

Information pursuant to EU General Data Protection Regulation (GDPR) for users of the online ticket shop (trade and private visitors)

Messe Berlin GmbH attaches great importance to data protection. In the Messe Berlin GmbH Data Protection Policy, which you can find at <https://www.messe-berlin.de/en/ExtraPages/DataProtection>, we describe our general principles for protecting your personal data. The personal data which you provide to us when buying tickets are used only for the purposes stated in this data protection information, which supplements the General Data Protection Policy.

Thereby, the following principles apply:

1. Name of the responsible entity

Messe Berlin GmbH is the responsible entity and service provider for the data storage and processing. Further details and contact options can be found in our imprint. If you have any questions, wishes or comments on the topic of data protection, please email the Messe Berlin GmbH data protection representative.

1.1 Company management

Dr. Christian Göke (Chairman), Dirk Hoffmann

1.2 Address of the responsible entity

Messe Berlin GmbH
Messedamm 22
14055 Berlin

GERMANY

central@messe-berlin.de

1.3 Address of the data protection representative

Data Protection Representative
Messe Berlin GmbH
Messedamm 22
14055 Berlin

GERMANY

datenschutz@messe-berlin.de

2. Type of personal data

When you use our ticket shop as a trade visitor you are instructed to, or as a private visitor you can, create a customer account before buying the ticket. The customer account enables you to make your ticket purchases faster. The type of data that is collected is described below:

2.1 Creating a customer account

When creating your customer account with Messe Berlin, you are asked for the following data: email address, password, salutation, given name, surname, language, type of account, address, post code, town or city and country.

To simplify the creation of a customer account and later log-in, we offer you the possibility of registering via Facebook Connect with your Facebook log-in data. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. You need a Facebook account for this. That is governed by the use and data protection terms and conditions of Facebook, Inc.. You can find these at: <https://facebook.com/about/privacy> and <https://www.facebook.com/legal/terms/>

Clicking the "log in with Facebook" button when you register opens a new window with entry fields for your Facebook log-in data. By entering those data, you consent to us having access to your public Facebook profile. The return flow of your data is as per your privacy settings in Facebook. After successful authentication via your Facebook log-in data, your Facebook profile and the customer account are linked and you can use your customer account without having to register separately on our website.

If you register with our online customer portal using your Facebook log-in data, your given name and surname, postal address and email address are sent from Facebook to Messe Berlin to create your customer account. Facebook receives no data about your activities in conjunction with Messe Berlin.

As a private visitor you also have the possibility to purchase tickets without registration, as a guest with restricted use.

2.2 Buying tickets

The following data are collected during ticket purchases:

2.2.1 Obligatory details

The following details are obligatory: salutation, given name and surname, address, country, email address of the ticket user. The title is optional. The following fields are compulsory for trade visitors: firm, industry and function or position and/or department.

2.2.2 Voluntary details

Besides the ticket data, our visitors can provide voluntary information about their personal interests while buying tickets.

3. Purpose and legal basis of the processing

3.1 We process your personal data pursuant to Clauses 2.1 and 2.2.1 for establishing and performing your contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 (1) 1st sentence lit. b GDPR).

3.2 If you use the "Facebook Login" for registration with our ticket shop, we process your personal data as described in Clause 2.1 on the basis of your consent within the meaning of Art. 6 (1) 1st sentence lit. a GDPR. **You have a right to revoke that consent (see "Your rights").**

3.3 In so far as you are a trade visitor from a company with registered offices outside Germany, for the purpose of optimum support we pass the data on to the foreign representation responsible for you or your company in your home country, which is at your disposal as a local contact partner for information in conjunction with your trade fair visit and will support you in dealing with visa matters. You can find the foreign representation responsible for you at: <https://www.messe-berlin.de/en/Company/MesseBerlinWorldwide/index.jsp>. The contact data are transferred on the legal basis of Art. 6(1) 1st sentence lit. f GDPR. The legitimate interest lies in the best possible support for our trade visitors, taking into account local circumstances. **Please note your right to object to this (see below "Your rights").**

3.4 In addition, we use your personal data pursuant to Point 2 for the purpose of contacting you to provide fair-accompanying information and references to accompanying and subsequent events as per your interests. Subsequent events mean other trade fairs staged or conducted by Messe Berlin GmbH in Germany and abroad. To that end, we also pass your data on to other companies within our company group. The basis is Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in the optimum support for our customers during and after the trade fair and the promotion of the same and similar products in the

company group portfolio. **Please note your right to object to this (see below "Your rights").**

3.5 We also use the data you give under Point 2 for statistical purposes. This processing is effected on the legal basis of the legitimate interest pursuant to Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest of Messe Berlin here lies in the analysis of the market it serves with the aim of continuously improving its own offer. **Please note your right to object to this (see below "Your rights").**

3.6 We regularly invite our visitors to participate in voluntary and anonymous online surveys to continuously improve our products and services and adapt them to their needs. Thereby, we resort to the data you provide in the ticket purchase process (Point 2.2) to contact you. The legal basis for this is the legitimate interest pursuant to Art. 6 (1) 1st sentence lit. f GDPR. **Please note your right to object to this (see below "Your rights").**

3.7 Our ticket shop is administered by a service provider with which there is an order processing agreement. We have also engaged a service provider for communications measures upon the basis of a concluded order processing agreement.

