

Information pursuant to the EU General Data Protection Regulation (GDPR) for Valentines Raffle / Tickets

Messe Berlin GmbH (hereinafter “**Messe Berlin**”) attaches great importance to data protection. This data protection notice informs about the processing of the personal data in connection with the FIBE sweepstakes. This notice supplements the [General Data Protection Policy](#) of Messe Berlin.

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

The following categories of personal data is processed exclusively for the execution of the sweepstakes: LinkedIn profile, including contact information and public interaction data (e.g., comments likes and shares). The data is collected directly from the participants. Messe Berlin also processes information regarding the fact of participation. In case of winning, additional data, such as e-mail, may be required for the delivery of the prize.

3. Purposes and legal basis of processing

The data will be collected and processed exclusively for the purpose of conducting the sweepstakes and determining the winner on the basis of the conditions of participation (legal basis of Article 6 (1) (b) GDPR (contract). Without providing the personal data mentioned in Section 2, a participation is not possible.

4. Categories of recipients and international data transfers

Messe Berlin uses service providers to carry out certain processing activities, in particular for the administration of the prize draw, hosting, IT support, and mailings. These service providers process personal data on behalf of Messe Berlin (so-called “processors”). Some of these service providers are located in third countries outside the EU that do not provide the same level of data protection for personal data as the EU. The transfer of personal data to third countries takes place only if the European Commission has issued an adequacy decision for the respective third country or organization pursuant to Article 45 (3) GDPR, or—if no such decision exists—subject to appropriate safeguards within the meaning of Article 46 GDPR, in particular the Standard Contractual Clauses approved by the European Commission pursuant to Article 46 (2) (c) GDPR and, where necessary, additional measures. A copy of these safeguards may be requested using the contact details provided in Section

5. Storage period

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, the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation of your consent, 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).

6. Data protection rights

To exercise the following rights, data subjects can contact the controller at any time (contact details see section 1 above or fibe@messe-berlin.de):

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*, 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)
