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Hereinafter we will inform you about which of your data we store when and why. This relates to the collection and processing of various data by Deutsche Messe AG in the following contexts:

- Collection and processing of personal data within the scope of initiating and realising business relationships, including data transfers (III.)
- Use of (online) services / offers of Deutsche Messe AG, including the purchase of event tickets and the registration as a professional visitor (IV.)
- Data processing in connection with the use of online services (V.)
- Use of cookies – our cookie guidelines (VI.)
- Data transfer to companies established outside the EU / EEA (VII.)

At the beginning of this data protection notice, we will provide you with additional statutorily required information (I.) and inform you about your rights (II.)

#### **I. Who Is the Controller of the Data and How Can I Contact the Data Protection Officer?**

Controller within the meaning of the GDPR is Deutsche Messe AG (DMAG), Messegelände, 30521 Hannover, Germany (phone: +49 (0) 511 89-0; [info@messe.de](mailto:info@messe.de) ).

If you have any questions about data protection at Deutsche Messe, please contact our Data Protection Officer, Mr. Kai Viehmeier:

Kai Viehmeier Consulting GmbH

An der Straßenbahn 12

31157 Sarstedt

Tel.: +49 (0) 5066 69 56 080

[datenschutz@messe.de](mailto:datenschutz@messe.de)

#### **II. Your Rights as a Data Subject**

Every data subject has the following rights:

- right of access (Art. 15 GDPR)
- right to rectification of data (Art. 16 GDPR)
- right to erasure and/or "right to be forgotten" (Art. 17 GDPR)
- right to restriction of the processing of personal data (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR).

**You may at any time object to the processing of your personal data for marketing purposes – including profiling in connection with direct marketing – without giving reasons.**

Moreover, you have a general right to object (cf. Art. 21 (1) GDPR). In this case, reasons must be given for the objection.

To the extent data is processed on the basis of consent, such consent can be revoked at any time with future effect.

Should you wish to exercise your rights as a data subject, please refer to [datenschutz@messe.de](mailto:datenschutz@messe.de)

Furthermore, you have the right to lodge a complaint with a supervisory authority against the data processing performed by us.

### **III. Scope of Data Collection and Data Processing, Purposes of Processing, Transfer of Data; Here: Business Contacts**

#### **1. Business Initiation / Support Regarding Business and Professional Development**

For the purpose of business initiation, Deutsche Messe AG will collect and process personal data you provide within the scope of a business contact or in connection with a request, a delivery or performance, or other form of business contact. By business contact, we mean the collection of data at presentations of Deutsche Messe AG as well as at events and networking meetings. In addition, we will collect publicly available data, like information from company websites or publicly available directories (catalogues, lists of associations, etc.).

Apart from your contact details, the data collection will include further information provided by you in this context (in addition to the data on your business card, this usually extends to requests you make or further information you provide on the company you work for). Moreover, we will collect the data made available on the website of your employer. We will process such data to provide you and the company you work for with support regarding business and professional development in accordance with the objectives of Deutsche Messe AG.

We will involve service providers in the processing of such data. If your country of residence is not Germany, we will transfer the above-described data to the locally responsible subsidiary and/or sales partner of Deutsche Messe AG. Our aim is to provide support regarding business and professional development also via our subsidiaries / sales partners, to establish a long-term business relationship, and to inform about further relevant events of DMAG and its subsidiaries at their respective locations.

## 2. Performance of a Contract

For the purpose of contractual performance, we will collect and process core data (company name, contact person, address, phone number, e-mail address) as well as further data required for purposes of contractual performance and accounting, like order and performance data, correspondence data, payment data. This also includes the use of such data for the processing of complaints and warranty cases. Furthermore, the data may be made available to external auditors, tax advisors and lawyers working for Deutsche Messe AG.

## 3. Deletion of Data

The data collected in connection with the ordering and delivery of services will be stored in accordance with the statutory retention periods pursuant to Secs. 146 et seq. German Revenue Code (AO) and/or Sec. 257 German Commercial Code (HGB) and deleted upon expiry of the respective retention periods. The personal data of other business contacts will remain stored as long as the respective person in its function is of relevance for our business purposes. This will be reviewed internally every 5 years. To the extent required for compliance with statutory retention obligations, the data will then be archived.

## 4. Legal Bases

The legal bases for the processing of personal data are:

- Art. 6 (1) (b) GDPR for delivery and performance
- Art. 6 (1) (f) GDPR for the processing of data of suppliers and other service providers to initiate business deals
- Art. 6 (1) (f) GDPR for the processing of data of other business contacts, including transfer to subsidiaries / sales partners

## IV. Scope of Data Collection and Data Processing, Purposes of Processing, Transfer of Data; Here: Use of (Online) Services / Offers of Deutsche Messe AG, Including the Purchase of Event Tickets and the Registration as a Professional Visitor

The use of the online services offered by Deutsche Messe AG requires the setting up of a customer account (Account). This is the basis for Deutsche Messe AG to offer to its customers various services in order to make participation in the event as interesting and pleasant as possible. The online services offered by Deutsche Messe AG come as a comprehensive package. The legal basis for the setting up and allocation of user accounts is Art. 6 (1) b GDPR.

