

Data protection information in accordance with Art. 13, 14 GDPR in connection with User tests

Stand: 01.02.2026

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: info@messe-muenchen.de</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: Datenschutz@messe-muenchen.de</p>
3.	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: dsb@messe-muenchen.de</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"> • 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. • If incorrect personal data is processed, you have the right to rectification (Art. 16 GDPR). • 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). • 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

		<p>at any time. This also applies to profiling based on these provisions.</p> <ul style="list-style-type: none"> 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. <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>poststelle@lda.bayern.de</p>
6.	Purposes of data processing	<p>Conducting remote UX user tests to evaluate and improve digital products and services.</p> <p>Personal data is processed for the purpose of recruiting suitable test subjects, organizing and conducting the user test, livestreaming the test sessions to internal stakeholders, and recording the test sessions (video recordings) for subsequent analysis, evaluation, and quality assurance of the user experience.</p>
7.	Legal basis for data processing	<p><i>Art. 6 para. 1 lit. a GDPR (consent of the data subject)</i></p>
8.	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"> Contact details (e.g., name, age) Usage and interaction data during the test Video and, if applicable, audio recordings of the test sessions Demographic information, if applicable
9.	Sources of personal data that are not or were not collected from the data subject	<p>Personal data is collected via service providers who are responsible for recruiting test subjects.</p>
10.	Recipients or categories of recipients of the personal data	<p>Internal recipients: Messe München – Departments: Customer Journey Management and Venue Strategy, Product Marketing & Communications</p>

		<p>External recipients: Test subject recruiters as processors in accordance with Art. 28 GDPR.</p>
11.	Transfers of personal data to a third country or to an international organization, if applicable	Personal data will not be transferred to third countries or international organizations.
12.	Right to withdraw consent, if applicable	<p><i>You have the right to withdraw your consent at any time with effect for the future.</i></p> <p><i>The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.</i></p>
13.	Duration of the storage of personal data	Personal data, including video and, where applicable, audio recordings, will be stored for a maximum period of 6 months after completion of the user test. After this period, the data will be deleted or anonymized.
14.	Obligation / no obligation to provide the data	The provision of your personal data is voluntary.