Information pursuant to the EU General Data Protection Regulation (GDPR) for the participation at the Pitch Perfect format of FIBE 2027

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 competition and supplements the Data Protection Notice on the Messe Berlin website. For special cases of data processing, there may be separate data protection notices.

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 sources of personal data

Messe Berlin processes the following personal data of the participants and based on the terms of participation (TNB): first and last name, e-mail address and company name as well as the pitch presentation. Participants may voluntarily provide telephone number, LinkedIn profile and company website. In case of selection Messe Berlin will contact the participants and process further information related to the actual participation at FIBE 2027.

3. Purposes of processing and legal bases

Messe Berlin processes the personal data pursuant to section 2 in order to select the participants and to organise the participation of the selected participants in the Pitch Perfect format at FIBE 2027 (legal basis: performance of contract Art. 6 (1) (b) GDPR). If participants voluntarily register to receive a newsletter, the legal basis is their consent (Art. 6 (1) (a) GDPR).

4. Recipients and international data transfers

Messe Berlin will provide the contact details of the participants to its cooperation partner Handelsblatt GmbH, Toulouser Allee 27, 40211 Düsseldorf, Germany (data protection officer: datenschutz@handelsblattgroup.com), which coordinates the FIBE conference at FIBE 2027. Messe Berlin and Handelsblatt GmbH are joint controllers within the meaning of the GDPR for the processing of personal data in connection with said FIBE conference and have concluded an arrangement pursuant to Art. 26 GDPR that specifies who fulfills which obligations pursuant to the GDPR. Messe Berlin uses service providers to carry out certain processing activities, in particular hosting, IT support and mailings, which process the personal data on behalf of Messe Berlin (so-called "order processors"). Some of the 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).

5. 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.

6. Data protection rights

To exercise the following rights, data subjects can contact the controller at any time (contact details see section 1 above). As regards queries the data processing in relation to the FIBE conference for which both Messe Berlin and Handelsblatt GmbH act as joint controllers, including a copy of the Art. 26 GDPR arrangement, data subjects can contact either Messe Berlin or Handelsblatt GmbH or the joint contact point at fibe@messe-berlin.de.

Rights of the data subjects pursuant to Art. 12-21 GDPR: the right to access 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*, 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 advertising 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)