

Information pursuant to the EU-General Data Protection Regulation (GDPR) for users of the Software as a Service – ITB Berlin Matchmaking

Messe Berlin GmbH attaches great importance to data protection. This information notice informs you about the processing of the personal data which you have provided to us either in connection with the ITB Buyers Circle membership or the ticket purchase or with the accreditation as media representative or blogger for the ITB Berlin. This notice supplements our General Data Protection Policy, which can be found at <https://www.messe-berlin.de/Datenschutz>.

1. Controller and data protection officer

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.de, is the entity responsible for the processing of the personal data (the so-called controller) within the meaning of the GDPR and service provider in connection with the use of the software ITB Berlin Matchmaking as well as the belonging App. If you have any queries relating to data protection, please feel free to contact our group data protection officer (address: as above; e-mail: datenschutz@messe-berlin.de).

2. Categories of personal data

In order to register for ITB Berlin in any function (e.g. exhibitor, trade visitor, media, speaker), a registration form must be completed. In the course of this process, we are collecting the user's contact data, ticket ID as well as the company position. We also collect the user's company data, in particular: name, area of business, country. Furthermore, the questionnaire includes questions which concern the user's professional interests in attending ITB Berlin, geographical interests and interests in branches.

If you disclose the data of another person (third party) in the registration process, you are responsible for ensuring that you are entitled to provide such data and that the person concerned has been sufficiently informed by you about the processing of the person's data by Messe Berlin GmbH.

3. Purposes and legal basis of processing

We process the personal data pursuant to Section 2 for the **purpose of establishing and performing the contract** to make use of our Software Services. The data are required to enable us to offer the best Matchmaking Service possible and provide a satisfactory user experience with Messe Berlin GmbH (legal basis: Art. 6 para. 1 sentence 1 lit. b) GDPR). In order to offer the best suiting contacts within the Matchmaking the user will be informed and reminded of interesting contacts, appointment requests as well as messages by e-mails. The

user's name, last name and company name will be visible to other ITB Berlin Matchmaking users.

Furthermore, we use the personal data (Section 2) for the **purpose of contacting our service users** in order to provide them with information accompanying ITB Berlin as well as other trade fairs and information on subsequent events. Subsequent events also include other trade fairs organised or held by Messe Berlin GmbH in Germany and abroad. For these purposes, we also forward the data to other companies within our corporate group. We also process the personal data for purposes of market research and online surveys. This is based on Art. 6 para. 1 sentence 1 lit. f) GDPR. The justified interest lies in the optimal support of our customers during and after the trade fair and the promotion of identical and similar products from the trade fair portfolio of the group of companies. There is the **right to object** to this (see section 6 below).

4. Categories of recipients of the data

Our ITB Berlin Matchmaking as well as the belonging App are managed by service providers with whom we have entered into a data processing agreement.

5. Storage period

The data of those who have joined the ITB Berlin Matchmaking will be erased after one year. 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.

6. 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 the processing is based on legitimate interests, you have the right to object to the processing of your personal data for reasons relating to your particular situation. Furthermore, you may object to the processing of the personal data for marketing purposes at any time. If you have given us your consent, you can revoke this consent at any time with effect for the future. 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)). To exercise your rights, you can contact the person responsible (for contact details see section 1 above or datenschutz@messe-berlin.de).