

Privacy Policy

Data protection notes

Basic Principles

Messe München GmbH (“Messe München”) thanks you for your interest in our company and products. We take the protection of your person-related data very seriously. We would like you to feel at ease when you visit our website, trade shows, our website or when using our digital content and products. At our trade shows, we employ photographers and service providers to take photos and other image material of the fairs we organize ourselves. These include in particular portrait and event photos (“trade fair photos”).

Protecting your privacy is of optimum importance to us. Therefore, compliance with legislation on protecting data privacy is self-evident for us. Our employees are obligated to maintain data secrecy. They are regularly trained in the areas of data protection and data security. In the following, we would like to outline briefly how we handle your personal data within the context of our website, our digital content and products, and how we protect these data.

1. Who is responsible? Who is the data protection officer?

a. Responsible for this website and our other digital content and products

Messe München GmbH, represented by the managing directors Klaus Dittrich , Dr. Reinhard Pfeiffer, Stefan Rummel, Falk Senger, Gerhard Gerritzen and Monika Dech

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b. Data protection office

Messe München GmbH

Data Protection Officer

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2. What are personal data? How do we protect personal data?

a. Personal data

Personal data refer to individual information about the personal or material relations of a certain or identifiable natural person. This includes information such as your name, postal or email address, and access data in the context of using our website and our other digital content and products. Personal data are also stored by us in addition to the access data only if you voluntarily provide us with this, e.g., in the context of a registration, a survey, a prize contest, a contact request, a subscription to a newsletter or to carry out an online order. In addition, personal data are only used to the extent necessary and for the sole consented purpose or a legally permissible purpose. For secure transmission of your data, Messe München GmbH uses encryption procedures in secured areas. This means that the communication between your browser or terminal device and our ordering system is not readable for others on the internet, for example. Apart from that, the use of our ordering system is deemed as consent to the storage and use of your data by Messe München GmbH and its partners. In the context of trade fair photos, we generate and collect image material from you and other personal data that you provide us in connection with the photos (for example, name, telephone number, email address, postal address).

b. Access data

By accessing our website, Messe München GmbH receives access data that is stored for security purposes and in principle permits identification of:

- The name of your internet service provider
- The country you come from
- The website from which you are visiting
- The search term if you come to our site via a search engine
- Our websites that you visit
- The user tool (web browser, operating system), with which you have accessed our website
- Files that you have downloaded from our site (e.g., PDF or Word documents)
- The duration of your visit
- The date and time of access

3. What do we do with your personal data?

a. If you use our website or our contact form

(1) Provision of our website

The provision of this website requires the handling of personal data, for example, the IP address for the retrieval of the content displayed on this website.

These data are evaluated by Messe München GmbH and enable us to optimize our offers as a whole and make the content more specific for you personally, e.g., to recognize you as a returning visitor to our website. If you have an existing data record, the new data can be assigned to it in many cases. The IP address of the computer from which the access is made is only stored for backup purposes for a period of one month.

JavaScript, ActiveX, or other controls and scripting languages in web pages that contain executables can be disabled for security reasons at any time via your browser. Our website remains navigable without JavaScript.

You also have the opportunity to contact us via our contact form. We collect the personal data for this that you enter in the contact form.

(2) Legal basis

The handling of your personal data for the provision of this website and for communication via this website is based on our legitimate interest. For the provision of this website, it is technically necessary that we process certain personal data (e.g., the IP address). For your communication with us, we must handle the respective personal data.

(3) Balancing of interests

As part of the required balancing of interests, we balance your interest in the confidentiality of your personal information and our interests in the provision of this website in establishing contact with each other. Your interest in confidentiality is secondary in both cases. Otherwise, we could not provide you with access to this website or respond to your contact request.

(4) Recipient categories

We use service providers to provide our website. We transmit personal data to these service providers for this. These service providers are contractually obligated by us to exercise the same care when handling personal data as we do ourselves.

These service providers are subject to the same strict data protection regulations and are also included in the data protection concept of Messe München GmbH.

Personal data are only transmitted to state institutions and authorities in the context of legal or judicial obligations.

b. When you buy online tickets from us or register online with us as a visitor, trade visitor or exhibitor

(1) Online tickets and legal basis

You can buy online tickets for trade fairs and congresses via our website. We process the personal data for this that you enter in the order form. The processing of your personal data takes place for preparing, executing and processing the corresponding contract.

In this context, Messe München only processes personal data for the purpose of Messe München's business purposes. This is necessary for carrying out the tasks of the exhibition and exhibition industry in economic, scientific and cultural fields. The tasks include in particular the holding of trade fairs, exhibitions, congresses and similar events, taking care of the exhibition interests of the City of Munich and the Free State of Bavaria at home and abroad, the promotion of the economy by organizing trade fairs, exhibitions, congresses and similar events as well as the operation, maintenance and further development of the exhibition center in Munich, Messestadt-Riem.

To this end, Messe München maintains exhibition and exhibition facilities, congress and meeting rooms, which it uses or rents for events. The Messe München also operates this for certain events and special internet offers.

The processing of personal data is carried out in particular for the handling of business processes in connection with the above activities, for your information and for promoting our events and services (based on Section 7 para. 3 of the Law on Unfair Competition [UWG]), for their optimization as well as market and opinion research. You can object to the sending of electronic mail by sending an email to the following address:

datenschutz@messe-muenchen.de

(2) Registration as an exhibitor or visitor and legal basis

You can register as a visitor, trade visitor or exhibitor on our website. For this purpose, we process the personal data that you provide to us as part of your registration.

The processing of your personal data takes place for preparing, executing and processing the corresponding usage contract (license agreement).

