the exhibitor's contact persons (including press contacts), the products and services requested or contractual arrangements, **other details of the exhibitor** such as its legal representatives, company logo, VAT number and billing details 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.

If registration is made on behalf of other persons (third parties) or their data is passed on, it must be ensured and guaranteed that the passing on 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 their data in accordance with this data protection information.

3. Processing purposes and legal bases

3.1 Contract fulfilment

Personal data is processed for the purpose of concluding and performing the contract between the exhibitor and 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 participation (legal basis: Art. 6 (1) (f) GDPR) ("**standard services**").

Messe Berlin processes the information in the VAT form, as well as other data subject to statutory retention obligations, in order to comply 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 Support for exhibitors based outside Germany

If a company is based outside Germany, the data will be forwarded to the responsible foreign representative in the respective country for consultation. The representative will be available as a local contact, in particular to provide information in connection with the event, including follow-up events (see section 3.3 below), as well as support at the event. The responsible representation abroad can be found [here](#). The data is passed on for the purpose of establishing and implementing the contractual relationship with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR) or, with regard to the data of co-exhibitors, on the basis of Art. 6 (1) (f) GDPR. Messe

Berlin's legitimate interest within the meaning of this provision is the proper execution of the stand booking and the trade fair.

3.3 Contact by e-mail or post for information and advertising purposes by companies of the Messe Berlin Group

Messe Berlin also processes personal data for the purpose of establishing contact in order to provide exhibitors with information about trade fairs and events. This includes the periodic or event-related electronic dispatch of information about Messe Berlin and its affiliated companies, information about Messe Berlin's own and guest events, including exhibitors, sponsors, associations and other cooperation partners of the respective event as well as their products and services, and information about opening, accompanying and follow-up events. Follow-up events also include other trade fairs and events in Germany and abroad organised or held by Messe Berlin or other [companies in the Group](#). Personal data is also processed for the purpose of submitting offers for trade fair-related services such as stand construction, catering, facility services and hostess services. For these purposes, the data may also be passed on to other companies within the Messe Berlin group. Personal data is also processed for the purposes of market research and online surveys. Processing is based on the legitimate interest in supporting users before, during and after the trade fair or event and in promoting the same and similar products from the Messe Berlin Group's trade fair portfolio (legal basis): Art. 6 (1) (f) GDPR).

3.4 Passing on data to partner companies for marketing purposes

Where separate consent has been given, Messe Berlin will pass on personal data to the partner companies named in the declaration of consent for the purpose of sending advertising information by e-mail or post in order to provide exhibitors with additional services in connection with the trade fair presentation. Some special services are only offered by partner companies. The legal basis for the processing is consent (Art. 6 (1) (a) GDPR).

4. Categories of recipients of the data

Upon request, contact data will be passed on to co-exhibitors and neighbouring exhibitors for the purpose of organising the trade fair and coordinating the respective stand constructions and presentations (section 3.1.). As stated in section 3.2, personal data will be passed on to foreign representatives or other companies in the Messe Berlin group of companies and partner companies for the purposes and under the conditions stated there. In the case of events held in cooperation with associations or business partners, the data will also be passed on to them for the purpose of organising the event and advertising products and services in connection with the event.

In order to carry out certain processing activities in connection with exhibitor registration (in particular some special services, mailing of documents, customer surveys, hosting and IT support, data management, digital event platform and app), external service providers are used who process personal data on behalf of Messe Berlin (so-called "processors").

If persons attending an event are subject to special personal protection by the Federal Criminal Police Office (BKA) or the State Criminal Police Office (LKA) (e.g. constitutional organs of the Federal Government such as the Federal President or the Federal Government or foreign guests), all event participants may be checked by the BKA or the LKA. In the course of such checks, the BKA or LKA may request data such as name, date and place of birth as well as company/organisation and function from Messe Berlin. In the event of a legal obligation to provide data, Art. 6 para. 1 (c) GDPR in connection with this obligation is the legal basis for the processing.

In the event of incidents, disruptions, emergencies and crises, your data may also be passed on to the (co-)organiser, the police, prosecuting authorities, fire and rescue services, other

authorities (e.g. health authorities), the works fire brigade, the security and public order service and the medical service. Internally, the data may be passed on to the relevant project managers, the control and security centre and other Messe Berlin departments involved in emergency and crisis management.

In order to comply with tax and commercial laws and regulations, personal data will be passed on to the tax authorities and other relevant authorities and public institutions.

5. Transfer of data to third countries

Some of the foreign representatives, companies of the Messe Berlin Group, partner companies or processors are based in third countries outside the EU which do not offer the same level of data protection for personal data as the EU. The transfer of personal data to such third countries takes place provided that 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 organisation, 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 pursuant to Art. 46 (2) (c) GDPR and, if necessary, additional measures. A copy of the guarantees can be obtained upon request (e.g. by email - see section 1 above for contact details). With regard to the transfer of data to foreign representatives, other users of the digital event platform, website visitors and third party social media providers, the transfer is necessary for the fulfilment of the contract (Art. 49 (1) (b/c) GDPR); otherwise it is based on explicit consent despite the lack of adequate data protection in third countries outside the EU and the associated risks (Art. 49 (1) (a) GDPR).

6. Storage period

Stored personal data will be deleted as soon as they are no longer required to fulfil the purpose for which they were processed. If the processing is based on consent or a legitimate interest of Messe Berlin, the data in question will no longer be processed for the purpose in question after receipt of the revocation of consent or the objection and will be deleted if necessary, unless statutory exceptions apply. Irrespective of this, data subject to commercial or tax law retention obligations will not be deleted until the statutory periods have expired.

7. Data Protection Rights

Data subjects may contact the Controller at any time to exercise the following rights (for contact details, see Section 1 above).

Data subject rights under Art. 12-21 GDPR: The right of access to personal data, the right of rectification, erasure and data portability, and the right to restrict processing. Where consent has been given, it may be revoked at any time with effect for the future.

Right to object

If the processing is based on the legal basis of *legitimate interest* (see section 3 above), you have the right to object to the processing of your personal data at any time on grounds relating to your particular situation.

In addition, you may at any time object to the processing and use of your data for advertising purposes. The email newsletters also contain an unsubscribe link.

If a data subject considers that the processing of his or her personal data is in breach of data protection law, he or she has the right to lodge a complaint with a supervisory authority of his or her choice (Article 77 GDPR).