## 1. Booking of Trade Fair Participations, Including Online Booking System ("Exhibitor Shop")

If you wish to book a trade fair participation or further services via the Exhibitor Shop, you need to set up an account. Via this account, you can make required amendments / updates or book participations in further trade fairs. After the trade fair, you can deactivate your account at any time.

DMAG will process the personal data collected within the framework of booking trade fair participations for purposes of contractual performance, accounting and customer administration. In addition, the data collected in connection with the booking of trade fair participations will be used to process warranty cases or other complaints. The data may also be disclosed to external auditors or tax authorities for auditing purposes. In individual cases, the data may be disclosed to lawyers engaged by Deutsche Messe AG in connection with the assessment / assertion of legal claims.

Deutsche Messe AG will transfer the core data (company name, contact person, address, and contact details like phone number and email address) to other companies within DMAG Group with its corporate seat in Hanover to ensure that identical core data are used and administrated by all group companies. This also includes the sharing of data updates of which we or one of our group companies becomes aware. Any updates will be made available to all other group companies involved. This helps us to simplify our internal processes and will save you the trouble of having to provide your core data again when contacting another group company. For an overview of our group companies please, go to [www.messe.de](http://www.messe.de).

The mandatory information provided when setting up the customer account (name and address, company, contact person, trade fair and booth) will, to the extent required, be transferred to external service providers of Deutsche Messe AG who offer additional services in connection with the booth you have booked.

Pursuant to the German Trade Regulation Act (GewO), every event needs to be registered with the competent regulatory agency. To this end, the organiser has to submit to the regulatory agency a preliminary list of exhibitors prior to the event. In this context, personal data included in the corporate information of a company (sole proprietorships) may be disclosed to the regulatory agency.

The data will be stored in accordance with the statutory retention periods pursuant to Secs. 146 et seq. German Revenue Code (AO) and/or Sec. 257 German Commercial Code (HGB) and deleted upon expiry of the respective retention periods.

**Legal bases:**

- Setting up and allocation of user accounts: Art. 6 (1) b GDPR
- Contractual performance including processing of complaints / warranty claims: Art. 6 (1) b GDPR
- Storage of data pursuant to AO / HGB and audits by tax authorities / auditors: Art. 6 (1) c GDPR
- Transfer of data pursuant to GewO: Art. 6 (1) c GDPR
- Transfer of data to service partners for the provision of services on behalf of Deutsche Messe AG: Art. 6 (1) b GDPR and/or Art. 6 (1) f GDPR
- Transfer of data to other group companies of Deutsche Messe AG: Art. 6 (1) f GDPR

**2. Purchase of Event Tickets****a. Setting up a User Account**

The purchase of event tickets (tickets for trade fairs, symposiums, or other events) requires the setting up of a customer account. Via this account, you can also use further services and book further tickets. After the trade fair, you can deactivate such account at any time if you want to.

As an alternative to setting up your own customer account, you can also use your social media accounts on facebook, Google, LinkedIn or Xing to purchase tickets, provided this is intended for the event in question. You will be forwarded to the site of the respective social media service, where you can log in with your user data. Such data will then be used for the setting up and allocation of your user account with Deutsche Messe AG.

If you use the social login via facebook, Google, LinkedIn or Xing, the social network will transfer the following data to us:

- facebook: name, first name, email address
- Google: name, first name, email address
- LinkedIn: name, first name, email address
- Xing: name, first name, email address

After login to the online ticket shop via your existing social media account with facebook, Google+, LinkedIn or Xing, you have the option to disconnect the link to the social media service.

We will store the data provided to us by the social media service as long as they are needed for

the processing of the ticket purchase and the event. Deutsche Messe AG will not transfer any data to social networks. Nonetheless, due to the transfer of data to DMAG occasioned by you the social network may store your registration with DMAG. In such case, the respective social network will have sole responsibility for any data processing.

#### **b. Purchase of Event Tickets**

Once you are registered for our online ticket shop, you can use this platform for the purchase of event tickets (tickets for trade fairs, conferences). Guided Tour tickets are available at the separate Guided Tour shop. Deutsche Messe AG will process the mandatory data provided by you and the data relating to the selected event for your ticket purchase to ensure entry to the selected events on the respective date(s). In addition, this data will be used to issue name badges for the trade fair visit / the conference attendance.