You do not have to register to participate in events of Messe München and its subsidiaries. Of course, you can also buy an anonymous ticket at the ticket counters without registering. Our hosts and hostesses as well as our service center and the exhibition project management will support you in doing this.

Without registration, we are unfortunately unable to provide you with services such as online advance sale or simplified repeated ticket purchase, match-making, networking functions in the context of our Connect app, travel services or other services of Messe München.

This does not apply for you as a visitor in the following cases:

- For pure trade visitors' fairs (currently ISPO MUNICH and INHORGENTA MUNICH). In this case, we need the data necessary to confirm trade visitor status.
- If you want to redeem a voucher; in this case, we need your name and contact details for the reasons mentioned below under "Exhibitors."

In particular, we process your personal data for the following purposes:

- **Purchase** of (discounted in part) tickets for our events

- Redemption of **vouchers**, tickets and Print@home-tickets, with which you can avoid possible waiting times at entry to a trade fair
- Registration of future tickets “with just one click”
- **Delivery** and **payment** for other offers of Messe München (e.g., trade fair directories and catalogs)
- Review of **trade visitor status**, because some of our events are reserved for a specialist audience (e.g., ISPO MUNICH and INHORGENTA MUNICH).
- You can better plan your trade show visit in advance, because we can give you advance announcements, **technical information** and other materials for the events that you are interested in and can specifically recommend exhibitors or services to you.
- If you are an **exhibitor**, the data help us to run your trade fair presentations smoothly, provide you with a selection of individually tailored service offers, and present you the products, services and marketing offers of Messe München.
- Your voluntary participation in our **market and opinion research** helps us to improve our events and our service offer.
- Prevention or detection of **abuse** and fraud, especially with respect to vouchers and free tickets
- Possibly easy **updating** of your personal information via the internet
- Possibly processing of your personal data in the context of our Connect app (cf. item 3,(c.) above)

Data collected later is also assigned to the customer account. For example, these include the collected data when you order tickets, the number of a voucher of an exhibitor inviting you, and email addresses of other persons for whom you also order tickets at the same time as you order.

You may have multiple customer accounts if you registered with us using different email addresses.

(3) Recipient categories

We only forward the data to third parties to the extent described below. Some of the recipients are located outside the European Economic Area (EEA). Please also note the following section in this context.

- **Group companies:** Messe München may transmit the personal data of its exhibitors to its group companies, provided they wish to be informed about their events and services. Group companies are correspondingly required to comply with data protection requirements. The group companies of Messe München can be found on our homepage: <https://messe-muenchen.de/en/company/international-network/subsidiaries/>.

The forwarding of personal data of visitors to group companies only takes place for visitors, for whom the respective group company acted as an intermediary. In a larger group of companies such as Messe München, it cannot be ruled out that individual companies, parts thereof or rights to events will be sold to third parties or acquired by Messe München. In such transactions, customer data are usually transmitted as well. Your personal data are protected according to the requirements of data protection in such cases.

- **Foreign representatives of Messe München:** Messe München may transmit data about visitors and exhibitors from its respective area of representation to foreign representatives of Messe München, who act as sales partners for Messe München, e.g., for example, when ordering and paying for tickets from foreign visitors via our foreign representatives. The

forwarding of personal data to foreign representations only takes place for exhibitors and visitors, who come from the respective representation area of the respective foreign representation. The foreign representatives of Messe München can be found on our homepage: <https://messe-muenchen.de/en/company/international-network/offices-worldwide/>.

- **Promotions:** We sometimes send offers to groups of visitors or exhibitors, send them on behalf of third parties, or organize contests ourselves. In this case, the ordering party receives neither your name nor your address or other personal data unless you voluntarily give your consent.
- **Exhibitors:** When you redeem a voucher, we transmit your data to the exhibitor, who invites you with the voucher for a trade fair visit to his booth. This serves billing between Messe München and the respective exhibitor. We also want to make sure that you can properly use the voucher provided to you. In addition, exhibitors can use a lead tracking service, with which the individual exhibitor scans the barcode on your ticket and consequently receives your contact data, similar to a business card. These are in detail: Company name, salutation, title, first and last name, position, postal address, country, telephone number(s), email address, and any other information that you have provided about your interests and/or your company. If you hand over your visitor or exhibitor pass, e.g., a business card, to an exhibitor for scanning, the exhibitor receives access to the above information. Unnoticed data collection without your participation does not take place. In accordance with the international character of the trade fair (or the congress), exhibitors who are located outside the European Union and consequently outside the scope of European data protection laws are also represented. In this case too, you may object or agree in individual cases to the disclosure of your data by refusing or offering your ticket for scanning.
- **Service providers:** We commission service providers with the fulfillment of tasks for us, e.g., sending emails, payment processing (credit card, direct debit and invoice purchases), data maintenance, data analysis, and customer service. These service providers only have access to the data they need to fulfill their tasks specified by Messe München. They are contractually obliged not to use the data for other purposes, especially not for their own purposes, and must protect the data as provided for in this data protection declaration and the relevant data protection laws.

(4) Special data protection notes

The transmission of data to the extent described above may be made to countries outside the European Economic Area (EEA) in some cases. Some of these countries do not have a level of data protection comparable to the level of protection within the EU (e.g., USA, China or India). To protect your data, our non-EEA Group companies and contractors, to which data are to be transmitted, for example, foreign representatives, are required to provide appropriate data protection in accordance with EU standard contractual clauses for the transmission of personal data to third countries.

