

DATA PROTECTION INFORMATION AND PRIVACY POLICY

This data protection information notifies you about the processing of your personal data pursuant to the EU General Data Protection Regulation (hereinafter "GDPR") by Messe Essen GmbH.

1. Scope of application

This data protection information applies to our collection of your personal data related to the processing of contractual performances between you as client and us as well as for further regular exchange of information in connection with our contractual performances

2. Controller responsible for the processing of your personal data

Insofar as not otherwise stipulated in this Privacy Policy, the following organisation is responsible for processing your personal data:

Messe Essen GmbH
Messeplatz 1
45131 Essen, Germany
www.messe-essen.de
info@messe-essen.de

3. Contact details of the Data Protection Officer

Please direct all questions regarding data protection to:

SystemDatenschutzConsulting
Rebenlaube 12
45133 Essen, Germany
www.rs-datenschutzconsulting.de
schroeder-dsc@web.de

4. Definitions

This data protection information is based on the following data protection legislation terminology, which we have defined here for easier understanding:

The GDPR is the EU-General Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC).

Recipient means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing. Depending on the chosen type of payment, recipients of your personal data may be – for instance

– banks or other service providers, whom we use for our services.

Within the framework of the contractual relationship, it may be necessary to forward your personal data to a subcontracting service provider (processor). For this purpose, we have fulfilled our obligations pursuant to Art. 28 GDPR, and have concluded supplementary contracts with the respective processors and convinced ourselves that these processors treat your personal data in the sense of statutory regulations.

Personal data means any information relating to an identified or identifiable natural person. In the language of the GDPR, these are also referred to as "data subjects". An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Personal data can be, for instance, name, contact data and bank data.

Controller means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law. The controller (see no. 2 above) is responsible for the data processing described in this Privacy Policy.

Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

5. What data do we collect from you?

We collect personal data directly from you for performing our contractual services:

Personal identification information: First and second name, title, appellation, function, department, company, address, email address, telephone number (fixed line network and mobile), fax, website

Additional data in connection with contractual processing/bidder award:

Value added tax number, commercial register, invoice recipient, banking details, and – if applicable – data of your employees and date of birth

6. Purposes and legal bases regarding processing of your personal data

Contractual performance and additional information in connection with our contractual services

We require your data to enable us to process the contractual services. We thereby use your personal data (see no. 5).

The legal basis is the performance of the contractual relationship pursuant to point (b) of Art. 6(1) GDPR.

7. Storage and erasure of your personal data

We initially store your personal data as long and insofar as it is necessary for the purposes cited in this Privacy Policy (see no. 6 above).

As soon as the data cited in number 6 of this data protection information is no longer necessary, we will continue to store your data during the period of time during which you can file claims against us (statutory periods of limitation).

Furthermore, we also store your personal data beyond this period as long as we are obligated to do so under statutory legislation. Appropriate obligations to provide proof and store data are based, amongst other things, on the German Commercial Code, the General Tax Code and the Anti-Money-Laundering Law. The obligations to store pursuant to this legislation last for up to ten years, beginning at the end of the calendar year when the affected process ends.

8. Categories of recipients of personal data

In providing, implementing and managing our services (number 1) within the framework of a company-internal process based on the division of labour, we also transfer your data to companies who implement services on behalf of Messe Essen GmbH Dienstleistungen. This transfer is made because of our legitimate interest in efficiently implementing internal administration based on the division of labour and improving our products and services, pursuant to point (b) and (f) of Art. 6(1) GDPR on the basis of the conclusion of order processing contracts pursuant to Art. 28 GDPR.

For processing payments and – if necessary – reimbursements, we transfer your personal data to banks, payment service providers, financial service providers and credit card companies pursuant to point (b) of Art. 6(1) GDPR.

Within the framework of any possible legal disputes, we transfer your data to the responsible court and, insofar as you have commissioned a lawyer, also to this lawyer, in order to conduct this legal dispute. We process your personal data on the basis of a legal obligation pursuant to point (c) of Art. 6(1) GDPR as well as on the basis of our legitimate interest in looking after, asserting and/or defending our legal interests pursuant to point (f) of Art. 6(1) GDPR.

Apart from this, we transfer your personal data only and insofar as we have a legal obligations to pass these on. The data are transferred pursuant to point (c) of Art. 6(1) GDPR (for instance, to the police and regulatory authorities within the framework of investigations on administrative offences and/or crimes or to the data protection supervisory authorities).

Client surveys and other advertising and marketing campaigns may, if necessary, be performed by us within the framework of our contractual relationship and also by third parties whom we have commissioned.

We transfer your personal data to the commissioned service provider for conducting the client survey. We process your data on the basis of our legitimate interest in improving our products and services pursuant to point (f) of Art. 6(1) GDPR.

9. Data transfer to third countries

In the language of the GDPR, a third country is a country which does not belong to the EU.

It is possible that your personal data are transferred to a third country to provide the contractual service. More detailed information regarding this matter can be obtained from:

Messe Essen GmbH
Messeplatz 1
45131 Essen, Germany
www.messe-essen.de
info@messe-essen.de

10. Your right to object if we have a legitimate interest in the data processing

We process your personal identification data, in order to exercise, assert and defend our legal interests (if necessary before a court) and in order to perform the internal administration more efficiently and according to division of labour.

Insofar as we process your personal data on the basis of these legitimate interests (point (f) of Art. 6(1) GDPR), you may at all times object for reasons which emerge on the basis of your special situation. Please address your inquiries to:

Messe Essen GmbH
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45131 Essen, Germany
www.messe-essen.de
info@messe-essen.de

If you object to the data processing, we process your data collected in connection with this for answering your inquiry. Your data is processed for fulfilling a legal obligation pursuant to point (c) of Art. 6(1) GDPR.

If you raise an objection, we shall no longer process your personal data unless the we can demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

11. Your further rights

You may at all times exercise the following rights with regard to us pursuant to the GDPR:

■ Right to information, Article 15 GDPR

You shall have the right of access to information regarding your personal data which has been stored.

processing of your personal data by us violates the GDPR (Art. 77 GDPR).

The responsible supervisory authority is:

The State Commissioner for the Protection of Data and Freedom of Information of North Rhine-Westphalia
Kavalleriestraße 2-4
40213 Düsseldorf, Germany
Fax 0211 38424-10
poststelle@ldi.nrw.de

- Right to correction, Article 16 GDPR
If you determine that incorrect data concerning you have been processed, you shall have the right to demand rectification. Incomplete data must be completed, taking into consideration the purpose of the processing.
- Right to deletion, Article 17 GDPR
You shall have the right to demand the erasure of your data if there are specific reasons for them to be erased. This shall particularly apply if the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed.
- Right to restriction of the data processing, Article 18 GDPR
You shall have the right to restrict the processing of your data. This means that although your data are not erased, they are suitably marked to restrict their further processing or use.
- Right to data portability (Article 20 GDPR)
You shall have the right to data portability regarding your personal data which you made available to us. Consequently, you may request that we either transfer these data to you or to another place.
- Right to object on the grounds of unreasonable processing, Art. 21 GDPR
As a matter of principle, you shall also have a right to object to legal data processing, necessary for the performance of a task carried out in the public interest or in the exercise of official authority or because of the legitimate interest of an entity.

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If you wish to assert your rights, we process your data collected in connection with this for answering your inquiry. Your data is processed for fulfilling a legal obligation pursuant to point (c) of Art. 6(1) GDPR.

- Right to complain, Article 77 GDPR
Irrespective of your rights, you may also lodge a complaint with a supervisory authority, if you believe that the