

Data protection information in accordance with the EU General Data Protection Regulation (GDPR) – conducting IFA trade visitor tours

Data protection has a high priority at Messe Berlin GmbH. This data protection information provided by the company outlines our general principles for the protection of your personal data. The personal information provided in your non-binding reservation is only used for the purposes stated in this privacy policy.

The following guidelines apply:

1. Name of the responsible organization

Messe Berlin GmbH is the organization and service provider responsible for data storage and processing. For questions, requests or comments regarding data protection, please contact the Messe Berlin GmbH data protection officer by email.

1.1 Company management

Dr. Christian Göke (CEO), Dirk Hoffmann

1.2 Address of the responsible organization

Messe Berlin GmbH
Messedamm 22
14055 Berlin
Germany
Email: central@messe-berlin.de

1.3 Address of the company's data protection officer

Corporate Data Protection Officer
Messe Berlin GmbH
Messedamm 22
14055 Berlin
Germany
Email: datenschutz@messe-berlin.de

2. Type of personal data

The personal data includes the first and last name, e-mail address and the language chosen for the tour. The purpose of the data collection is to process the registration and organization of the **trade visitor tour at IFA 2018**.

3. Purposes and legal basis

For the purpose of organizing the tour, we forward your data to the agency Webfox GmbH, with which there is an order processing contract. The tour itself is conducted by Factory C GmbH, which also has an order processing contract. Factory C GmbH will receive your data for the purpose of contacting you in case of short-term changes in the organization of the trade visitor tour and to check the attendance of registered visitors.

Legal basis for this is the legitimate interest in accordance with Art. 6 para. 1 p. 1 letter f of the GDPR. The legitimate interest lies in the agreement of time and meeting place for the tour. **Please note that you have the right to object in this respect (see below "Your rights").**

4. Your rights

You may claim the following rights: The right to access, delete and correct your personal data, as well as the right to transfer the data and to restrict processing. For reasons arising out of your particular situation, you have the right at all times to appeal the processing of any personal data relating to you that is based on Section 3.2 named above. If you believe that the data processing violates data protection law, you have a right of appeal to the competent supervisory authority.

5. Duration of data storage

Insofar as the data processing is based on Art. 6 para. 1 p. 1 letter f of the GDPR, it will be deleted after receipt of your appeal. If you, as a trade visitor, wish to have your data deleted, please contact the data protection officer.