You can find the EU standard contract clauses at the following link:

https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_de

You can also find information on international data protection at the following link:

<https://www.lida.bayern.de/de/international.html>

c. If you use our Connect app

In the context of the app that we provide for specific trade fair events (“Connect app”), you will be given access to the public information we are providing about the respective trade-fair event and—if you have acquired this option—also access to the networking functions of the Connect app.

Provision of this Connect app; Communication with Messe München via the Connect app

The provision of the Connect app requires the handling of personal data, such as the IP address used to retrieve content displayed on the Connect app, requests placed by you, or our online services and functional areas. You also have the option to contact us via our contact form or the Support Chat feature (where provided by us). For this purpose, we collect your email address and username, as well as the details provided to us to establish your user account: name, name, company, job title, position and country. The handling of your personal information in the context of providing the Connect app, its functions and for communication is based on our legitimate interest. For the provision of the Connect app, it is technically necessary for us to process certain personal data (e.g. the IP address). For your communication with us it is required that we process the personal data mentioned above. In the context of the required balancing of interests, we have balanced your interest in the confidentiality of your personal data and our interest in providing the Connect app against each other. Your interest in confidentiality is secondary in this case, as otherwise, we would not be able to provide you with the Connect app (including its features) or respond to your requests.

Networking functions

Insofar as you have gained access to the networking features of the Connect app, you will be able to communicate with other users of the Connect app by posting messages and commenting on public channels (including sponsored channels). In addition, you can create private channels with other users to communicate individually without being visible to anyone other than the participants you have defined for your particular private channel. You can also be contacted individually by other users via a private channel. For the purpose of providing these networking functions, we process your personal data, in particular your user account information (name, first name, company, job title, position and country), and any messages and comments posted in the channels. The processing of your personal data takes place to fulfill the contract to provide the networking capabilities. Upon termination of this contractual relationship, the processing of your personal data is based on our legitimate interests. In the context of the required balancing of interests, we have balanced your interest in the confidentiality of your personal data and our interest in providing the networking functions against each other. Your interest in confidentiality is secondary in both cases. Otherwise we could not provide the networking functions to you.

Data processing in the period between purchase and first login in the Connect app

Insofar as you have acquired access rights to use the networking functions (e.g. by purchasing a corresponding online ticket or networking-only ticket, or as part of your rights as an exhibitor) and if you have given your express consent upon purchase, we will process your personal data in the context of your user account as a user profile (name, first name, company, job title, position, country and, if provided, your profile photo) in our Connect app already from the time

of acquisition of the access rights (regardless of whether you are already downloaded the Connect app or registered for it) until you log in to the Connect app for the first time. In this case, your user profile will be displayed to other users of the Connect app; third parties who use the app without registering are only shown the first name. Third-party users will then be able to send you private messages. You will be able to read these messages immediately after you log in to the Connect app for the first time. You can revoke this consent granted at the time of purchase at any time (e.g., via datenschutz@messe-muenchen.de) with future effect. The revocation of consent **is only effective for the future and does not affect the legality of any processing which may have occurred before the revocation.**

Recipient categories

We only forward the data to third parties to the extent described below. Some of the recipients are located outside the European Economic Area (EEA). Please also note the following section in this context.

- **Infinum d.o.o:** Infinum d.o.o is our IT service provider for the Connect app functions.
- **Smile Family, Inc. d.b.a. SendBird:** Smile Family, Inc. is our group communication service provider, providing all of the users' communications functions through its networking capabilities.
- **Heidelberg Mobil International GmbH:** provides the hall plans within the Connect app.
- **jl.medien e.K.:** jl.medien e.K is our partner for the marketing of advertising space within the app.
- **Use of Google Analytics:** The Connect app uses Google Analytics, a web analysis service of Google Inc. ("Google"). The information generated by your use of this app is usually sent to a Google server in the U.S. and stored there. We only use Google Analytics with activated IP anonymization. The IP address of users will be abbreviated within Member States of the European Union or other parties to the Agreement on the European Economic Area. This deletion of digits eliminates any personal reference of your IP address. Only in exceptional cases will the full IP address be transmitted to a Google server in the U.S. and abbreviated there. Under the terms of the agreement on order data processing, which we have entered into with Google Inc., Google will use the information collected to evaluate your use of the Connect app, to compile reports on the app activities, and to provide us with other services related with the use of the Connect app. Google may also transmit this information to third parties if required by law or as far as third parties process this data on behalf of Google. The IP address of your browser transmitted in the context of Google Analytics will not be merged with other Google data. The processing of personal data enables us to analyze the behavior of users of our Connect app. The objective of evaluating this data is to continuously optimize our Connect app, its content and user-friendliness. These purposes constitute our legitimate interest in the processing of data and the processing is thus in compliance with the requirements pursuant to Section 6 para. 1 lit. of the DSGVO (General Data Protection Regulation). All personal data will be deleted after 26 months. You can prevent the collection and processing by Google of your data related to your use of the Connect app by turning off the feature in the app settings. For more information about the terms of use and data protection regulations of Google Analytics, please visit: www.google.com/analytics/terms/de.html

d. If you use our bauma App

(1) Device information and events

We process device data to send you push messages, synchronize your favorites, and for so-called crash-reporting to detect the error in the event of an app crash. This includes the following information: the device ID, the device model, name of the device, the operating system, time stamp, and the cause of the error. Processing of the data in the context of favorite synchronization and the sending of push messages is required to fulfill the contract with you. The legal basis for the processing of this data is therefore Section 6 para. 1 lit. b GDPR. The data is required as part of the crash report to analyze and fix errors or crashes of the app. This purpose constitutes our legitimate interest in the processing of data, which is thus in compliance with Section 6 para. 1 lit. f of the GDPR. The data will be deleted as soon as it is no longer necessary to achieve the purpose of its collection. In the case of push messages, the data is deleted as soon as the request has been processed. You can turn off the push notification service and thus object to the processing of your data. Unless you use favorites synchronization, no data will be collected. For more information on favorites synchronization, see section h. For crash reporting, the data is absolutely necessary, you cannot object to the processing. In case you do not agree, we ask you to uninstall the app. The crash data will be deleted when it is no longer needed for analysis and troubleshooting.

