

Information pursuant to the EU General Data Protection Regulation (GDPR) for the exhibitor stand registration of the DMEA 2023

Messe Berlin GmbH (hereinafter "**Messe Berlin**") attaches great importance to data protection. This information notice informs about the processing of the personal data in connection with the exhibitor stand registration and supplements the [General Data Protection Policy](#) on the Messe Berlin website. For special cases of data processing there may be separate data protection notices.

1. Controller and data protection officer

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.de, is the legal and economic sponsor and organiser for the implementation of DMEA and contractual partner to exhibitors, visitors and third parties, whereby the Bundesverband Gesundheits-IT - bvitg e. V. (bvitg), Friedrichstraße 200, 10117 Berlin, E-Mail: info@bvitg.de, is the initiator, idea provider and conceptual sponsor and organiser, and bvitg Service GmbH (BSG) (for contact details see bvitg) is responsible for the implementation of the lecture programme and is the contractual partner of the speakers. Messe Berlin GmbH, the bvitg and the BSG have concluded an arrangement pursuant to Art. 26 of the GDPR that specifies, in accordance with the aforementioned division of responsibilities, who fulfills which obligations pursuant to the GDPR.

For any queries relating to data protection, please contact the group data protection officer of Messe Berlin GmbH (address: as above; e-mail: datenschutz@messe-berlin.de) or the data protection officer of Bundesverband Gesundheits-IT - bvitg e. V. or bvitg Service GmbH (address: as before, e-mail: info@bvitg.de)

2. Categories of personal data

The following categories of data are collected during the exhibitor registration: name, address and type of business operation of the represented (co-)exhibitor ("hereinafter the exhibitor") as well as the name of the contact person of the represented exhibitor and the requested products and services or contractual arrangements as well as corresponding contact data and that of the press contact (mobile number, fax number, e-mail address), other exhibitor details such as its legal representative, company logo, VAT no. and billing data, including in the VAT Form.

Additional information for publication in the online directory and in the app of the respective trade fair can be posted on its own.

Insofar the registration is carried out for another person (third party) or their data is passed on, it must be ensured and assured that the transfer of this data of the third party to Messe Berlin is authorized, that Messe Berlin may lawfully process this data for the purposes stated in section 3 and that the person(s) concerned has (have) been sufficiently informed about the processing of the person's data in accordance with this data protection notice.

3. Purposes and legal basis of processing

3.1. Performance of the contract

The personal data are processed for the purpose of establishing and performing the contract of the exhibitor with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR) respectively on the basis of the legitimate interest in communicating with and optimizing the exhibitor's trade fair presence and the exhibitor's presence in the online directory and in the app of the respective trade fair (legal basis: Art. 6 (1) (f) GDPR).

In addition to the standard services, additional or special services can be ordered for the online catalogue or in the app. Messe Berlin processes the information in the VAT form for compliance with legal obligations under applicable tax and trade laws and regulations (legal basis: Art. 6 (1) (c) GDPR).

3.2. Assistance for exhibitors established outside Germany

Insofar as the company is established outside Germany, the data will transmit to the responsible foreign representative office in the respective country for the purpose of providing advice. This is available as a local contact in particular for the provision of information in connection with the event, including subsequent events (see section 3.3 below), as well as support at the event. For the relevant foreign representation, please see [here](#). The data are transferred for the purpose of establishing and implementing the contractual relationship with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR).

3.3. 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 the purpose of contacting exhibitors in order to provide them with information accompanying the trade fair/event. This includes the periodic or event-related electronic dispatch of information about Messe Berlin and its affiliated companies, trade fair/event-related information about Messe Berlin's own events and guest events, including exhibitors, sponsors, association and other cooperation partners of the respective event, as well as their products and services, and information about opening, accompanying and subsequent events. Subsequent events also include other trade fairs and events organized or held by Messe Berlin or other [Messe Berlin group companies](#) in Germany and abroad. In addition, Messe Berlin processes the personal data in order to provide offers for trade fair-related services such as stand construction, catering, facility services and hostess services. For these purposes, Messe Berlin also transmit the personal data to other companies of the Messe Berlin group of companies. Messe Berlin also processes the personal data for purposes of market research and online surveys. The processing is based on the legitimate interest in supporting exhibitors before, during and after the trade fair or event 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).

3.4. Transmission of personal data for marketing purposes to partner companies

Where separate consent has been given, Messe Berlin transmit the personal data to the partner companies named in the declaration of consent for the purpose of sending promotional information by e-mail or post in order to provide the exhibitor with additional services in connection with the trade fair appearance. Some special services are only offered by partner companies. The legal basis for the processing is the consent (Art. 6 (1) (a) GDPR).

4. Categories of recipients of the data

Upon request, contact information will be forwarded to co-exhibitors and neighbouring exhibitors for the purpose of coordination concerning the respective stand constructions and exhibition appearances. As described in sections 3 above, Messe Berlin will transmit the personal data to foreign representatives or other companies of the Messe Berlin group of companies for the aforementioned purposes. In the case of events held in cooperation with associations or business partners, the data will also be transferred to them for the purpose of organizing the event and advertising products and services in connection with the event.

External service providers are used to carry out certain processing activities in connection with stand registration (in particular some special services, dispatch of documents, customer surveys, hosting and IT support, data management), which process the personal data on behalf of Messe Berlin (so-called "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) take part in an event, all event participants may be subject to a check by the BKA or LKA. In the course of such a check, the BKA or LKA may request data such as name, company/organization and function from Messe Berlin.

In the event of incidents, disturbances, emergencies and crises, Messe Berlin may also pass on the data to the (co-)organizer, to the police, law enforcement agencies, fire department and rescue services, other authorities (e.g. the public health department) as well as the company fire department, the security and order service and the ambulance service. Internally, your data may be disclosed to the respective project managers, the control and security center and other departments of Messe Berlin GmbH involved in emergency and crisis management.

For compliance with tax and trade laws and regulations, Messe Berlin share the personal data with the tax and other relevant public and regulatory authorities.

5. Data transfer to third countries

Some of the foreign representatives, companies of the Messe Berlin group of companies, partner companies or order processors and exhibitors, 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. We will only transfer personal data to those third countries if the European Commission ("EU Commission") has adopted a so-called adequacy decision in this respect (Art. 45 GDPR) or otherwise where appropriate safeguards in accordance with Art. 46 GDPR have been provided, in particular standard data protection clauses adopted by the EU 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). With regard to the transfer of data to foreign representations and external service providers for videoconferencing systems, the transfer is necessary for the performance of the contract (Art. 49 (1) (b/c) GDPR); otherwise it takes place on the basis of explicit consent despite the lack of adequate data protection in the third countries outside the EU and the risks associated with it (Art. 49 (1) (a) GDPR).

6. Storage period

Stored personal data will be erased, once they are no longer needed for achieving the relevant purpose of their processing. Insofar as processing is based on consent or on the basis of 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. 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.

7. Data protection rights

To exercise the following rights, data subjects can contact the data controllers at any time (for contact details, see section 1 above).

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 revoked at any time with effect for the future.

Right of objection

Insofar as the processing is based on the legal basis of *legitimate interest* (see section 3 above), there is the right to object to the processing of personal data at any time on grounds relating to the particular situation of the data subject.

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.

The data subject rights, also for further information on the agreement concluded by the joint controllers, may be asserted against each of the controllers (for contact details, see section 1 above). 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 in conjunction with section 19 of the German Federal Data Protection Act (Bundesdatenschutzgesetz)).