

## Data protection information in accordance with Art. 13, 14 GDPR in connection with your participation in the conference and accompanying program

Stand: 23.03.2026

1.	Name and contact details of the controller	<p><b>Responsible</b> 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.	Please direct any questions regarding data protection to	<p>Messe München GmbH Data protection team Am Messesee 2 81829 München</p> <p>E-Mail: <a href="mailto:Datenschutz@messe-muenchen.de">Datenschutz@messe-muenchen.de</a></p>
3.	Contact details of the data protection officer	<p>You can contact our <b>data protection officer</b> 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>
4.	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</li> </ul>

		<p>at any 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> </ul> <p>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.</p>
5.	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><a href="mailto:poststelle@lda.bayern.de">poststelle@lda.bayern.de</a></p>
6.	Purposes of data processing	<ul style="list-style-type: none"> <li>Collection and publication of speaker information on the event website, in the trade show app, and in press and marketing materials used to promote the program</li> <li>Collection and publication of press events on the event website</li> <li>Collection of daytime and evening events reported by exhibitors</li> <li>Collection and processing of exhibitor room reservations and, where applicable, publication of event and speaker information</li> </ul>
7.	Legal basis for data processing	<p>Consent pursuant to Article 6(1)(a) of the GDPR</p> <p>Legitimate interest pursuant to Article 6(1)(f) of the GDPR (organizational management of the trade show, providing information and guidance to trade show visitors)</p> <p>Contract pursuant to Article 6(1)(b) of the GDPR</p>
8.	Categories of personal data not yet known to the data subject	none
9.	Sources of personal data that are not or were not collected from the data subject	none
10.	Recipients or categories of recipients of the personal data	<p>Messe München GmbH: EXPO REAL Project Group, Business Division GB1, Technical Exhibition Services, Product Marketing &amp; Communications, Security, Logistics &amp; Traffic</p> <p>Service providers acting as data processors:</p> <ul style="list-style-type: none"> <li>- Microsoft Corporation</li> <li>- First Solutions Software GmbH</li> <li>- Andreas Schiller</li> </ul>

		<ul style="list-style-type: none"> <li>- Eurokongress GmbH</li> <li>- eyeled GmbH</li> </ul>
11.	Transfers of personal data to a third country or to an international organization, if applicable	Microsoft
12.	Right to withdraw consent, if applicable	You have the right to withdraw your consent at any time with effect for the future. Please send your cancellation by email to <a href="mailto:exhibitor@exporeal.net">exhibitor@exporeal.net</a> . The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.
13.	Duration of the storage of personal data	We process your personal data until the completion and follow-up of the event mentioned above. Your data will be stored until the end of the year following the next event and then deleted. We do not plan to change the purpose of data processing, and should such a change occur, it will require your renewed consent. If you would like us to delete your data before the retention period expires, you may contact us at any time.
14.	Obligation / no obligation to provide the data	No obligation to provide data.