

## Information pursuant to the EU General Data Protection Regulation (GDPR) for Guest Events (GE) - Organisers

Messe Berlin GmbH (hereinafter "**Messe Berlin**") attaches great importance to data protection. This information notice informs about the processing of personal data of organisers 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](mailto:info@messe-berlin.de). **Data protection officer**: group data protection officer (address: as before; e-mail: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)).

### 2. Categories of personal data

The following categories of data are collected when concluding a contract with Messe Berlin: name, legal form, address and contact data, type of business, name and contact details of the contact persons as well as the products and services requested and contractual provisions, other organiser data such as the legal representatives and billing information.

If information are provided for other persons (third parties) or their data are passed on, it must be ensured and assured that the passing on of this data of the third parties 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 persons data pursuant to 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 organiser with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR) respectively based on the legitimate interest of Messe Berlin in communicating with and optimizing the presence of the organiser and the presentation of the organiser in the event calendar online on the Messe Berlin website (legal basis: Art. 6 (1) (f) GDPR). 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

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

Furthermore, Messe Berlin processes the personal data for the purpose of contacting the organisers in order to provide them with the latest information on locations and notices of future opening, accompanying, side and subsequent events. 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 organisers, 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. Messe Berlin also processes personal data for purposes of market research and online surveys. The processing is based on the legitimate interest in supporting organisers 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).

### **3.3. Transmission of personal data to responsible authorities**

If necessary, personal data will be transmitted to competent authorities (in particular the police, fire department, public order office and the ambulance and rescue service) on the basis of a legal obligation (legal basis: Art. 6 (1) (c) GDPR).

### **4. Categories of recipients of the data**

As stated in Section 3, personal data will be transferred to 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.

In order to carry out certain processing activities in connection with the event (in particular some special services, dispatch of documents, customer surveys, hosting and IT support, data management) 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. In the course 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 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 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).

### **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 newsletters also include an unsubscribe link.
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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)).

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