

## **Information in accordance with the EU General Data Protection Regulation (GDPR) for exhibitor registration for the DME Exhibition Highlights 2025.**

Data protection is a high priority for Messe Berlin GmbH. In this privacy policy of Messe Berlin GmbH, we inform you about the processing of personal data in connection with participation in the DMEA exhibition highlights 2025. This declaration supplements the general data protection declaration on our website. For special cases of data processing, there may be separate data protection notices, which are provided separately on the occasion of data collection.

### **1. controller and data protection officer**

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, e-mail: [central@messe-berlin.de](mailto:central@messe-berlin.de), is the controller within the meaning of the GDPR and service provider for the processing of personal data in connection with participation in DMEA exhibition highlights 2025. If you have any questions about data protection, please contact the joint data protection officer of Messe Berlin GmbH (address: as above; e-mail: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)).

### **2 Categories and origin of personal data**

The following categories of data are collected during exhibitor registration for DMEA exhibition highlights 2025:

Registration and authentication data: Name, address and type of business operation as well as the names and contact details of contact persons at the exhibitor (including press contacts), the products and services requested or contractual arrangements, **other exhibitor** details such as its legal representatives, the company logo, VAT number and billing data,

including in the VAT form . If an exhibitor also names co-exhibitors in the booking process, the information provided by the exhibitor about the co-exhibitor will also be processed by Messe Berlin.

If registration is carried out for other persons (e.g. co-exhibitors or other third parties) or their data is passed on, it must be ensured and guaranteed that the passing on of this third party data to Messe Berlin is authorised, that Messe Berlin may lawfully process this data for the purposes stated in Section 3 and that the persons concerned have been sufficiently informed about the processing of the person's data in accordance with this data protection information.

### **3 Processing purposes and legal bases**

#### **3.1 Fulfilment of the contract**

We process the personal data for the establishment and fulfilment of the contract of the participant with Messe Berlin GmbH (legal basis:

Art. 6 (1) (b) GDPR) or on the basis of Messe Berlin's legitimate interest in communicating with the exhibitor,

the optimisation of the exhibitor's trade fair presence

(legal basis: Art. 6 (1) (f) GDPR).

We process the information in the VAT form for the purpose of

compliance with our legal obligations under applicable tax and commercial laws and laws and regulations (legal basis: Art. 6 (1) (c) GDPR in conjunction with Sections 147 AO, 257 HGB).

### **3.2 Support for participants based outside Germany**

If you or the participant are based outside Germany, we will forward the personal data to personal data to the responsible foreign representative of Messe Berlin in your Messe Berlin's foreign representative in your country, who will act as your local contact for information in connection with your participation in the fair.

information in connection with your participation in the trade fair, e.g. stand construction and advertising.

will be available to provide you with information in connection with your participation in the fair, e.g. at the trade fair. You can find the foreign representation responsible for your country [here](#).

The forwarding of personal data is based on our legitimate interest, to ensure the best possible support for the participant, taking into account local particularities (legal basis: Art. 6 (1) (f) GDPR) or, with regard to data of co-exhibitors, on the basis of Art. 6 (1) (f) GDPR. The proper realisation of a stand booking and the trade fair is to be classified as a legitimate interest of Messe Berlin within the meaning of this provision.

### **3.3 Contact by e-mail or post for information and advertising purposes by companies of the Messe Berlin Group**

Furthermore, we process personal data for the purpose of establishing contact in order to provide information and information about opening, accompanying and follow-up events.

follow-up events. 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 and guest events, including exhibitors, sponsors, association and other co-operation partners of the respective event as well as their products and services, and information about opening, accompanying and follow-up events. Follow-up events also include other trade fairs and events in Germany and abroad organised or held by Messe Berlin or other companies in the group.

Furthermore, personal data is processed in order to submit offers for trade fair-related services such as stand construction services, catering, facility services and hostess services. For these purposes, the data is also forwarded to other companies within the Messe Berlin group of companies. Personal data is also processed for the purposes of market research and online surveys. The processing is based on the legitimate interest in supporting users before, during and after the trade fair or event and advertising the same and similar products from the Messe Berlin Group's trade fair portfolio (legal basis: Art. 6 (1) (f) GDPR).