4. Registration to networking tools as a trade visitor

For certain events, we offer you the possibility to create a profile in a networking tool while ordering tickets. If you choose this option, the personal data you enter are transferred to generate a profile in the networking tool and so simplify the registration process for you. You will then receive an email with a confirmation link which you must select to complete your registration. This processing is effected on the basis of your consent (Art. 6 (1) 1st sentence lit. a GDPR). **You have a right to revoke that consent (see "Your rights")**

5. Use of our lead tracking services

At some trade fairs, we offer our exhibitors and trade visitors a lead tracking service. This service enables exhibitors to scan the trade visitor's ticket badge and so obtain their contact information just like exchanging business cards. In such cases, the exhibitor will receive the following data about you: company name, salutation, title, given name and surname, function, postal address, country, telephone number(s), email address and also any other details you have provided about your interests and/or your company. The data are collected solely upon your personal wish: by holding your badge for scanning you consent to our passing your data on to the exhibitor in question. Please bear in mind that this may also involve exhibitors with registered offices outside the European Union and thus also outside

the scope of the GDPR. The lead tracking service is handled by a service provider, with which we have concluded an order processing agreement.

6. Newsletter registration

During the ticket ordering process, we offer you the possibility to sign up for the event-specific or also the general company newsletter, which will result in your receiving an email from us with a confirmation link. You can unsubscribe from the newsletter at any time by clicking the "unsubscribe" link at the end of the newsletter or by sending an email to "datenschutz@messe-berlin.de". This processing is effected on the basis of your consent (Art. 6 (1) 1st sentence lit. a GDPR). **You have a right to revoke that consent (see "Your rights")**

7. Payment in our ticket shop

You can choose from various service providers to render the payment for your ticket purchase (Visa, MasterCard, American Express, PayPal), which will then immediately collect and process your personal data in the order process. The payment service provider is responsible for your payment data. The payment data are processed to fulfil your contract with us; the legal basis is accordingly Art. 6 (1) lit. b GDPR.

7.1.1 Payment by credit card

If you choose the credit card payment method when buying your ticket, a credit check may be carried out in certain circumstances. A payment-service provider of our service provider will process your personal data to carry out the credit check in order to avoid a non-payment; the legal basis for this is the legitimate interest of Messe Berlin in avoiding payment defaults, Art. 6 (1) lit. f GDPR.

If the credit check is positive, payment by per credit card is also possible; if it is negative, we cannot offer you the credit card payment method. Payment using the PayPal payment method is nevertheless still possible.

7.1.2 "PayPal" payment option

The provider of the PayPal payment service is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal"). If you choose payment via PayPal, the payment data you entered will be sent to PayPal. You can find detailed information about data protection at PayPal in the data protection policy on the PayPal website. This is available at: <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>

7.2 Receiving tickets:

The tickets will be provided to you by email, you can then print out the tickets using print @ home. Sending tickets by post is not necessary. The legal basis for this is the fulfilment of the contract pursuant to Art. 6 (1) 1st sentence lit. b GDPR.

8. Buying a ticket for another person (third person)

In so far as you are buying a ticket for another person (third person), we process the third person's personal data you provided (pursuant to Point 2.2) for ticket personalisation. These data are processed for the purpose of fulfilling the contract with you on the basis of Art. 6 (1) 1st sentence lit. b GDPR. You ensure that you are entitled to enter the data and that you sufficiently informed the person in question about the processing of their data by Messe Berlin GmbH.

9. Shopping basket abandonment emails

If you start but do not complete an order process in our ticket shop, we will send you a reminder email to the email address stored in your customer account about the abandoned purchase transaction. You can complete that purchase transaction by logging in to your customer account on our website.

We process your personal data to remind you before the start of the event about personalising and printing out the tickets you have already bought.

The legal basis for this is the legitimate interest of Messe Berlin in carrying out marketing measures (Art. 6 (1) 1st sentence lit. f GDPR).

10. Data transfer to third countries

Personal data of trade visitors are transferred to foreign representations and group companies in third countries only in so far as there is a decision by the European Commission ("EU Commission") on an adequate level of data protection for the country in question (Art. 45 (3) GDPR) or guarantees pursuant to Art. 46 GDPR. For our foreign representations in Andorra, Argentina, Canada, New Zealand, Switzerland and Uruguay there is such a decision by the EU Commission pursuant to Art. 45 (3) GDPR. For all the other foreign representations and group companies with registered offices in a third country there are standard data protection clauses approved by the EU Commission pursuant to Art. 46 (2) lit. c GDPR. In the latter case, we will send you a copy (e.g. by email) upon request.

11. Your rights

You have the right to receive information free of charge about the origin, recipient and purpose of the personal data stored about you at any time. You also have the right to demand the correction, blocking or erasure of those data, and also a right to data portability. If you have granted us any consent, you can revoke this for the future. If you have any questions about this or other aspects of data protection, you can contact the data protection representative at any time. In addition, you have the right to lodge a complaint with the competent supervisory authority.

12. Storage period

Stored personal data will be erased, once they are no longer needed for achieving the pertinent purpose of their processing. In so far as the processing is effected on the basis of your consent (Art. 6 (1) 1st sentence lit. f GDPR) or due to a legitimate interest of Messe Berlin GmbH (Art. 6 (1) 1st sentence lit. a GDPR), the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation or objection.

Where there are commercial- or tax-law retention requirements, however, the data will be erased only after the end of the statutory periods.