

## Data protection information in accordance with Art. 13, 14 GDPR in connection with direct contact event team

Date: April 07, 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 Messensee 2 81829 Munich</p> <p>Phone: +49 89 949-20720 Fax: +49 89 949-20729 E-Mail: info@messe-muenchen.de</p> <p>Managing Directors: Dr. Reinhard Pfeiffer, Stefan Rummel</p>
2.	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 Messensee 2 81829 Munich</p> <p>E-mail: dsb@messe-muenchen.de</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 <b>right of access</b> 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 <b>rectification</b> (Art. 16 GDPR).</li><li>• If the legal requirements are met, you can request the <b>erasure of your personal data</b> or the <b>restriction of its processing</b> (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 <b>object to</b> the processing of your data at any time. This also applies to profiling based on these provisions.</li><li>• If your personal data is processed for the purpose of direct marketing, you have the right to object at any time to the</li></ul>

		<p>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.</p> <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>
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	<p>Sharing and use of your contact details for direct contact by the responsible event team at Messe München GmbH in relation to events that you are interested in or that can plausibly be attributed to you (e.g., organizational information, information on procedures/services, scheduling appointments, queries, feedback requests)</p>
6.	Legal basis for data processing	<ul style="list-style-type: none"> <li>• Consent (Art. 6(1) lit. a GDPR)</li> <li>• Processing is necessary for the purposes of the legitimate interests pursued by the controller (Art. 6(1) lit. f GDPR) [sales activity]</li> </ul>
7.	Categories of personal data not yet known to the data subject	<p>In addition to the data you provide, we process the following personal data about you</p> <ul style="list-style-type: none"> <li>• Date of registration / date of deregistration</li> <li>• Type of entry (web form, Preference Center)</li> </ul>
8.	Sources of personal data that are not or were not collected from the data subject	<ul style="list-style-type: none"> <li>• None</li> </ul>
9.	Recipients or categories of recipients of the personal data	<p>Messe München GmbH: ZB Product Marketing &amp; Communications, Geschäftsbereiche 1, 3 + 4, ZB Corporate Strategy &amp; Development, ZB Group Steering &amp; Sales, ZB Operations – IT</p> <p>Service provider within the framework of an DPA:</p> <ul style="list-style-type: none"> <li>- ORACLE Deutschland B.V. &amp; Co. KG</li> <li>- salesforce.com Germany GmbH</li> </ul>

		<ul style="list-style-type: none"> <li>- Like Reply GmbH</li> <li>- Personal data may be temporarily accessed by independent contractors (e.g., freelance marketing or IT professionals) insofar as this is necessary for contract fulfillment.</li> </ul>
10.	Transfers of personal data to a third country or to an international organization, if applicable	<ul style="list-style-type: none"> <li>- Oracle Canada ULC</li> </ul> <p>The European Commission has determined that the following third country ("Canada"), a territory, or one or more specific sectors within this third country ensures an adequate level of protection in accordance with the European General Data Protection Regulation (GDPR). Therefore, the transfer of data to this third country does not require a separate authorization.</p>
11.	Right to withdraw consent, if applicable	<p>You have the right to revoke your consent at any time with future effect. You can easily revoke your consent or unsubscribe by sending a message to your contact person on the event team or by sending an email to <a href="mailto:marcom-daten@messe-muenchen.de">marcom-daten@messe-muenchen.de</a>.</p> <p>The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.</p>
12.	Duration of the storage of personal data	<p>We process your contact details for direct contact until you revoke your consent or until the purpose no longer applies. After revocation/cessation of purpose, we remove the data from the systems used for this purpose.</p>
13.	Obligation / no obligation to provide the data	<p>No obligation to provide data</p>