

Information pursuant to the EU General Data Protection Regulation (GDPR) for users of the Virtual Market Place®

Messe Berlin GmbH attaches great importance to data protection. This information notice provides information about the processing of the personal data in connection with the Virtual Market Place® (VMP). This notice supplements the [General Data Protection Policy](#) of Messe Berlin GmbH. For particular processing activities there will be separate information notices, where necessary.

1. Controller and data protection officer

Controller within the meaning of the General Data Protection Regulation (GDPR): Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.de. **Data protection officer**: group data protection officer (address: as above; e-mail: datenschutz@messe-berlin.de).

2. Categories and sources of personal data

The Virtual Market Place® (VMP) is a digital platform for the presentation of exhibitor and product information as well as for networking between registered users and exhibitors and, in certain cases, for the organization of digital events.

Messe Berlin GmbH may invite you to participate in events if you purchase a ticket, if you are already a member of the VMP or in any other context a user or customer of (online) services or products of the Messe Berlin GmbH. We process the data as part of your online registration and profile creation and partially automated by using various technologies.

User account in the Virtual Market Place® (VMP)

For full use of the VMP and participation in digital events in the VMP, the creation of a user account is required. For this purpose, the following information are provided directly in the VMP during registration: title, first name, last name, language, e-mail address, company/organization, sector as well as invitation voucher code received in advance. After completing the online registration, the user receives a confirmation e-mail to validate the e-mail address and to assign a personal password.

Networking profile

A networking profile can be created in the VMP and voluntary information can be provided: salutation, title, address, telephone/fax number, website, area, product groups, job title, offers and requests, photo and availability within the event period.

Exhibitor profile

The exhibitor package automatically includes an online entry in the VMP, which contains the following data according to the exhibitor registration: name of the company/organization, address, telephone, e-mail and website as well as contact person with first and last name, gender, telephone/fax number and e-mail address. The aforementioned data will be taken from the customer database. The contact persons submitted in connection with the exhibitor profile each receive access to the VMP and can add and upload further content in the exhibitor area, insofar as this is defined in the exhibitor package. Exhibitors also have the option of inviting interested users to their own events outside the VMP.

Chat function

Registered users of the VMP can use the chat function. The following data are processed: name, e-mail address, profile picture as URL as well as date, time and content of the chat communication.

Communication and networking

Users can create a vCard (digital business cards) and activate a function in their networking profile enabling other registered users of the VMP to view or download their vCard. The following data are processed for this purpose: name, company, position, e-mail, website, telephone number(s) and business address. In the networking profile, appointments can be arranged via the calendar tool with registered users of the VMP, processing the following data: name, company, time and place (physical or digital). Digital meetings can be scheduled by sending an invitation for an audio/video chat outside the platform.

If you carry out the registration for another person (third party) or enter their data (e.g., details of contact persons for your employees as exhibitors), you must ensure that you are authorized to enter the data and that the third party has been sufficiently informed by you about the processing of their data in accordance with this data protection notice.

3. Purposes and legal basis of processing

3.1. Participation in the VMP and digital events

We process the personal data in accordance with section 2 for the purpose of providing the VMP and its functionalities (including chat function) and for participation in digital events (legal basis: performance of the contract pursuant to Art. 6 (1) (b) GDPR). In order to access detailed pages, e.g. exhibitor profiles, product presentations, event details, etc., as well as additional functions such as contacting other participants, networking, making appointments, saving favorites, etc., and to access content from digital events, it is necessary to create a user account. For some events, certain content, such as streaming of the program and access to on-demand videos, is only available in a paid area within the VMP. Access to this area is only granted to users after a ticket purchase via the respective event ticket shop.

Communication und networking

Users can create and publish a networking profile and network with each other, including for purposes of information about their company/organization, products or services and job offers. The profile is displayed in the networking directory of the VMP and can be found by other users and contacted by registered users. The processing of the information from the networking profile and voluntary information in the exhibitor profile as well as the appointment arrangement via the calendar tool is based on consent (legal basis: Art. 6 (1) (a) GDPR). Voluntary information as well as the scope of the published data can be changed in the profile settings. The user profile can be switched online or offline at any time. In the networking profile, it can also be determined whether contact requests from other users of the VMP network should be allowed and information from the profile should be made available with the download of a vCard.

