

Information on data protection for programme participation, networking offers and communication [Version of June 2026]

1. Joint organisation of the DMEA and subject of this information

DMEA is organised by bvitg e.V. (bvitg) and bvitg Service GmbH (BSG) together with the trade show partner Messe München GmbH (Messe München). Therefore, personal data is processed under joint responsibility in as far as the parties jointly determine the purposes and means of the processing in connection with the DMEA.

The distribution of tasks follows the organisation of the event:

- **bvitg and BSG** are responsible for processing data in connection with the professional and programme-related organisation and performance of the DMEA. This notably includes calls for papers, speaker communication, selection and assessment processes, programme curation, awards, tours, hubs, seminars, workshops, programme-related communication, publications, networking offers, newsletters, social media, use photos, voice and video, as well as the assessment and further development of the programme content and format.
- Messe München is responsible for ticketing, attendee registration, access management, exhibitor management, stand bookings, operational event organisation, event infrastructure and any related processes. Data protection information applies to this processing: <https://messe-muenchen.de/en/privacy-policy/general-data-protection-regulation/>
- bvitg, BSG and Messe München may exchange personal data regarding attendees, exhibitors and contacts, programme participants and users of the app or online platform, in as far as this is necessary for the programme work, programme-related offers, networking, communication, analysis, marketing or further development of the DMEA.

For the joint processing, an agreement regarding joint responsibility exists under art. 26 GDPR.

The internal distribution of tasks between those jointly responsible does not restrict your rights in any way. You may assert your rights under the GDPR with any jointly responsible party.

Queries regarding the processing described here are processed by the data protection contact for bvitg and BSG as a priority.

Queries regarding the operational event organisation can be directed to Messe München, to the extent necessary for processing.

2. Data protection officer and data protection contact

For the processing described in this data protection information, based on the processing in question, the following are exclusively or jointly responsible:

Bundesverband Gesundheits-IT- bvitg e. V.
Markgrafenstr. 56
10117 Berlin

bvitg Service GmbH
Markgrafenstr. 56
10117 Berlin

In as far as the processing described below takes place together with the trade show partner:

bvitg Service GmbH (BSG), together with Bundesverband Gesundheits-IT bvitg e. V. (bvitg)
and

Messe München GmbH
Am Messesee 2
81829 München

Data protection contact for the processing under the exclusive or joint responsibility of bvitg
or BSG:

datenschutz@bvitg.de

3. Origin of personal data

bvitg and BSG collect or generate personal data notably from the following sources:

- directly from you, for example when making contact, submitting contributions, profile updates, booking a format, newsletter registration or using platform features.
- through the use of digital offers from the DMEA, notably from the website and other digital offers and platforms
- from our trade show partners, in as far as this is necessary for programme work, programme-related offers, communication, networking, analysis, marketing or further development of the DMEA.
- from companies, organisations or third parties, if you are known to them as a contact, speaker, jury member, participant or representative
- from the ongoing organisation of events, notably through curation, selection decisions, jury proceedings, scheduling, contract and rights declarations, publications, documentation and follow-up.
- from publicly accessible professional sources, notably corporate websites, professional profiles, press releases and publicly accessible social media profiles, in as far as this is necessary and legally permissible for programme initiation, speaker research, professional classification, communication or promotion of the event

4. Categories of personal data

Depending on the role and usage, bvitg and BSG process various categories of personal data. Not all categories concern everyone. Reference is made to these categories in the purpose descriptions in section 5.

4.1 Contact, roles and organisational data

This includes: Name, title, function, professional role, company, organisation, industry, address, email address, phone number, mobile number, language, communication preferences, and professional social media profiles.

4.2 Account, registration and profile data

This category includes information related to your user account, such as login information, authentication information, user ID, roles and permissions in portals, apps or online platforms, profile information, visibility settings, information about interests, voluntary profile information and other account settings.

4.3 Technical usage, device and security data

This data is only partially personal and notably includes your IP address, date and time of access, accessed content, referrer URL, browser type, operating system, device information, session IDs, cookie IDs, comparable online identifiers, log data, error messages, security events, and evidence of abuse or attack detection.

4.4 Programme, contribution and participation data

This notably includes the title of your thesis, abstract, topic, category, brief description, content of the contribution or your work, professional and academic background, CV, brief profile, photo, presentation documents, Media content, rights, co-speaker details, technical requirements, availability, slot, panel, stage and format information and other information on programme participation.

