

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

Messe Berlin GmbH (hereinafter "**Messe Berlin**") attaches great importance to data protection. Messe Berlin provides the organizer with halls or rooms for their event and delivers additional services in accordance with the guest event contract concluded between Messe Berlin and the organizer. In doing so, Messe Berlin processes the organizer's personal data, for which the organizer is responsible, in accordance with the data protection regulations. Messe Berlin and the organizer act as individual data controllers pursuant to Art. 4 Nr. 7 GDPR. With this privacy notice we inform you about the processing of the personal data of the organizers through Messe Berlin. This privacy notice supplements the [Data Protection Notice](#) on the Messe Berlin website. For special cases of data processing, there may be separate data protection notices.

1. Data Controller and data protection officer

Data 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

Messe Berlin collects and processes the following categories of personal data of the organizer, in the conclusion and performance of the guest event agreement: information about the organizer's legal representatives (first and last name, company, position, business address); contact details of the organizer's points of contact (first and last name, company, position, business email address, business address, business phone number); content of the communication.

The organizer is responsible for ensuring that the details of the organizer's contacts provided by them may be used for communication purposes and that the persons concerned have been sufficiently informed about the processing of their data pursuant to this data protection information.

3. Purposes and legal basis of processing

3.1. Performance of the contract

Messe Berlin collects and processes the categories of personal data described in section 2 based on its legitimate interest in the conclusion and performance of the guest event agreement in accordance with Art. 6 (1) (f) GDPR.

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 informational and advertising purposes, in order to provide the organizer with current information about other trade fairs and events organized or held by Messe Berlin or other [companies of the Messe Berlin group](#), in Germany or abroad. Messe Berlin may also process personal data for purposes of market research and online surveys. The processing is based on the legitimate interest of Messe Berlin in supporting organizers 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).

4. Categories of recipients of the data

Personal data may be processed for offers of event related services such as booth construction, catering, facility services and hostess services, and may be transferred to companies within the corporate group or partner companies, insofar as this is part of the guest event agreement. The legal basis for the processing in this case is the legitimate interest of Messe Berlin in performing the guest event agreement in accordance with Art. 6 (1) (f) GDPR.

Messe Berlin may also be legally obliged to transmit personal data to authorities or security and law enforcement services (particularly the police, fire department, regulatory office, as well as the medical and emergency services). The legal basis of the processing in this case is the legal obligation which Messe Berlin is subject to, in accordance with Art. 6 (1) (c) GDPR.

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) Messe Berlin uses external service providers, which process the personal data based on a data processing agreement on behalf of Messe Berlin (so-called "data 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) participate in an event, all event participants may be subject to personal check by the BKA or LKA. Over the course of such a check, the BKA or LKA may request identification data such as name, company/organization and function in the event, from Messe Berlin. The legal basis of the processing in this case is the legal obligation which Messe Berlin is subject to, in accordance with Art. 6 (1) (c) GDPR.

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. The legal basis of dataprocessing in this case is the legal obligation which Messe Berlin is subject to, in accordance with Art. 6 (1) (c) GDPR and the legitimate interest of Messe Berlin in the compliance with tax and trade laws, pursuant to Art. 6 (1) (f) GDPR.

5. Data transfer to third countries

Some of the data processors are located in third countries outside the EU, which do not provide the same level of data protection for personal data 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 these third countries either based on the so-called adequacy decision, if the European Commission has adopted one 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. A copy of the safeguards can be obtained upon request using the contact details provided in section 1.

6. Storage period

Personal data is processed to the extent and for as long as it is required and legally permitted for the specific purpose for which the data was collected. Afterward, the personal data will be automatically deleted, unless further processing is required and legally permitted for other purposes, such as fulfilling legal retention obligations or for the defense or assertion of rights. Insofar as the 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.

7. Data protection rights

To exercise the following rights, data subjects can contact the controller at any time using the contact details provided in section 1.

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. The processing remains lawful based on the consent until it is withdrawn.

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).

Version: November 2024