Users can send URLs to join online meetings with audio/video functions via the tool for making appointments in the VMP. When clicking on a URL, the user leaves the VMP and is redirected to a website or tool of a third-party provider, which uses its own cookies and processes the data as its own controller within the meaning of the GDPR. Further information can be found in the data protection information and cookie information of the respective third-party provider (legal basis: your consent pursuant to Art. 6 (1) (a) GDPR).

Matchmaking

Users who want to use the matchmaking function select product groups and save them in their networking profile. Based on the voluntarily selected product groups, an automated matching of the set filters takes place with the aim of optimizing networking. The users then receive recommended contact suggestions based on the selected product groups (legal basis: your consent pursuant to Art. 6 (1) (a) GDPR).

Participation in digital events offered by third parties in the VMP

Users have the possibility to participate in separate digital events or livestreams of third parties outside the VMP. These are organized under the sole responsibility of the third parties. By clicking on the displayed URL, the user leaves the VMP and is redirected to a website or tool of the third party, where own cookies etc. can be used. The third party processes the personal data as its own controller within the meaning of the General Data Protection Regulation. Further information can be found in the data protection information and cookie information of the respective third-party provider (legal basis: your consent pursuant to Art. 6 (1) (a) GDPR).

3.2. Contact for information and marketing purposes by companies of our group of companies

Messe Berlin GmbH processes your personal data in accordance with section 2 for the purpose of contacting you, reminding you to update your profile, otherwise supporting you in the optimal use of the VMP, and for the purpose of contacting you in order to provide you with information accompanying the trade fair and information on opening, accompanying and subsequent events as well as other products and services of the fair portfolio, including in particular (editorial) newsletters, print- and digital media offers, sector specific web portals and lead campaigns. Subsequent events also include other trade fairs and events organized or held by Messe Berlin GmbH or other companies of our [group of companies](#) in Germany and abroad. For these purposes, we also transmit the data to other companies within the Messe Berlin group of companies. We also use the personal data for market research purposes and for voluntary online surveys in order to constantly improve our offers and our products and services and as part of a market and user analysis adapt them to the needs. The legal basis for this is our legitimate interest in the optimal support of our customers during and after the trade fair and the marketing of the same and similar products and services from the portfolio of the Messe Berlin group of companies (legal basis: Art. 6 (1) (f) GDPR).

4. Categories of recipients and international data transfers

The data published in the exhibitor profile (according to the exhibitor package), as well as those of the networking profile (name of the company/organization, surname, first name, function) are publicly viewable for everyone on the Internet.

Other users receive the date, time and content of the communication and calendar entries when voluntarily using these functions.

When using third party URLs to join online meetings with audio/video features or to participate in separate third-party digital events or livestreams, these third parties and their third party providers receive your data.

In order to carry out certain processing activities in connection with the VMP (in particular hosting and IT support and chat function), we use external service providers who process the personal data on our behalf (so-called "processors").

We also pass on the data to other companies within the Messe Berlin group of companies for the purposes stated in Section 3.

Users, exhibitors, companies of the Messe Berlin group of companies, cooperation partners and processors may be 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).

The legal basis for the transfer of data to internet users and users registered in the VMP is the performance of the contract (Art. 49 (1) (b) GDPR) and, in the case of voluntary information and by using the chat function, the explicit consent despite the lack of an adequate level of data protection and the associated risks (Art. 49 (1) (a) GDPR).

5. Storage period

Users can delete their accounts and profile data in the VMP at any time, exhibitor profiles can be removed from the VMP on request. The personal data mentioned in section 2 will be erased once they are no longer needed for the achievement of 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.

6. Your data protection rights

To exercise the following rights, user may contact the data controller at any time (for contact details, see section 1 above).

Data subject rights pursuant to Art. 12-21 GDPR: the right to access, rectification and erasure of personal data, the right to data portability and to restriction of processing. If a consent has been given, this can be revoked at any time with effect for the future.

Rights of objection

If the processing is based on the legal basis of legitimate interest (see section 3 above), the data subjects have the right to object to the processing of personal data, including profiling, for reasons relating to the particular situation.

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| Furthermore, objection to the processing and use of data for advertising purposes can be made at any time. The newsletter also contains an unsubscribe link |
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If participants 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 free choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (*Bundesdatenschutzgesetz*)).