4.5 Assessment, selection and curation data

This data notably arises in selection, assessment or jury processes and is partially confidential. These include internal notes, technical evaluations, jury decisions, selection status, acceptance or rejection decisions, voting results, conflict of interest information, curation decisions, and procedural communication.

4.6 Contractual, legal and billing data

This notably includes data for the initiation of the contract and the fulfilment of the contract, terms and conditions of participation, granting of rights, rights to use images, sound and video, billing addresses, payment and billing information, tax or commercial information, and documentation of contractual communications.

4.7 Event, attendee, exhibitor and interaction data

This notably includes information on registered attendees, participating companies, exhibitor profiles, contact persons: booked, selected or visited programme items, interests in topics, formats, exhibitors or products, contact requests, appointments, favourites, stored content, status or company information, as well as interactions with programme items, exhibitors, products or digital event offerings.

4.8 Platform, networking and usage data

This includes profile views, favourites, saved exhibitors, products, events, or programme items, personal calendar data, contact requests, appointment scheduling, message or interaction data, networking preferences, Usage priorities, interest indicators and other usage data within the app, online platform or comparable digital offers.

4.9 Communication, marketing and preference data

This includes electronic and digital communication, communication content, shipping and delivery information, newsletter subscriptions, deregistrations, oppositions, proof of consent, opening and click data, professional preferences, interests, campaign assignments, reaction and response data as well as other evidence of event-related or advertising communication.

4.10 Photo, voice and video data

This includes photos, voice and video recordings of lectures, panels, interviews, awards, tours, hubs, seminars, workshops, stage programmes, networking areas and general event impressions including related metadata, releases and rights information.

4.11 Compliance, security and verification data

This category concerns protocols on consent, objections, deregistration, requests for data subjects, accountability, security events, suspected abuse, permissions, checks, releases, internal responsibilities and other organisational responsibilities.

5. Data processing in the context of the DMEA - Purpose and legal bases

5.1 Registration, user account and portal use

For registration, login and use of the digital offers of the DMEA, bvitg, BSG and Messe München notably process account, registration and profile data, contact, roles and organisation data, technical usage, device and security data as well as platform, networking and usage data.

Data processing is absolutely necessary in order to enable the portal to be visited, to ensure the permanent functionality and security of our systems and to maintain the portal in a general administrative manner. The access data is also temporarily stored in internal log files for the purposes described above, in order to find the cause of this and to take action against it, for example in the case of repeated or criminal calls that endanger the stability and security of the portal.

In addition to registration and authentication, the processing includes personal profiles and speaker profiles, visibility for registered users, favourites, calendars, contact requests, appointment agreements, news or interaction functions, findability of programme points, exhibitors, products and contacts, analysis of key usage points, interests and interactions and the further development of digital offerings.

Certain profile information may be visible to other registered users. Voluntary data and optional networking functions may be restricted or not used; individual platform functions may not be fully available.

The legal basis is art. 6 para. 1, 1b GDPR, in as far as the page is accessed in the course of the initiation or execution of a contract, and art. 6 para. 1, 1f GDPR on the basis of our legitimate interest in enabling the portal to be accessed as well as the permanent functionality and security of our systems. In as far as voluntary profile information, visibility settings or optional functions are affected, the processing is based on art. 6 para. 1a GDPR or art. 6 para. 1f GDPR in order to provide the networking functions.

Log files are stored for a reasonable amount of time.

5.2 Making contact

When making contact with bvitg or BSG, we notably process contact, roles and organisation data, communication, marketing and preference data as well as, depending on the content of the query, other data from categories 4.4 to 4.8 and 4.11.

The processing is used to process, assign, answer and document your request. If your request concerns an application, booking, programme participation, contract agreement or other participation, the processing also serves to initiate or implement the respective contractual or participation relationship.

The legal basis is art. 6 para. 1, 1b GDPR, in as far as your details are required to answer your request or to initiate or execute a contract. Otherwise, the processing is carried out on the basis of art. 6 para. 1f GDPR. The legitimate interest lies in the appropriate, comprehensible and organisationally reliable processing of event-related communication.

5.3 Call for papers. Submission of programme contributions (e.g. DMEA conference, seminars, stakeholder programme)

Regarding the submission of contributions or proposals for speakers, co-speakers, moderators or other programme participants, bvitg and BSG notably process contact, roles and organisation data, programme, contribution and participation data, assessment, selection and curation data., communication, marketing and preference data as well as, where necessary, contract, legal and billing data.