(2) Location data

We require access to the location of your device for location-based services. This service is intended to provide you with helpful information in the context of the event concerned, depending on your location. Your location data is determined using GPS data, nearby Wi-Fi networks SSID, mobile data and Bluetooth, and is used only to perform relevant technical functions. Your location data will not be used to create movement profiles beyond your current location and will not be logged or stored by us. You may revoke access in your operating system settings at any time. Please note that some functions may not be available if you do not allow access.

(3) Calendar access

To enable you to save the dates of your trade fair visit planning in your device calendar, we need access to your calendar. We will not retrieve or store any personal data from your calendar. You can revoke access in your operating system settings at any time. Please note that some functions may not be available if you do not grant access.

(4) Address book access

We need access to your address book to enable you to save the contacts provided through the exhibitor directory. We will not retrieve or store any personal data from your address book. You can revoke access in your operating system settings at any time. Please note that some functions may not be available if you do not allow access.

(5) Camera access

We require access to your device camera to produce camera memos. The data will be stored on your device. You can revoke access in your operating system

settings at any time. Please note that some functions may not be available if you do not grant access.

(6) Memory access

We need memory access to store the trade show visit data you have created on your device. You can revoke access in your operating system settings at any time. Please note that some functions may not be available if you do not allow access.

(7) Google Analytics

This app uses Google Analytics, an analytics service provided by Google Inc. ("Google"). With the help of Google Analytics, we collect data on how and which functions were used within the apps. These include e.g. search queries, clicks on banners and which product groups and exhibitor entries in the app are called up in which frequency. The information collected about your use of this app is usually transmitted to a Google server in the U.S. and stored there. We only use Google Analytics with activated IP anonymization, that is, within the member states of the EU and the European Economic Area, user IP addresses will be truncated. This deletion of digits eliminates any personal reference to your IP address. Only in exceptional cases will the full IP address be sent to a Google server in the U.S. and truncated there. Under the terms of the agreement on order data processing, which the operator of the app has entered into with Google Inc., Google will use the information collected to evaluate your use of the bauma app, to compile reports on the app activities, and to provide us with other services related with the use of the app. Google may also transmit this information to third parties if required by law or as far as third parties process this data on behalf of Google. The transmitted IP address of the user will not be merged with other Google data. The processing of personal data enables us to analyze the behavior of users of our app. The objective of evaluating this data is to continuously optimize our app, its content and user-friendliness. These purposes constitute our legitimate interest in the processing of data and the processing is thus in compliance with the requirements pursuant to Section 6 para. 1 lit. of the GDPR. All personal data will be deleted after 26 months. You can prevent the collection and processing by Google of your data related to your use of the app by turning off the feature in the app settings. For more information about the terms of service and privacy policy of Google Analytics, please visit: <https://www.google.com/analytics/terms/us.html>.

(8) Other

In addition to the above access requests, we process personal data only in the context of the use of individual functions of the app. Unless you use these functions, we will not collect any other personal information. In order to enable a synchronization of the favorites created in the app with the watch lists in the online exhibitor catalog on exhibitors.bauma.de, we transmit—in addition to the favorites—also an e-mail address as an identifying feature for your online exhibitor catalog user account during synchronization. You must enter the e-mail address in the app yourself before the first sync. The e-mail address gets stored in the app to simplify subsequent synchronization processes. Synchronization will only occur if you press the "Synchronize Favorites" button in the app. Pursuant to Section 6 para. 1 lit. f GDPR, processing of your personal data serves the purpose of improving usability. The data for favorites

synchronization is used only to process the request and will subsequently be deleted.

e. If you use our Instagram channel

(1) Community Features

We have several community features on our Instagram channel that allow you to interact with other users.

Please note that these areas are publicly accessible and any personal information that you post or provide upon registration may be viewed by others. We have no control over how other Instagram channel users use this information. In particular, we cannot prevent unsolicited messages from being sent to you.

We collect all data entered on this community channel in order to be able to provide you with the community features as intended. Without such data, we will not be able to provide you with the appropriate community features. The processing of this data is based on statutory provisions that allow us to process personal data to the extent necessary for the use of a service or the performance of a contract (§ 15 para 1 German Telemedia Act, Sect. 6 para b GDPR), or because we have an overriding legitimate interest in making the use of the offer as easy and efficient as possible (Section 6 (1) (f) GDPR). If you would like further information on the balancing of interests required pursuant to Section 6 para. 1 lit. f. GDPR, please contact us at the contact details provided in this privacy policy.

Content posted in community areas may be stored indefinitely. If you wish to have content removed, please contact us at the contact details provided in this privacy policy.

(2) Event invitations

Occasionally, events are posted on our Instagram channel that you may need to sign up for. If you sign up for an event, we process your personal data provided at the time of registration, such as name and address, as well as contact and communication information such as phone number and email address and, if applicable, other information provided by you to perform the respective event (e.g. for the creation of a guest list, accreditation and admission control, room and staff planning as well as catering) and to send you your invitation and notifications for the respective event; we may also use this information for misuse detection and legal defense.