The data about the ticket purchase will be used for accounting purposes and, where applicable, to process any warranty claims or complaints. Moreover, your data may be transferred to external auditors and/or tax authorities for auditing purposes or to lawyers engaged by Deutsche Messe AG in connection with the assessment / assertion of legal claims. The data about the ticket purchase will be stored in accordance with statutory retention periods pursuant to Secs. 146 et seq. German Revenue Code (AO) and/or Sec. 257 German Commercial Code (HGB) and deleted upon expiry of the respective retention periods.

#### **Legal bases:**

- Contractual performance including processing of warranty or other claims: Art. 6 (1) b GDPR
- Setting up and allocation of user accounts: Art. 6 (1) b GDPR
- Storage of data pursuant to AO/HGB and, where applicable audits by tax authorities / auditors: Art. 6 (1) c GDPR
- Disclosure to lawyers engaged by Deutsche Messe AG in connection with the assessment / assertion of legal claims: Art. 6 (1) f GDPR

#### **3. Registration of Professional Visitor Tickets / Exhibitor Passes (Hereinafter Collectively "Professional Visitor Tickets")**

Registration for professional visitor tickets requires the setting up of an own user account. Via this account, you can also benefit from further services offered in connection with the trade fair. Registration for professional visitor tickets only serves as an example for the services offered by Deutsche Messe AG in connection with your customer account. After the trade fair, you can

deactivate such account at any time if you want to.

In connection with the registration for professional visitor tickets, Deutsche Messe AG will use the collected data to ensure entry to the trade fair for the professional visitor / exhibitor on the scheduled dates. In addition, the data will be used to issue name badges for the trade fair visit.

Since the costs for entry to the trade fair are borne by the exhibitor inviting the professional visitor, the data related to the ticket registration will also be transferred to the exhibitor who issued the invitation (core data and voluntary information).

**Legal bases:**

- Setting up and allocation of user accounts: Art. 6 (1) b GDPR
- Contractual performance including processing of claims / warranty claims: Art. 6 (1) b GDPR
- Transfer of core data to the exhibitor who issued the invitation: Art. 6 (1) f GDPR

**4. Use of Further Trade Fair Services**

By setting up a user account, in particular when purchasing online tickets or registering for professional visitor tickets or exhibitor passes, trade fair attendees will get access to additional trade fair services offered by Deutsche Messe AG as part of a service package. This includes the following services:

- Lead Management
- Favourites Search
- Routing
- Name badges

The following data processings are carried out in connection with the individual services:

**Lead Management**

If desired, Deutsche Messe AG will facilitate an easy transfer of the data stored in connection with the visitor's ticket registration to an exhibitor or to other companies / organisations / persons participating in the event (e.g., participants of a conference or forum, speakers, sponsors, etc.; hereinafter "event participants"). The event participant can scan the barcode on the ticket and will obtain the data stored with Deutsche Messe AG.

**Favourites Search & Routing**

Users of our website or app can add exhibitors, products and events to their favourites list.

On the basis of such favourites list, an optimal route will be generated for the user, which can be processed and stored in the user account. If you have installed the trade fair app – and consented to the use of your location – the app can show your specific route and your location.

**Legal basis:**

- Contractual performance including processing of warranty claims or complaints: Art. 6 (1) b GDPR.

**5. Processing of Personal Data by DMAG for Marketing Purposes**

DMAG and service providers engaged by it (e.g. letter shops) will use your name and address for further purposes in connection with customer retention and customer recovery. This will include the delivery by post of information regarding further interesting products and services, because DMAG wishes to draw your attention to interesting offers and establish a long-lasting customer relationship.

Moreover, Deutsche Messe AG will use the mandatory data provided in connection with the use of its offers / services as well as voluntary information provided (see paragraphs 1-4 above) to personalise and constantly improve trade fair attendance for visitors and exhibitors and to provide future offers tailor-made to your interests. We use the data collected in connection with the use of our offers / services to provide you with the best possible support regarding your business development and to point out interesting options for trade fair visitors / exhibitors. Your data will be processed internally and in pseudonymised form in order to comply with your legitimate interest to ensure protection of your personal data. The data processing allows us to provide you with personalised offers (website, email, post).

We will stop using your name, address and other data collected upon prior use of our offers / services for marketing purposes – including profiling within the scope of direct marketing – if you have not used any of the offers / services of DMAG for a period of up to 7 years. After expiry of 5 years, we will continue to process your name, address, company affiliation, and status (professional visitor, exhibitor) as well as the last trade fair you attended for the purpose of direct mailings.

As a principle, your email address will only be used for marketing purposes if we have obtained your consent. With respect to recipients with registered seat in Germany, phone numbers will likewise only be used for marketing purposes if consent has been obtained. The following exemptions apply:



To the extent DMAG obtains your email address in connection with the sale of products / services, we will use your email address to promote similar own products. You are entitled to object to the use of your data for marketing purposes at any time; this will be pointed out to you upon collection of any data as well as in any marketing communications. Moreover, Deutsche Messe AG will use professional phone numbers, in particular of recipients in Germany, for commercial marketing purposes, to the extent this is based on presumed consent, e.g. within the scope of an existing business relationship.