The processing is necessary for the programme organisation, reception and review of submissions, professional evaluations, selection, programme curation, communication with participants, slot planning, clearance, publication, implementation, documentation and further development of the programme.

Content may be passed on to session managers, curators, expert committees, jury members or other persons involved in the selection, in as far as this is required for evaluation, selection or programme curation. Contact details will only be passed on to the extent necessary for organisation, consultation, coordination or implementation.

The legal basis for processing is art. 6 para. 1b GDPR, in as far as the processing for application, selection, acceptance, conclusion of contract, programme participation, presentation or granting of rights is required. The legal basis for expert curation, internal coordination, quality assurance, conflict of interest assessment, documentation of selection decisions and programme development is art. 6 para. 1f GDPR. The legitimate interest lies in a professionally high-quality, comprehensibly curated and organisationally resilient event programme.

You are not legally obliged to provide your data as described. However, if you do not wish to provide your data, this may result in the participation contract not being fulfilled and you may not be able to attend the event as requested or your submission may not be considered. Please only submit special categories of personal data within the meaning of art. 9 GDPR if this is absolutely necessary for your contribution.

5.4 DMEA awards, juries and application procedures

In connection with award proposals, nominations, jury work and similar assessment processes, bvitg and BSG notably process contact, roles and organisation data, programme, contribution and participation data, assessment, selection and curation data, communication, marketing and preference data, contract, legal and billing data as well as photo, voice and video data.

The processing serves to check the prerequisites for participation, professional evaluation, jury work, communication, organisation of the award ceremony, publication of nominees and prize winners, documentation, quality assurance and promotion of the format.

The legal basis is art. 6 para. 1b GDPR, in as far as the processing is necessary for the implementation of terms and conditions of participation or a contract. The legal basis for internal assessment, documentation, quality assurance, avoidance of conflicts of interest, public presentation and further development of the award format is art. 6 para. 1f GDPR. If consent is required, the processing is carried out on the basis of art. 6 para. 1a GDPR.

You are not legally obliged to provide your data as described. However, if you do not wish to provide your data, this may result in the participation contract not being fulfilled and you may not be able to attend the event as requested or your submission may not be considered.

5.5 Booking of DMEA tours, hubs, seminars, workshops and similar formats

If you book, offer or participate in a tour, hub, seminar, workshop or a similar format, bvitg and BSG notably process contact, roles and organisation data, programme, contribution and participation data, event attendee, exhibitor and interaction data, platform, networking and usage data, communication, marketing and preference data, contract, legal and billing data as well as photo, voice and video data.

The processing is used for planning, booking, subscriber control, implementation, communication, publication, billing, quality assurance, attendee guidance, marketing and further development of the formats.

The legal basis is art. 6 para. 1b GDPR, in as far as the processing is necessary for booking, participation, performance, billing or contract fulfilment. The legal basis for curation, organisational management, quality assurance, participant information, marketing, analysis and further development is art. 6 para. 1f GDPR.

You are not legally obliged to provide your data as described. However, if you do not wish to provide your data, this may result in the participation contract not being fulfilled and you may not be able to attend the event as requested or your booking for the desired format may not be considered.

5.6 Programme publication, speaker profiles and programme content

bvitg and BSG publish certain data on programme points and programme participants, so that the programme is discoverable and accessible for expert audiences, attendees, exhibitors, media and other interested parties. For this purpose, they notably process contact, roles and organisational data, programme, contribution and participation data, contract, legal and billing data and, where applicable, photo, voice and video data.

Publication may notably take place:

- on the website and other digital offers and platforms of the DMEA (adapted)

- in the printed or digital programme
- in press and marketing materials
- in newsletters
- on social media
- in pre- and post-event coverage.

The name, function, company, professional role, brief profile, photo, professional background, lecture title, abstract, topic area, format, time, location, slot, panel, technical programme information, presentation information, media content, and rights are notably published.

The legal basis is art. 6 para. 1b GDPR, in as far as the processing is part of the programme participation or participation conditions. In as far as the processing serves editorial documentation, public relations, event advertising, follow-up reporting or visibility of the programme content, this is carried out on the basis of art. 6 para. 1f GDPR. If required, the processing is carried out based on consent on the basis of art. 6 para. 1a GDPR. In the case of images, we also consider §§ 22, 23 KUG.