The processing of this data is based on statutory provisions that allow the processing of data because it is required to perform the registration process and your participation in the respective event (Section 6 para. 1 b GDPR) or we have a legitimate interest in preventing fraud and, if necessary, taking effective legal action (Section 6 para 1 lit. f. GDPR). If you would like further information on the balancing of interests required pursuant to Section 6 para. 1 lit. f. GDPR, please contact us at the contact details provided in this privacy policy.

(3) Recipient categories

Your personal information will be shared with Instagram to facilitate the operation of our Instagram channel. The transfer of your data is thus in

compliance with Section 6 para. 1 lit. b GDPR, as this is required to enable you to use our Instagram channel.

f. If you participate in a competition

(1) Competitions

You may participate in competitions and sweepstakes we offer on our websites or via our social media channels. We collect those personal data you provide to us in the context of a competition. Any additional terms of use and other information as necessary will be stipulated in the terms of the competition.

(2) Legal basis

Your consent is the legal basis for our data processing. You can revoke your consent at any time with effect for the future.

(3) Recipient categories

We are cooperating with third parties in the context of competitions. We transfer personal data to these third parties for this purpose.

g. If you are using our blog

(1) Blog

Our website features blog functions which you can use. We process those personal data you provide to us in this context. Additional terms of use and other information as required can be found on the blog website.

(2) Legal basis

The handling of your personal data for the provision of such a blog is carried out based on our legitimate interest. For the provision of the blog feature, it is necessary for us to process certain personal data (e.g. the IP address).

(3) Balancing of interests

In the context of the required balancing of interests, we have balanced your interest in the confidentiality of your personal data and our interest in providing the blog feature against each other. Your interest in confidentiality is secondary in this case. Otherwise we could not provide the blog functions to you.

h. When we take photographs at the trade fair

(4) Processing purposes

We process trade show photos (including any other personal data that you provide to us in connection with the photos) for the documentation of our trade fairs. In addition, we process trade show photos—in particular especially through publication and usage—for press and advertising purposes in various media (in particular print (e.g. brochures) and online (websites, social media, etc.)). This includes the publication, use and processing for the purpose of

press news and public relations, editorial reporting as well as for advertising and marketing purposes in connection with Messe München GmbH and the trade shows, conferences and other events it organizes.

(5) Legal basis

The legal basis for the creation and use of trade show photos is Section 6 para. 1 lit. f) GDPR (legitimate interest in the documentation of our fairs and our legitimate interests in connection with the above-mentioned processing purposes). In the required balancing of interests, your privacy rights will be honored appropriately.

In case we wish to publish and use footage from you on which you are clearly identifiable for press and advertising purposes, we will request your consent. The legal basis for publication is then your consent pursuant to Section 6 para. 1 lit. a) GDPR.

In areas where the Art Copyright Law ("KUG") is applicable, we may also disseminate, use and otherwise process trade fair photos pursuant to § 23 KUG for the following purposes:

- Images from the field of contemporary history;
- Images in which the persons appear only as an accessory next to a landscape or other location;
- Photos of large crowds in meetings, elevators and similar events in which the persons represented participated;
- Other photos that are not commissioned, provided the distribution or publication serves in the higher interest of art.

(6) Recipient categories

For the purpose of press and public relations, editorial reporting, advertising and marketing purposes, the photos taken at trade shows may be sent to journalists, media companies, press and photo agencies, including to platforms abroad, and published by us. For the fulfillment of orders, we also commission service providers, in particular for the production of trade fair photographs. These service providers are obligated by contractual agreement to exercise the same care when handling personal data as we do ourselves.

i. When you subscribe to our newsletter

(1) Newsletter subscription

You can subscribe to our newsletter on our website by providing your consent. We collect the personal data that you enter in the registration form for this purpose.

(2) Legal basis

Your consent is the legal basis for our processing of data. You may revoke your consent at any time with effect for the future.

(3) Recipient categories

We commission service providers with the mailing of our newsletter. For this purpose, we transmit personal data to these service providers. These service

providers are obligated by contractual agreement to exercise the same care when handling personal data as we do ourselves.

j) If you use our ISPO Digitize Summit Portal

(1) Provision of the ISPO Digitize Summit Portal

If you—as visitors, members of the press, exhibitors, partners, sponsors, or speakers—wish to use our ISPO Digitize Summit Portal at <https://ispo-digitize.converve.io> or place orders in the associated ticket shop, you may be required to provide your personal data, such as when you sign in to our portal or place an order. The mandatory information required for processing your registration for the portal or ordering tickets is compulsory; other information provided within the context of the portal is voluntary. We only process the personal data you provided for the purpose of offering you the services of our ISPO Digitize Summit Portal.

The ISPO Digitize Summit Portal offers you the following services and features:

- Registration for the ISPO Digitize Summit Portal
- Handling of your ticket order for the ISPO Digitize Summit
- Creation of a profile to use the portal functions, such as booking of workshops, accessing the news function, etc.
- Registration for so-called Match Up sessions
- Creation of personalized event programs
- Receiving personalized notifications about event proposals
- Providing networking capabilities and other options to connect with other participants in the ISPO Digitize Summit

If you wish to use our portal, you must register by specifying your e-mail address and assigning a password of your choice.

(2) Legal basis

If you use our portal, we will store the personal data required for the purpose of fulfilling the contract until such time that you delete your user account. The processing of this data is based on statutory provisions that allow us to process personal data to the extent necessary for the use of a service or the performance of a contract (§ 15 para 1 German Telemedia Act, Sect. 6 para b GDPR).

Furthermore, we will store the voluntary data you provided for the time of your use of the portal, unless you delete them before that time. You can manage and change all personal details of your networking profile in the protected customer area. The legal basis in this respect is our overriding legitimate interest in the use of the data which you voluntarily provide to us (Sect. 6 (1) page 1 (f) GDPR).

