

## Data protection information in accordance with Art. 13, 14 GDPR in connection with handling the contest for DMEA 2026

**As of: 20.04.2026**

1.	Name and contact details of the controller	<p>Responsible for the processing of your data</p> <p>Messe München GmbH Am Messesee 2 81829 München</p> <p>Phone: +49 89 949-20720 Fax: +49 89 949-20729 E-Mail: <a href="mailto:info@messe-muenchen.de">info@messe-muenchen.de</a></p> <p>Managing Directors: Dr. Reinhard Pfeiffer, Stefan Rummel</p>
2.	Contact details of the data protection officer	<p>You can contact our data protection officer as follows:</p> <p>Messe München GmbH Data Protection Officer Am Messesee 2 81829 München</p> <p>E-Mail: <a href="mailto:dsb@messe-muenchen.de">dsb@messe-muenchen.de</a></p>
3.	Rights of data subjects	<p>According to the General Data Protection Regulation (GDPR), you have the following rights:</p> <ul style="list-style-type: none"> <li>• You have the right of access and can obtain information as to whether and, if so, which of your personal data we process and receive further information related to the processing (Art. 15 GDPR). Please note that this right to information may be restricted or excluded in certain cases.</li> <li>• If incorrect personal data is processed, you have the right to rectification (Art. 16 GDPR).</li> <li>• If the legal requirements are met, you can request the erasure of your personal data or the restriction of its processing (Art. 17 and 18 GDPR). However, the right to erasure pursuant to Art. 17(1) and (2) GDPR does not apply, inter alia, if the processing of personal data is necessary for the performance of a task carried out in the public interest (Art. 17(3) lit. b GDPR).</li> <li>• If the processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party (Art. 6(1) lit. f GDPR), you have the right to object to the processing of your data at any</li> </ul>

		<p>time. This also applies to profiling based on these provisions.</p> <ul style="list-style-type: none"> <li>• If your personal data is processed for the purpose of direct marketing, you have the right to object at any time to the processing of your personal data for such marketing purposes. This also applies to profiling, to the extent that it is related to such direct marketing.</li> <li>• If you make use of your rights, we will check whether the legal requirements for this are met. Further restrictions, modifications and, where applicable, exclusions of the aforementioned rights may result from the General Data Protection Regulation or national legislation.</li> </ul>
4.	Right to lodge a complaint with the supervisory authority	<p>You still have the right to lodge a complaint:</p> <p>Bavarian Supervisory Authority  Bayerisches Landesamt für Datenschutzaufsicht (BayLDA)  Postfach 1349  91504 Ansbach</p> <p>Phone: +49 (0) 981 180093-0  Monday to Friday: 08:00 a.m. - 12:00 p.m.</p> <p>poststelle@lda.bayern.de</p>
5.	Purposes of data processing	Personal data is processed for the purpose of conducting the contest as part of DMEA 2026.
6.	Legal basis for data processing	The processing of personal data is based on Article 6(1)(b) of the GDPR (participation).
7.	Categories of personal data not yet known to the data subject	We do not process any other personal data about you beyond the information you have provided.
8.	Sources of personal data that are not or were not collected from the data subject	/
9.	Recipients or categories of recipients of the personal data	<p>Messe München GmbH: Product Marketing &amp; Communications Division, Business Unit 4, Operations – IT Division.</p> <p>Personal data may be temporarily accessed by independent contractors (e.g., marketing or IT freelancers) to the extent necessary for the performance of the contract.</p>
10.	Transfers of personal data to a third country or to an international organization, if applicable	Microsoft, Oracle (in the context of data processing on behalf of clients)
11.	Right to withdraw consent, if applicable	/
12.	Duration of the storage of personal data	We process and store participants' personal data exclusively for the period necessary to conduct and administer the contest. After the contest has ended and the winners have been notified, the data will generally be

		deleted within 30 days, unless there is a legal obligation to retain it or you have expressly consented to its storage beyond this period (e.g., for publication as a winner or for promotional purposes).
13.	Obligation / no obligation to provide the data	The provision of your personal data is voluntary. However, if you do not provide this information, you may not be eligible to participate in the contest.