The phone numbers of recipients outside Germany will be used in compliance with the statutory provisions applicable in the country where the recipient is established and only if the recipient has not objected to the use of its phone number for marketing purposes.

**Legal bases:**

- Data processing for marketing purposes, including profiling in connection with marketing purposes, and transfer for further marketing purposes: Art. 6 (1) f GDPR
- Telephone marketing: Art. 6 (1) a GDPR and Sec. 7 para. 2 no. 2 alt. 2 German Unfair Competition Act (UWG)
- Email marketing: Art. 6 (1) a GDPR and Sec. 7 para. 3 UWG

**6. Transfer of Personal Data for Marketing Purposes to Media Cooperation Partners of DMAG**

In the interest of exhibitors, we always seek to involve media companies in order to facilitate special publications and thus make the event known to a broad public. In this context, we would like to provide the media companies involved with the opportunity to contact you directly in order to inform you about the possibility of placing advertisements in these (special) publications and thus realise targeted advertising in a relevant environment.

Where DMAG in the context of a trade fair / an event cooperates with a media partner (e.g. a newspaper publishing company), DMAG will transfer the personal data (core data, including contact person but without email address) provided by the exhibitor upon registration to the respective media company in order to facilitate a direct contact for the above-mentioned purposes. Responsibility for any further data processing in this context lies with the respective media company.

**Legal basis:**

- Transfer of data to the media partners of an event: Art. 6 (1) f GDPR

## **7. Transfer of Personal Data to Group Companies and Sales Partners of DMAG for Marketing Purposes**

Where trade fair visitors are not based in Germany, DMAG will transfer the postal address provided upon setting up of the customer account (excluding email address, including name, company, industry, function and position) to the subsidiary and/or sales partner of Deutsche Messe AG locally responsible for the support of trade fair visitors. The aim is to establish a long-lasting business relationship between DMAG and trade fair visitors via its subsidiaries / sales partners and to point out further relevant events of DMAG and/or its subsidiaries at their respective locations.

### **Legal bases:**

- Transfer of core data of trade fair visitors without residence in Germany to regional subsidiaries and sales partners of Deutsche Messe AG Group: Art. 6 (1) f GDPR.

## **8. Subscription to E-Mail Newsletter**

We will only send you marketing communications via email if we have obtained your prior explicit consent. Notwithstanding, we may process your email address for marketing purposes as described in paragraph 5.

### **Legal basis:**

- Email marketing: Art. 6 (1) a GDPR.

## **V. Data Processing in Connection With the Use of Online Services**

Hereinafter we will explain what types of data processings are carried out in connection with the access to a website or the use of an app of Deutsche Messe AG.

### **1. Processing of Data Upon Access to Our Website – Logfile Data**

When you access our website / app, some pieces of general information will automatically be collected. This information (server logfiles) includes e.g. the type of your browser, the operating system you use, the domain name of your internet service provider and similar information. In addition, your IP address will be transferred and used for the purpose of providing the service requested by you. This information is technically required to accurately provide the contents of websites you call up and are inevitably collected when using the internet.

In accordance with our IT security concept, the generated logfile data will be stored for a period of 3 weeks to enable us to detect and analyse any attacks against our website. The legal basis for this data processing is Art. 6 (1) f GDPR.

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## 2. Processing of Data in Connection With the Use of Our Website – Your Requests

If you send us a request via email or via our contact form, we will collect the data provided by you for processing and responding to such request. This information will remain stored for a period of up to two years for verification purposes. The legal basis for this data processing is Art. 6 (1) f GDPR.

## 3. Product Recommendations in Our Shop

Product recommendations in our Exhibitor Shop are determined on the basis of seasons and orders. To this end, Deutsche Messe AG engages an external service provider who carries out the required data processings on behalf of Deutsche Messe AG using pseudonymised data. Where recipients have objected to the use for marketing purposes – e.g. deactivation of trackings – only recommendations related to the respective product will be displayed in the Shop. The collected data will be evaluated for the purpose of product recommendations for a period of up to two years, based on Art. 6 (1) f GDPR.

## 4. Integration of External Service Providers

Linking with other services is a fundamental principle of the Internet. Therefore, we have integrated various external service providers into our website.

### a. Integration of Social Plug-ins

To offer you means of interacting with your contacts and more easily share interesting information, our website uses the social plug-ins of various social networks, e.g. facebook.com, Twitter.com, Google+ and Pinterest. The different plug-ins can be recognised by their respective network logos. We use a 2-click approach to ensure that access to our website as such will not trigger a transfer of data.