If you wish to place orders in our ticket shop through the ISPO Digitize Summit Portal, it is necessary for the conclusion of the contract that you provide your personal data, which we need for the processing of your order. We process the personal data you provided solely for the handling of your order. The legal basis for this is Sect. 6 (1) page 1 (b) GDPR.

If you place an order with us in the ticket shop, we will send you informational e-mails for similar offers in future. You may request at any time not to receive

such informational e-mails from us any more. Simply send an e-mail to datenschutz@messe-muenchen.de or click on the link at the bottom of the informational e-mails. You will incur no other than the transmission charges according to the basic rates. The legal basis in this respect is our overriding legitimate interest in sending you informational e-mails with news that is of interest to you, as long as you so wish (Sect. 6 (1) (1) (f) GDPR). If you would like further information on the balancing of interests required pursuant to Section 6 para. 1 lit. f. GDPR, please contact us at the contact details provided in this privacy policy.

We offer several networking features on our portal that allow you to interact with other participants in the ISPO Digitize Summit, such as exchanging messages. If you use these features, please be aware that we may not be able to prevent unsolicited messages from being sent to you.

You furthermore have the option to create a networking profile in which you indicate your main interests. You can then contact other participants via the so-called matchmaking function. In addition, there is the possibility to receive event information matched to your interests, to create your personalized event program, or to register for so-called Match Up sessions. We use all data voluntarily provided by you within the context of these portal features exclusively for the purpose of providing you the named portal functions as intended. Without this data, we would not be able to offer and make these functions available to you.

The processing of your personal data takes place to fulfill the contract to provide the networking functions. The legal basis for this is Sect. 6 (1) page 1 (b) GDPR. Upon termination of this contractual relationship, the processing of your personal data is based on our legitimate interests. The legal basis for this is Sect. 6 (1) page 1 (f) GDPR.

(3) Balancing of interests

In the context of the required balancing of interests, we have balanced your interest in the confidentiality of your personal data and our interest in providing the networking features against each other. Your interest in confidentiality is secondary in this case. Otherwise we could not provide the networking functions to you.

(4) Recipient categories

Our ISPO Digitize Summit Portal is operated by an external service provider, who, for this purpose, also has access to the data collected via the portal. This service provider only has access to the data required to fulfill his tasks prescribed by Messe München GmbH. This service provider is contractually obliged not to use the data for other purposes, in particular for his own purposes, and must protect the data as provided for in this privacy policy and the relevant data protection legislation.

k. If you use our social media offers

(1) Facebook and other social media offers

You have the opportunity to follow us on Facebook and on other third-party social media platforms (e.g., LinkedIn or XING). For this purpose, we handle those personal data that you provide to us in each case or which are made available to us by the respective platform operator about you insofar as they are

made available to us. You can control the privacy settings yourself on a social media platform.

(2) Legal basis

Our handling of your personal data as part of our social media offers is based on our legitimate interest pursuant to Art. 6 para. 1 f) of the GDPR. For the provision of our social media offers, it is technically necessary that we process certain personal data (e.g., the IP address and personal data that you have provided to the respective platform operator or us).

As part of the required balancing of interests, we balance your interest in the confidentiality of your personal information and our interests in the provision of our social media offers with each other. Your interest in confidentiality is secondary in such cases. Otherwise, we would not be able to provide you with our social media offerings.

(3) Recipient categories

We use service providers to provide our social media services (e.g., Facebook, LinkedIn and XING). The data you submit to us as part of our social media offers are also automatically transmitted to the respective social media platform operator.

I. If you apply online with us

(1) Online application

You can apply online to us via our website. You first have to register on our application portal. We process the personal data for this that you enter in the application form.

You can then submit your application. For this purpose, we process those personal data which you specify in each case and which you provide us with in the context of your application, e.g., via your documents.

(2) Legal basis

(a) The processing of your personal data in the context of the application portal takes place for preparing, executing and processing the corresponding usage contract (license agreement).

(b) The processing of your personal data in the context of your application is only to prepare an employment contract.

(c) Your application will only be stored for a longer period of time if you give us your corresponding consent. You can revoke your consent with future effect at any time.

(3) Recipient categories

In the context of application procedures, we transmit personal data to other companies in our group of companies and to service providers in the context of service provision.

m. If you allow the use of cookies and analysis tools in your browser

(1) General information about cookies

Cookies are small text files used by many websites worldwide and in Germany. Cookies are created during your visit to our website and stored by our server on your hard drive. Our cookies do not contain any personal data. In addition, cookies stored by our servers can only be read by us and not any third-party website. Most browsers are set in such a way that they automatically accept cookies. If you do not wish to benefit from the advantages of cookies, you can deactivate this function in your browser. Please refer to the individual setting options of your browser. Of course, you can view our website without cookies. However, this can result in restricting functions with respect to our offers.

(2) Legal basis

The legal basis for our handling of your personal data for the provision of our website is our legitimate interest. As part of the required balancing of interests, we always balance your interest in the confidentiality of your personal information and our interests in the provision of this website (including its provision). Your interest in confidentiality is secondary in such cases.

(3) Conversion tracking using third-party providers

This website uses third-party tools for analysis purposes. These tools measure the effectiveness with which users are addressed by advertisements (“conversion tracking”).

If you click ads from one of the third parties listed below, a conversion tracking cookie is placed on your computer. If you visit a particular website, the third party and we may recognize that you have clicked the ad and have been redirected to this page. This enables us to collect data that is relevant to our advertising efforts. We may learn the total number of users who clicked an ad, the visit duration, the operating system, the terminal model, the location, paid transactions, and in which functional scope mobile apps were used. No personal information about the identity of the user is disclosed.

