Information pursuant to the EU General Data Protection Regulation (GDPR) for ITB Innovators 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 innovation contributions for ITB Innovators 2027 and supplements the Data Protection Notice on the website of Messe Berlin. For particular processing activities there will be separate information notices, where necessary.

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 of Messe Berlin (address: as before; e-mail: datenschutz@messe-berlin.de).

2. Categories and sources of personal data

Messe Berlin processes the following personal data provided directly by exhibitors in connection with ITB Innovators 2027 and on the basis of the applicable Terms and Conditions of Participation: exhibitor/company name, hall number, booth number, contact person details, including salutation, contact information (email address and mobile phone number), and, where provided, social media profile information. Where personal data is submitted by third parties in individual cases (e.g., organizers, agencies, or persons entrusted with the registration process), such submission is made on the basis of the respective data subject's authorization.

3. Purposes and legal basis of processing

Messe Berlin processes the personal data described in Section 2 for the organization and operation of ITB Innovators 2027 (legal basis: performance of a contract pursuant to Art. 6 (1) (b) GDPR) and for its legitimate interests in internal organization and administrative management, including communications with contact persons (legal basis: Art. 6 (1) (f) GDPR).

4. Categories of recipients of the data

Messe Berlin engages service providers to perform certain processing activities, in particular for the organization, hosting, IT support and mailings. These service providers process personal data on behalf of Messe Berlin as processors within the meaning of Article 28 GDPR. Some of these service providers are located in third countries outside the European Union that do not provide the same level of protection for personal data as the European Union, particularly due to the absence of a legislative framework, independent supervisory authorities, or data protection rights and effective legal remedies. Personal data are transferred to such third countries only where an adequacy decision of the European Commission pursuant to Article 45 (3) GDPR exists for the respective third country or organization. In the absence of such a decision, transfers are 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, supplementary measures. A copy of these safeguards may be obtained upon request (e.g. by e-mail using the contact details provided in Section 1).

5. Storage period

Stored personal data will be erased once they are no longer needed for achieving the relevant purpose of their processing. Where processing is based on consent or on Messe Berlin's legitimate interests, the relevant personal data will no longer be processed for the respective purpose and, where applicable, will be erased upon withdrawal of consent or objection to the processing, unless a statutory exception applies. Notwithstanding the above, personal data that are subject to statutory retention obligations under commercial or tax law will not be erased until the applicable retention periods have expired (generally six or ten years under German commercial and tax law).

6. Data protection rights

To exercise the following rights, data subjects can contact the controller at any time. 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
> If the processing is based on legitimate interests, there is the right to object to the processing of 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 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).