

## **Information pursuant to the EU General Data Protection Regulation (GDPR) in connection with the exhibitor registration for the DMEA digital**

Messe Berlin GmbH attaches great importance to data protection. This information notice informs you about the processing of personal data in the area of responsibility of Messe Berlin GmbH in connection with the exhibitor registration for the DMEA digital. This notice supplements our [General Data Protection Policy](#), which can be found at our 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](mailto:central@messe-berlin.de), is the legal and economic sponsor and organiser for the implementation of DMEA digital and contractual partner towards exhibitors, visitors and third parties, whereas the Bundesverband Gesundheits-IT - bvitg e. V. (bvitg), Friedrichstraße 200, 10117 Berlin, E-Mail: [info@bvitg.de](mailto: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 are each separate controller within the meaning of the GDPR for the processing of personal data in connection with DMEA digital in their respective areas of responsibility mentioned above. For the bvitg and the BSG, please see their separate data protection notices.

If you have any queries relating to data protection in the area of responsibility of Messe Berlin GmbH, please feel free to contact our group data protection officer (address: as above; e-mail: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)).

### **2. Categories of personal data**

The following categories of data are collected during the exhibitor registration: name, address and type of business of the exhibitor that you represent, your name as a contact person for the exhibitor as well as your and the press contact's contact details ((mobile) phone number, fax number, e-mail address) as well as the products and services requested by you or contractual provisions and other exhibitor data such as its legal representatives, company logo, tax/VAT ID and billing information, including in the VAT form.

In addition, you can independently enter information for publication in the Virtual Market Place® and in the app of the respective trade fair.

### **3. Purposes and legal basis of processing**

#### **3.1. Performance of the contract**

We process the personal data for the purpose of establishing and performing the contract of the exhibitor with Messe Berlin GmbH (legal basis: Art. 6 (1) (b) GDPR) respectively on the basis of our legitimate interest in the organisation and implementation of the DMEA digital and to communicate with the exhibitor and to optimize the exhibitor's online fair trade presence, including the Virtual Market Place® and the app of the respective fair (legal basis: Art. 6 (1) lit. f GDPR).

In the case of events held in cooperation with associations or business partners, we also pass on your data to them; in the case of DMEA digital to bvitg and BSG for the purpose of organising the event and advertising bvitg and BSG products and services in connection with DMEA digital. The transmission of personal data is based on our legitimate interest in providing optimal support for exhibitors and the organisation of the event (legal basis: Art. 6 (1) lit. f GDPR).

In addition to the standard services you can order additional or special services for the online catalogue, in the Virtual Market Place® or the app. We process the information in the VAT form for compliance with our 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**

If you or the exhibitor are based outside Germany, we will disclose the data for the purpose of providing you with the best possible support to our foreign representative in your country. This representative will act as your local contact in connection with the trade fair participation and for instance advertising or marketing. You can find the foreign representative responsible for your country [here](#).

The transmission of the personal data is based on our legitimate interest in ensuring the best possible support for the exhibitor, taking into account local particularities (legal basis: Art. 6 (1) (f) GDPR).

### **3.3. Making contact by e-mail or post for information and advertising purposes by Messe Berlin group companies**

Furthermore, we process the personal data for the purpose of contacting you in order to provide the exhibitor with information concerning the trade fair and information on opening, side and subsequent events. Subsequent events also include other trade fairs and events organized or held by Messe Berlin GmbH or other [Messe Berlin group companies](#) in Germany and abroad. In addition, we process 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, we also transmit the personal data to other companies of the Messe Berlin group of companies. We also process the personal data for purposes of market research and online surveys. The processing is carried out on the basis of our legitimate interest in providing our exhibitors with optimal support before, during and after the trade fair or event and in advertising identical and similar products or services 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**

If you have given us your separate consent, we will transmit the personal data to our partner companies listed in the declaration of consent which may contact you by e-mail or post in order to offer you additional services in connection with the trade fair participation. Some special services are only offered by partner companies. The legal basis for the processing is your consent (Art. 6 (1) (a) GDPR).

## **4. Categories of recipients of the data**

As described in sections 3 above, we will transmit the personal data to foreign representatives or other companies of the Messe Berlin group of companies as well as partner companies or cooperation partners for the purposes and under the conditions stated therein.

In order to carry out certain processing activities in connection with the exhibitor registration (in particular some special services, dispatch of documents, customer surveys, hosting and IT support, data management) we make use of external service providers and subsidiaries which process the personal data on our behalf (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 us.

In the event of incidents, disturbances, emergencies and crises, we may also pass on your 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, we share your 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, processors as well as cooperation partners 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).

## **6. Storage period**

Stored personal data will be erased, once they are no longer needed for achieving the relevant purpose of their processing. In so far as the processing takes place on the basis of consent or a legitimate interest of Messe Berlin GmbH, the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation of your consent or your 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.

## **7. Your rights**

Pursuant to Art. 12-21 GDPR, you can assert the following data subject rights at any time: the right to access, rectification and erasure of your personal data, the right to data portability and to restriction of processing. If you have given us your consent, you can revoke this consent at any time with effect for the future.

### Right of objection

If the processing is based on legitimate interests, you have the right to object to the processing of your personal data, including profiling, for reasons relating to your particular situation. Furthermore, you may object to the processing of the personal data and their use for marketing purposes at any time.

To exercise your rights, you can contact the controller by mail or e-mail (contact details see section 1 above or [dmea@messe-berlin.de](mailto:dmea@messe-berlin.de)). If you are of the opinion that the data processing violates data protection law, you have the right to lodge a complaint with the competent supervisory authority of your choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (*Bundesdatenschutzgesetz*)).