Should you not wish to participate in the conversion tracking process, you can also reject the required placement of a cookie for this, for example, via your browser setting that generally disables the automatic placement of cookies. For example, use the “Do not track” option (“DNT”) of your internet browser.

We work together with the following third-party providers in the context of conversion tracking:

- *bing Ads Conversion Pixel*

More information about data protection and cookies of the Microsoft Corporation, One Microsoft Way, Redmond WA 98052-6399, USA, can be found [here](#).

- *Ligatus Conversion Pixel*

More information about data protection and cookies of Ligatus GmbH, Hohenstaufenring 30–32, 50674 Cologne, can be found [here](#).

- *etracker*

More information about data protection and cookies of etracker GmbH, Erste Brunnenstraße 1, 20459 Hamburg, can be found [here](#). Consent to collect and store data within the context of etracker may be [revoked](#) at any time with future effect.

- *Outbrain Conversion Pixel*

More information about data protection and cookies of Outbrain Inc., 39 West 13th Street, 3rd floor, New York, NY 10011, can be found [here](#).

- *“DoubleClick by Google” (Accuen Conversion Pixel) / Google Adwords Conversion Pixel*

“DoubleClick by Google” is a service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). “Doubleclick by Google” uses cookies to present advertisements that are relevant to you. Your browser is assigned an anonymous identification number (ID). This number is used to monitor which ads appear in your browser and which ads have been viewed. The cookies do not contain any personal data. The use of “DoubleClick” cookies only enables Google and its partner sites to display ads that are relevant to you based on your previous visits to our website or others on the internet. The information generated by the cookies is transmitted by Google to a server in the USA for analysis and is stored there. Google only transfers this data to third parties on the basis of statutory provisions or in the context of processing order data. Under no circumstances does Google match your data with other data collected by Google.

You can prevent storing of cookies on your computer via a corresponding setting of your browser software. However, we point out that you might not be able to use all functions of our website to their full extent in this case. You can also prevent the recording of data generated by a cookie with respect to your use of the website by Google as well as the processing of these data by Google by downloading and installing the browser plugin available [via the following link](#) in the item “DoubleClick” deactivation enhancement. Further information about data protection and cookies of Google can be found [here](#).

- *Twitter Conversion Pixel*

More information about data protection and cookies of Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, can be found [here](#).

- *Seeding Alliance Conversion Pixel*

More information about data protection and cookies of Seeding Alliance GmbH, Lichtstraße 25, 50825 Cologne, can be found [here](#). Consent to collect and store data by Seeding Alliance may be [revoked](#) at any time with future effect.

- *LinkedIn Conversion Pixel*

More information about data protection and cookies of LinkedIn Corporation, 1000 West Maude Avenue, Sunnyvale CA 94085, USA, can be found [here](#).

- *ORACLE ELOQUA*

More information about data protection and cookies of ORACLE Deutschland B.V. & Co. KG, Riesstraße 25, 80992 Munich, can be found [here](#).

- *Sizmek Conversion Pixel*

Further information about data protection and cookies of Sizmek, Inc., USA, can be found [here](#).

- *Facebook Conversion Pixel*

More information about data protection and cookies of Facebook, Inc., 1601 Willow Road, Menlo Park, CA 94025, USA, can be found [here](#).

- *Aumago Retargeting Pixel*

More information about data protection and cookies of Aumago GmbH, Neue Schönhauser Straße 20, 10178 Berlin, can be found [here](#). Users can delete cookies at any time either directly in their browser, manage cookie preferences at www.networkadvertising.org/choices/ or disable cookies from Aumago at www.krux.com/krux_privacy/consumer_choice/.

- *Quantcast Conversion Pixel*

More information about data protection and cookies of Quantcast Deutschland GmbH, Leopoldstraße 23, 80802 Munich, can be found [here](#). Users can also disable cookies from Quantcast at any time at www.quantcast.de/opt-out.

(4) Other tools for marketing and optimization purposes

We also use the following tools for marketing and optimization purposes:

- *Google Adwords Remarketing Pixel*

By means of the remarketing or “similar target groups” function of Google Inc. (“Google”), we can address visitors to the website with advertising in a targeted manner with personalized, interest-based ads when you visit other websites on the Google Display Network. To carry out this analysis of website usage, which forms the basis for the creation of interest-based advertisement, Google uses “cookies.” For this purpose, Google saves a small file with a sequence of numbers in the browsers of website visitors. This number records website visits as well as anonymous data about the use of the website. No personal data of visitors to the website are stored.

On subsequent visits to other websites in the Google Display Network, advertisements are displayed that take into account the products and information viewed by the visitor on the previously visited websites. You can permanently disable the use of cookies by Google, by clicking on the following link and downloading and installing the plug-in provided: www.google.com/settings/ads/plugin/. Alternatively, you can disable the use of cookies by third parties by visiting the deactivation website of the Network Advertising Initiative at www.networkadvertising.org/choices/ and implementing the further information on opt-out described there. Additional information about Google remarketing and the data protection declaration of Google can be found at: www.google.com/privacy/ads/.

- *Google Tag Manager*

Google Tag Manager is a solution that enables us to manage various website tags via a single interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not collect any personal data. The tool triggers other tags, which in turn may collect data under certain circumstances. Google Tag Manager does not access these data. If deactivation occurs at domain or cookie level, it remains in use for all tracking tags, which are implemented by Google Tag Manager.