### **3.4 Forwarding of data to partner companies for marketing purposes**

If separate consent has been given, Messe Berlin will forward 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 presentation. Some special services are only offered by partner companies. The legal basis for processing is 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 organising the trade fair (Section 3.1.) for the purpose of coordinating the respective stand constructions and exhibition appearances. As stated in Section 3.2, personal data will be passed on to foreign representatives or other companies of the Messe Berlin group of companies and partner companies for the purposes or under the conditions specified there. In the case of events that are held in cooperation with associations or business partners, the data will also be passed on to them for the purpose of organising 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, digital event platform and app), 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) attend an event (e.g. constitutional organs of the Federal Government such as the Federal President or the Federal Government or foreign guests), all event participants may be checked by the BKA or LKA. As part of such a check, the BKA or LKA may request data such as name, company/organisation and function from Messe Berlin. In the event of a legal obligation to provide data, Art. 6 para. 1 (c) GDPR in conjunction with this obligation is the legal basis for the processing.

In the event of incidents, disruptions, emergencies and crises, your data may also be forwarded to the (co-)organiser, the police, law enforcement authorities, fire and rescue services, other authorities (e.g. the health authorities) as well as the company fire brigade, the security and public order service and the medical service. Internally, the data may be disclosed to the respective project managers, the control and security centre and other areas of Messe Berlin involved in emergency and crisis management.

In order to comply with tax and commercial laws and regulations, personal data will be passed on to the tax and other competent authorities and public institutions.

### **5 Data transfer to third countries**

Some of the foreign representations, companies of the Messe Berlin Group, partner companies or processors are based in third countries outside the EU that do not offer the same level of data protection for personal data as the EU, in particular due to the lack of a legal framework, independent supervisory authorities or data protection rights and remedies. The transfer of personal data to such third countries takes place insofar as a decision of the European Commission on the

existence of an adequate level of protection (Art. 45 (3) GDPR) exists in relation to the third country or organisation and otherwise subject to appropriate safeguards within the meaning of Art. 46 GDPR, in particular the standard data protection clauses approved by the European Commission in accordance with Art. 46 (2) (c) GDPR and, if necessary, additional measures, if necessary. A copy of the guarantees can be obtained on request (e.g. by e-mail - see section 1 above for contact details). With regard to the transfer of data to foreign representatives, other users of the digital event platform, website visitors and third-party social media providers, the transfer is necessary for the fulfilment of the contract (Art. 49 (1) (b/c) GDPR); otherwise it is based on explicit consent despite the lack of adequate data protection in third countries outside the EU and the associated risks (Art. 49 (1) (a) GDPR).

## **6. storage period**

Stored personal data will be deleted as soon as it is no longer required for the purpose for which it was processed.

purpose of their processing is no longer required. Insofar as the processing is carried out on the basis of consent or on the basis of a legitimate interest of Messe Berlin GmbH,

the data concerned will no longer be processed for the associated purpose after receipt of the revocation of consent or

no longer processed for the associated purpose and, if necessary, deleted, unless there are legal exceptions.

Irrespective of this, the data with regard to which

retention obligations under commercial or tax law will only be deleted after expiry of the statutory periods.

periods have expired.

## **7 Your data protection rights**

To exercise your rights, you can contact the data controller by post or email

controller (see section 1 above for contact details). In accordance with Art. 12-21 GDPR

the following data subject rights at any time: the right to access, rectification and erasure of your

and erasure of your personal data, the right to data portability and the right to

restriction of processing.

### Right to object

If the processing is based on the legal basis of legitimate interest (see section 3 above), you have the right to object to the processing of your personal data at any time on grounds relating to your particular situation.

Furthermore, an objection to the processing and use of data for advertising purposes can be lodged at any time. The e-mail newsletters also contain an unsubscribe link.

The rights of data subjects, including requests for further information regarding the agreement reached by the joint controllers, can be asserted against any of the controllers (see section 1 above for contact details). If a data subject believes that the processing of their personal data violates data protection law, they have the right to lodge a complaint with a supervisory authority of their choice (Art. 77 GDPR).