Only if you click on a plug-in, your browser will establish a direct connection with the servers of the respective network. The network transmits the content of the plug-in directly to your browser and your browser integrates such content into the website. To the extent, a network has its seat outside the EU / the EEA, we cannot exclude that your data will be transferred to and processed by a server outside the EU / the EEA. Since we have no influence on the amount of data collected by the networks through the plug-ins or the respective period of use, we hereby inform you according to our present knowledge:

When clicking on a plug-in, the respective network will receive the information that you have accessed the link included in our website. If you are logged into a network, such network can connect this information with your profile. If you do not want the network to collect information

on your access to our website, you have to log out before calling up our site. In principle, however, it is possible that a network detects and stores your IP address, even if you are not registered with or logged into such network. Furthermore, we have no information regarding the deletion of data collected by the respective plug-in providers.

The plug-in provider will store the data collected about you as a user profile to be used for purposes of marketing, market research and the demand-oriented design of its website. In particular, this evaluation takes place (also for users not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of a user profile by service providers.

The legal basis for the use of plug-ins is Art. 6 (1) f GDPR. Please refer to the privacy guidelines of the respective social network for information regarding the purpose, duration and scope of the data collection, the further processing and use of your data, your respective rights, and setting options to protect your privacy:

- facebook: <http://www.facebook.com/policy.php>
- Twitter: <https://twitter.com/privacy?lang=de>
- Google+: <http://www.google.de/intl/de/policies/privacy>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- XING: [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection)

#### **b. Use of Google Tag Manager**

To deliver online marketing and to integrate our external partners we use the [Google Tag Manager]. This allows us to control the delivery of online advertisements. This tool does not use cookies, but still requires the transfer of IP addresses to Google, where the use of the Tag Manager will be analysed. We have activated a function that automatically anonymises IP addresses prior to their transfer to Google. The legal basis for this data processing is Art. 6 (1) f GDPR. The data collected will be deleted after two years.

#### **c. Use of Google Maps**

Our website uses Google Maps, a service offered by Google, Inc. This allows us to display interactive maps, to ensure easy traceability of the locations indicated on our website, and to facilitate convenient use of the map functions.

This application is retrieved directly from the Google servers. Google will therefore receive the

IP-address currently assigned to you. When you access the function, Google will receive the information that you have called up our respective subsite. If, to what extent and for how long your IP address is stored and internally used by Google is beyond our knowledge. The legal basis for the use of this service is Art. 6 (1) f GDPR.

If you are registered with a Google service, Google can assign your visit to your user account. Even if you are not registered with Google or not logged in, it is possible that Google will store your IP address and use it for profiling purposes. Google will store the data collected about you as a user profile to be used for purposes of advertising, market research and/or the demand-oriented design of its websites. In particular, this evaluation takes place (also for user not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of a user profile by Google.

Please note that data processings by Google may be performed outside the EU/EEA. For further information on data protection by Google, please go to <https://www.google.de/intl/de/policies/privacy>.

**d. Use of YouTube**

Our website uses plug-ins of the website YouTube, which is operated by Google. The operator of the web pages is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, U.S.A.

When you visit one of our web pages that uses the YouTube plug-in, a connection will be established to the servers of YouTube. The YouTube server will receive information on which of our web pages you have visited.

If you are logged into your YouTube account, YouTube will be able to assign your browsing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

We use YouTube in the interest of presenting our online offers in an attractive way; the legal basis therefore is Art. 6 (1) f GDPR. We only collect information on the frequency of call-ups of the YouTube videos integrated in our website and will delete the respective data after 2 years.

For further information on the handling of user data please refer to the privacy policy of YouTube at: <https://www.google.de/intl/de/policies/privacy> .

**e. Use of reCAPTCHA**

To protect user enquiries via our internet contact form, online ticket registrations and subscriptions to our newsletter, Deutsche Messe AG uses the reCAPTCHA service of Google Inc. The legal basis is Art. 6 (1) f GDPR. The prompts of reCAPTCHA are used to discern whether an entry is made by a human being or, improperly, automated machine processing is used. The prompts include the transfer of IP addresses and any further data required by Google for the provision of reCAPTCHA. To this purpose, your entry will be transferred to and further used by Google. By using reCAPTCHA you agree that the recognition you have made will be incorporated in the digitalisation of old works. DMAG will not store any further data about your use of this service.

We have activated IP anonymisation on our website. Therefore, Google will shorten your IP address within the member states of the European Union and contracting states of the agreement of the European Economic Area. Only in exceptional cases, will your full IP address will be transferred to a server of Google in the U.S.A. and shortened there. On behalf of the operator of this website, Google will use such information to analyse the use of this service. The IP address transmitted by your browser will not be merged with any other data of Google. The data is subject to separate data protection regulations of Google. For further information on the privacy policy of Google, please refer to: <https://www.google.com/intl/de/policies/privacy/>.

