

Information pursuant to the EU General Data Protection Regulation (GDPR) for the users of the ITB Match & Meet Tool

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 ITB Speed Networking Event 2025. 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 of Messe Berlin (address: as before; e-mail: datenschutz@messe-berlin.de).

2. Categories and sources of personal data

Messe Berlin collects and processes the following data of users in connection with the registration and use of the Match & Meet Tool: First name, last name, e-mail address, professional interests and role. In addition, further voluntary information such as profile picture, country of origin, job title, website, social media information, calendar information, interest in visiting trade fairs, and the contacts that users share with other users will be requested. The tool is operated by Eyeled GmbH, Science Park 1, 66123 Saarbrücken, which carries out the data processing activity on behalf of and as per the instructions of Messe Berlin, as its processor, based on a data processing agreement in accordance with Art. 28 (3) GDPR.

Additionally, the following data is processed when contacting other users, as well as with the use of the chat function: message text, recipient, time of sending the message and the time of reading the message. With existing contacts, users can make appointments. The following data is processed when using this feature: title, location, description, date, time, duration, and participants of the appointment.

For the access, authentication, operation and security of the event platform, further technical usage data of the participants, such as username, password, IP address as well as log data of the system are processed.

For navigation in the ITB Match & Meet Tool and for the provision of some services, data is automatically collected through cookies and other technologies. Detailed information can be found in the respective Cookie Policy.

The data collected when using the tool is processed both on the user's device and on the server of Eyeled GmbH.

3. Purposes and legal basis of processing

The personal data in accordance with section 2, is processed for the establishment and execution of the contractual relationship between Messe Berlin and the user on the legal basis of Art. 6 (1) (b) GDPR. The technical usage data necessary to operate the tool in accordance with section 2 is processed in the legitimate interest of Messe Berlin to ensure the operation (Art. 6 (1) (f) GDPR).

4. Categories of recipients of the data

The data published in the profile are visible to other participants of the event worldwide. Detailed information can be found in the terms and conditions.

External service providers, which are used to carry out certain processing activities (in particular communication activities, hosting, IT support), process the personal data on behalf of Messe Berlin in accordance with Art. 28 (3) GDPR (so-called “processors”).

5. Data transfer to third countries

Some of other participants 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

The technical usage data and the personal data according to section 2 will be deleted on October 31, 2025, once the service contractually agreed upon in the ITB Berlin Communication Package has been provided. In so far as the processing takes place on the basis of consent or a legitimate interest of Messe Berlin, the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of the revocation of consent or objection to the processing, 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).

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 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* (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.

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).