- *Use of Google Analytics*

We use Google Analytics on our websites, a web analysis service of Google Inc. (“Google”). Google Analytics uses so-called “cookies,” i.e. text files that are stored on your device, enabling us to track and analyze your visit to our

website. The information generated by the cookie about your activities on this website is usually sent to a Google server in the U.S. and stored there. However, due to activation of IP anonymization on our website, your IP address will be abbreviated by Google within Member States of the European Union or other parties to the Agreement on the European Economic Area.

Only in exceptional cases will the full IP address be transmitted to a Google server in the U.S. and abbreviated there. Google will use this information on our behalf to track and evaluate your use of our websites, compile reports on website activities and to provide us with other services related to website activity and internet usage. The IP address of your browser transmitted in the context of Google Analytics will not be merged with other Google data.

You can prevent the storage of cookies on your device by changing the settings of your browser software accordingly; however, we point out that in this case you may not be able to fully use all functions on our website. Furthermore, you have the option of disabling the tracking of the data generated by the cookie and related to your use of the website (including your IP address) as well as processing of this data by Google, if you download and install the browser add-on available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>

You can disable the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set, which prevents the collection of your data on future visits to this website: [Disable Google Analytics](#)

We furthermore use Google Analytics to evaluate Double-Click Cookie and AdWords data for statistical purposes. If you do not wish to allow this, you can deactivate it via the Ads Preferences Manager <https://adssettings.google.com/authenticated?hl=en>.

Click here for the Google privacy notice: <https://policies.google.com/privacy?hl=en>

- *Quantcast Remarketing Pixel*

Quantcast provides us with a service for user measurement and advertising purposes. Using Quantcast remarketing, we can provide our visitors to the website with targeted advertising. Quantcast associates the information about your website visit or your app use with a unique identifier (your cookie ID), but not with your name, email address or telephone number. You can find more information in the data protection declaration of Quantcast. You can opt out of Quantcast's advertising and data collection at any time: www.quantcast.de/opt-out/.

Additional information about Quantcast and the data protection declaration of Quantcast can be found at: www.quantcast.de/datenschutz.

- *Eloqua*

We use the service Eloqua for optimum communication with our customers. The Eloqua server of the provider ORACLE Deutschland B.V. & Co. KG, Riesstraße 25, 80992 Munich, is located in the EU. In the context of support and administration services, it cannot be ruled out in individual cases that individual employees of Oracle Corporation outside of the EU have access to user data as part of their contractual service provision. As a precaution, we have ensured an adequate level of data protection at Oracle Corporation by providing adequate guarantees in the sense of the Federal Data Protection Act. Eloqua places a permanent cookie on the respective login page unless an Eloqua cookie already exists on your terminal. If you have already used a

website that uses Eloqua, you might already have an Eloqua cookie. Among other things, we use the Eloqua cookie to analyze your use of our sites, so that we can continually improve them. emails sent using Eloqua use tracking technologies. We primarily use these data to find out which topics are of interest to you by tracking whether our emails are opened and which links you click. We then use this information to improve the emails we send you and the services we provide and to link them to existing tracking or profiling information. If you want to prevent the use of Eloqua cookies on your terminal in the future, this is possible via the following link: www.oracle.com/legal/privacy/privacy-policy.html#opt-out.

If you do not wish us to recognize your computer (hard disk cookies), you can also set your browser to delete cookies from your computer hard disk, block all cookies or warn you before a cookie is stored. If you do not accept cookies, you will not be able to use some of our services. Generally, cookies enable us to identify who you are and consequently to offer you better and more personalized services.

- *SalesViewer*

SalesViewer® technology from SalesViewer® GmbH is used to collect and store data for marketing, market research and optimization purposes on this website. These data can be used to create user profiles under a pseudonym. For this purpose, tracking pixels are used to collect company-related data. The data collected with these technologies are not used to identify the visitor of this website personally and are not combined with personal data of the carrier of the pseudonym without the individually granted consent of the person affected.

Consent for data collection and storage can be revoked at any time with effect for the future to prevent the collection by SalesViewer® within this website in the future. This stores an opt-out cookie for this website on your terminal. If you delete your cookies in this browser, you must click the link again.

4. How long do we store your personal data?

We will delete your personal data if the purpose of storage is no longer necessary and no statutory provision requires a retention. Statistical evaluations are made only in anonymous form.

5. What are your rights as an affected person?

Please contact our data protection officer for the exercise of your rights and the revocation of your consent.

a. Your rights as an affected party

You have the following rights toward us regarding your personal data:

- You have the right to request information about any personal data that we process from you at any time.
- If your personal information is incorrect or incomplete, you have the right to correct and supplement it.
- You can request the deletion of your personal data at any time unless we are legally obliged or entitled to process your data further.

- If statutory requirements exist, you can request limitation of the processing of your personal data.
- **You have the right to object to the processing insofar as data are processed for the purpose of direct advertising or profiling. If the processing is carried out based on balancing of interests, you may object to processing, stating reasons that arise from your particular situation.**
- If the data processing is based on your consent or under a contract, you have a right to transfer the data provided by you insofar as it does not infringe upon the rights and freedoms of others.

b. Revocation of your consent

You can revoke your consent with future effect at any time.

6. What possibilities do you have to file a complaint?

You have the right to file a complaint with a data protection supervisory authority concerning our processing of your personal data.

The following data protection supervisory authority is responsible for us:

Bavarian State Office for Data Protection

Promenade 18

91522 Ansbach

Germany

Tel.: +49 (0) 981 180093-0

Fax: +49 (0) 981 180093-800

Email: poststelle@lda.bayern.de

7. Do you have any questions or comments?

If you have any questions or suggestions regarding data protection at Messe München GmbH, please feel free to contact our data protection officer by email.

Munich, May 2019