**VI. Use of Cookies – Our Cookie Guidelines****1. General Information on the Use of Cookies**

Our website uses so-called cookies. Cookies are small text files that are placed on your device and stored on your browser. Their purpose is to make our offer more user-friendly, more efficient, and more secure. We use temporary cookies that are automatically deleted when you shut down your browser (so-called "session cookies") as well as permanent ("persistent") cookies.

You have the option to choose whether you want to allow the placing of cookies. You can adjust the settings of your browser accordingly. Your options are to accept all cookies, to be informed when cookies are placed, or to accept no cookies at all. If you opt for the third alternative, you may not be able to use our services fully.

Regarding the use of cookies, it is important to distinguish between indispensable cookies and cookies placed for further purposes (access quantification, marketing).

## 2. Cookies That Are Indispensable for the Use of Our Website

We use session cookies that are indispensable for the use of our website. These include cookies that enable us to recognise you when you visit our site for a single session. These session cookies help to make our site more secure, e.g. by ensuring safe operation of the shopping cart function and payment processes. The legal basis for this data processing is Art. 6 (1) b, f GDPR.

## 3. Use of Cookies With Your Prior Consent

Hereinafter, we provide you with an overview of the cookies we use if we have obtained your respective consent upon access to our website (Art. 6 (1) a GDPR). These cookies are used for the purpose of analysing user behaviour and for marketing purposes. Respective opt-out options are included in each description.

### a. Use of Cookies to Analyse Usage Behaviour (Tracking)

The use of tracking cookies allows us to "recognise" users when they revisit our website and to allocate usage events to an internal indicator (pseudonym). Thus, we can capture and analyse the repeated access to our website. We use the following tracking cookies:

#### **econda Analytics**

To improve and design our website in a demand-oriented way, information regarding access to our website will be collected and stored with the help of technologies by econda GmbH. Moreover, such data will be used to set up user profiles in pseudonymised form. To this purpose, cookies may be used to facilitate the recognition of internet browsers. All IP addresses will be masked immediately upon receipt.

The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) a GDPR. The further evaluation of the collected data for a period of up to two years is based on Art. 6 (1) f GDPR.

Users of our website can object to this data collection and storage at any time with future effect via the document "Data Protection Notice of Deutsche Messe AG" on the respective website.

The objection only applies to the device and the browser on which the cookie was placed; you might have to repeat the opt-out procedure on all of your devices. If you delete the opt-out cookie, your access data will again be transferred to econda.

#### **Google Analytics**

This website uses Google Analytics, a web analytics service of Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and facilitate an

analysis of your use of our website. The information about your use of this website generated by the cookie is usually transferred to a Google server in the U.S.A. and stored there. Since we have activated IP anonymisation on our website, Google will shorten your IP address within the member states of the European Union and contracting states of the agreement of the European Economic Area. Only in exceptional cases, will your full IP address will be transferred to a server of Google in the U.S.A. and shortened there. Google uses this information on our behalf to analyse your use of this website, to compile reports on website activities and to provide additional services related to website and internet use. The IP address transferred by your browser in the context of Google Analytics will not be merged with other data of Google.

You can prevent the storage of cookies by adjusting the settings of your browser accordingly. Please note, however, that in such case you may not be able to use all functions of our website fully. Moreover, you can prevent the collection of data related to your use of the website generated by the cookie (including your IP address) and the processing of such data by Google by downloading and installing the browser plugin available at:

<http://tools.google.com/dlpage/gaoptout?hl=de>

We use Google Analytics to analyse and constantly improve the use of our website. The resulting statistics help us to improve our offer and make it more attractive for our users. The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) a GDPR. The further evaluation of the collected data with the help of Google Analytics for a period of up to 2 years is based on Art. 6 (1) f GDPR.

For further information, please also refer to <http://tools.google.com/dlpage/gaoptout?hl=de>; for general information on Google Analytics and data protection please go to

<https://www.google.de/intl/de/policies/privacy/>

#### **b. Use of Cookies for Marketing Purposes**

We use cookies for marketing purposes, e.g. to display interest-based ads to the visitors of our website. In addition, these cookies are used to limit the frequency of display and evaluate the efficacy of ads. By tracking which websites are accessed and which products are clicked on, we can gather information about usage patterns and are thus able to display interest-based advertisements. The respective information will be shared with third parties. In such cases, the cookies will be set directly by our advertising partners.

The following cookies are set:



### **facebook Ads Conversion Tracking**

We use the online advertising programme "facebook Ads" and related conversion tracking. When you click on an ad placed by facebook, a conversion tracking cookie will be placed on your computer. These cookies expire after a period of 30 days and are not used for personal identification. Without your consent, facebook will not disclose your private personal information to advertisers. For example, advertisers will receive reports listing the number of users who have seen or clicked on an ad, but such reports do not contain information about who has seen or clicked on an ad. The reports only contain aggregated public or non-personal data. If you access certain of our webpages and the cookie has not yet expired, facebook and we can tell that you clicked on the ad and were redirected to the respective page. Every facebook Ads customer receives a different cookie, which ensures that cookies cannot be traced through the websites of facebook Ads customers. The information collected via the conversion cookie is used to compile reports listing the number of users who have seen or clicked on an ad without providing information about who has seen or clicked on an ad. The reports only contain aggregated public or non-personal data. Moreover, facebook supports the "Do Not Track (DNT)" option. If you activate the DNT option on your browser, facebook will not match your account to browser-related information in order to display tailored ads to you. For further information on DNT and on how to enable this option on your browser, please see: <http://optout.aboutads.info>.

The legal basis for the storage of cookies is consent pursuant to Art. 6 (1) a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice. Alternatively, you can go to

[https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen#](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen#) =

to adjust your personal facebook settings.

### **facebook Custom Audiences**

We use the remarketing function "Custom Audiences" of facebook, Inc. ("facebook"), facilitating the display of interest-based ads ("facebook Ads") to users of our website when accessing the social network facebook. Upon access to our website, a tracking pixel will be placed on your browser. Your access to the website will be transmitted to facebook and – if available – assigned to your facebook user account. facebook will set a cookie to mark the end device used by the user. The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice.

Logged-in users can deactivate the function "facebook Customs Audiences" at

<https://www.facebook.com/settings/?tab=ads#> =

For further information on data processing by facebook, please go to

<https://www.facebook.com/about/privacy/>

### **Twitter Ads conversion tracking**

We use the online marketing programme "Twitter Ads", including the conversion tracking function. When you click on an advertisement run by Twitter, a conversion-tracking cookie will be placed on your computer. These cookies remain valid for a period of 30 days and do not serve the purpose of identifying individuals. Twitter will not transfer your private or personal information to advertising clients without your consent. Instead, advertising clients will e.g. receive reports containing details on how many users have viewed a certain ad or clicked on it, but not containing any information about who viewed or clicked on an ad. Such reports merely contain aggregated, public or non-personal data. If you call up a certain page of our website and the cookie is still valid, we and Twitter can detect that you have clicked on the ad and that you were forwarded to such page. Each client of Twitter Ads obtains a different cookie; this ensures that cookies cannot be tracked via the websites of Twitter Ads clients. The information collected via the conversion cookie is used to compile reports containing details on how many users have viewed a certain ad or clicked on it, but not containing any information on who viewed or clicked on an ad. These reports merely contain aggregated, public or non-personal data. Moreover, Twitter supports the "Do Not Track (DNT)" option. If you activate the DNT option on your browser, Twitter will not associate browser-related information with your account for the purpose of displaying personalised advertisements. For further information on DNT and on how you can activate this option on your browser, please refer to: <http://optout.aboutads.info>

The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice.

Alternatively, you can adjust your personal Twitter settings at:

<https://twitter.com/personalization>

### **Google Remarketing**

In addition to AdWords tracking, we also use Google Remarketing, a retargeting function that allows us to display interest-based advertisements beyond our own advertising space. With the

help of this function, we can display our advertisements to you on other websites you visit based on the services / products you previously called up on our website. A "recognition" cookie stored on your browser allows Google to record your interest in certain products during your visit to our website and to display respective targeted advertisements on other websites you call up. According to Google, the data collected within the scope of remarketing will not be merged with any personal data about you stored by Google; in particular, remarketing data will be used in pseudonymised form.

We use this function for purposes of interest-based advertising and targeted promotion regarding our products. The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice.

If you do not wish to be shown interest-based advertisements, you can deactivate respective cookies on your browser or go to <https://www.google.com/settings/ads/onweb/> to prevent the further use of cookies by Google.

### **Google DoubleClick**

This website uses the online marketing tool DoubleClick by Google. DoubleClick uses cookies to display relevant advertisements to users, to improve campaign performance reports, or to prevent that a user is shown the same ads more than once. Google uses a cookie ID to track which ads are placed via which browsers and can thus prevent that they are displayed more than once. In addition, DoubleClick may use cookie IDs to detect so-called conversions in relation to ad requests. For example, a user sees a DoubleClick ad and later, using the same browser, visits the advertiser's website to make a purchase. According to Google, DoubleClick cookies do not contain any personal information.

By implementing this tool, your browser will automatically establish a connection to a Google server. Please note that in this context data processings outside the European Union / the European Economic Area may occur. We have no influence on how the data is handled and further used by Google. The legal basis for the storage of the cookie is consent pursuant to Art. 6, (1) a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice.

If you do not wish to receive any interest-based advertising, you can deactivate the respective use of cookies by Google at <https://www.google.de/settings/ads>. For further information on

DoubleClick by Google, please refer to <https://www.google.de/doubleclick> and for general information of data privacy at Google got to <https://www.google.de/intl/de/policies/privacy>.

Alternatively, you can visit the website of Network Advertising Initiative (NAI) at [www.networkadvertising.org](http://www.networkadvertising.org).

### **rtbLAB**

We use the online marketing tool rtbLAB, which uses cookies to display user-targeted advertisements, to improve campaign performance reports, or to prevent that users are repeatedly shown the same advertisements. Via a cookie ID, rtbLAB can detect which advertisements are placed via which browsers and can thus prevent that they are displayed more than once. In addition, with the use of cookies rtbLAB can detect so-called conversions relating to ad requests: for example, a user sees an rtbLAB ad and later, using the same browser, visits the advertiser's website to call up a certain offer or service and perhaps makes a purchase. The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice.

By implementing this tool, your browser will automatically establish a connection with a server of rtbLAB. We have no influence on the handling and further use of the data by rtbLAB. The responsibility for compliance with data protection regulations lies with rtbLAB.

Furthermore, rtbLAB will manage personalised advertisements for Deutsche Messe AG in its own network. For this purpose, a hashed ID is shared with rtbLAB. In addition to this ID, further statistical data about your company may be transferred to rtbLAB and used for advertising purposes (e.g. company size or industry). This coded information helps us to display advertisements that may be of special interest to you. This does not involve any user-specific information.

If you do not wish to receive interest-based advertising, you can deactivate the use of cookies by rtbLAB for advertising purposes by going to <http://login.rtbmarket.com/index/optout>.

### **Adform**

On our website we use conversion tracking and retargeting technology provided by Adform A/S Wildersgade 10B, 1. Sal 1408 Copenhagen, Denmark ("Adform"). We use the technology to measure, track and, where necessary, optimize the effectiveness of the ads we place via Adform. An example of optimization is where we make changes so that users are not shown the same ads multiple times. To enable this, Adform places a cookie on your device as soon as you click

on an ad (e.g. an advertising banner) placed via Adform. The cookie contains an ad ID and has a lifespan of 60 days, after which it expires. It does not contain any information (such as full IP address, first or last name, physical address, e-mail address, etc.) that can be used to identify you personally. The ad ID tells us which ad you clicked on in order to get to our website. Deutsche Messe will not under any circumstances combine or match the ad ID with any of your personal data.

The cookies used by this website do not contain any information that can be used to personally identify users.

Once your browser accepts an Adform cookie, it uses the conversion tracking tool to automatically establish a direct connection to the Adform server. We have no influence over what information Adform collects via the conversion tracking tool or how it is subsequently used. We therefore advise you that, to the best of our knowledge, whenever you access part of our website or click on one of our ads, the Adform cookie informs Adform that you have accessed that particular part of our website or clicked on that particular ad.

The use of retargeting technology enables us to show ads specifically to users of our website who have shown interest in our website and/or products on a previous occasion. With retargeting, ads are shown on the basis of a cookie-based analysis of previous user behavior. The cookies used are temporary cookies with a lifespan of 60 days.

If you do not wish to be shown targeted ads by Adform, you have the right to withdraw consent for (opt out of) the collection and storage of cookie data at any time:

<https://site.adform.com/privacy-center/platform-privacy/opt-out/>.

If you withdraw consent, no further data will be collected from that point on.

The legal basis for the processing of your personal data in relation to the Adform conversion tracking tool is Art. 6 (1) sentence 1 letter f GDPR. The legitimate interests in processing your data are the above-stated marketing and optimization purposes.

The data that we collect and store is deleted as soon as it is no longer necessary for our purposes.

You will find further information on Adform's privacy policy at

<https://site.adform.com/privacy-center/platform-privacy/product-and-services-privacy-policy/>

You have the right to withdraw consent for (opt out of) Adform data collection and processing at any time at

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<https://site.adform.com/privacy-center/platform-privacy/opt-out/>

If you withdraw consent, no further data will be collected from that point on.

**VII. Transfer of Data to Companies Outside the EU / EEA**

As explained in this data protection notice, Deutsche Messe AG will in some cases transfer personal data to companies that are based in countries outside the EU / EEA, e.g. the transfer of contact data to subsidiaries and/or sales partners of Deutsche Messe AG where visitors / companies are based abroad.

Where data is transferred to controllers outside the EU / EEA, Deutsche Messe AG will provide for an adequate level of data protection by concluding EU model clauses, unless the exemptions of Art. 49 GDPR apply, or the EU commission has decided that the recipient country provides for an adequate level of data protection.

Hannover, August 2020