5.7 Attendee, exhibitor and interaction data for programme work

bvltg and BSG may process the data of attendees, exhibitors, contacts and users of the digital platforms and offers of the DMEA, in as far as this is necessary for programme work, programme-related offers, networking, communication, analysis, marketing or further development. They notably process event, attendee, exhibitor and interaction data, platform, networking and usage data, contact, roles, and organisational data, as well as communication, marketing, and preference data.

The processing serves to support programme participants, attendee and exhibitor contacts, the provision of relevant programme information, appointment scheduling and contact initiation, improvement of visitor guidance, evaluation of interests and demand, measurement of the resonance of individual programme items and formats, follow-up of the event as well as planning and marketing of future formats.

This may include, but is not limited to, booked, reserved or visited programme points, interests in topics, formats, exhibitors or products, contact inquiries, appointment arrangements, favourites, stored content, interactions with programme points, exhibitors, products or digital offerings, exhibitor profiles, contact persons and company information.

The legal basis is art. 6 para. 1b GDPR, in as far as the processing is necessary for booking, participation, appointment scheduling, exhibitor matters or event functions. The legal basis is art. 6 para. 1f GDPR. The legitimate interests lie in the implementation and control of the programme, the improvement of programme-related offers, the promotion of professional contacts, the analysis of interests and focus areas of use, the measurement of success, the follow-up, marketing and further development of the event.

In as far as processing requires consent for advertising, newsletter tracking, unnecessary cookies or comparable technologies, it is only carried out on the basis of this consent. Direct marketing can be objected to at any time.

5.8 Newsletter, event promotion and expert communication

For newsletters, event advertising and professional communication, bvitg and BSG notably process communication, marketing and preference data, contact, roles and organisation data as well as, depending on the context of the contact, programme, contribution and participation data, event, attendee, exhibitor and interaction data and platform, networking and usage data.

The processing serves, among other things, the sending of newsletters and event information, invitations for call for papers, awards, hubs, seminars or comparable formats, professional contact maintenance, follow-up of the event, information about professionally related industry formats, segmentation according to professional role, interests or previous interactions, as far as legally permissible, evaluation of reach, openings, clicks, resonance and campaign impact as well as documentation of consents, deregistration and oppositions.

The legal basis is art. 6 para. 1a GDPR, in as far as the communication is based on consent. Consent can be revoked at any time with effect for the future, notably via the unsubscribe link or by email.

In as far as bvitg and BSG inform existing professional contacts, customers or comparable contacts about their own similar events and offers, the legal basis is art. 6 para. 1f GDPR. The legitimate interest lies in direct advertising for the DMEA and its activities, maintaining existing professional contacts, providing information on relevant industry formats, following up the event and improving professional communication.

Direct marketing can be objected to at any time. After an objection, we will no longer process personal data for direct marketing purposes. In as far as consent is required for newsletter tracking, reach measurement or comparable marketing technologies, processing is only carried out on the basis of this consent.

In our newsletters, event and technical communication, we may use market-standard technologies that can be used to measure interactions with the newsletters (e.g. opening of the email, clicked links). The legal basis for this is your consent according to art. 6 para. 1, 1a GDPR.

5.9 Social media and public communication

Regarding social media and public communication, bvitg and BSG notably process contact, roles and organisation data, communication, marketing and preference data, publicly visible profile data, interaction data and programme, contribution and participation data and photo, voice and video data.

The processing serves public relations, communication with interested parties, answering inquiries, professional exchange, advertising of the event, Community management, moderation and documentation.

The legal basis is art. 6 para. 1f GDPR. The legitimate interest lies in professional event information, industry communication, visibility of programme content, network maintenance, moderation of public communication rooms and marketing of the event.

When communicating via social media, the respective platform operators also process personal data under their own responsibility. Bvitg and BSG have limited influence on this processing. In addition, the data protection information of the respective platform is decisive in this respect.

5.10 Photos, videos, live streams and event documentation

During the DMEA, photos, voice and video recordings may be taken, notably during proposals, panels, interviews, award ceremonies, tours, hubs, seminars, workshops, stage programmes, in networking areas and in the context of general event impressions. In this respect, bvitg and BSG notably process photo, voice and video data as well as, where necessary, contact, roles and organisational data, programme, contribution and participation data and contract, legal and billing data.

The recordings can be used for event documentation, press and public relations work, reporting, programme documentation, live streams and media libraries, social media communication and the promotion of future events.

The legal basis is art. 6 para. 1b GDPR, if recordings are part of contractually agreed programme participation. The legal basis for documentation, publication and event promotion is art. 6 para. 1f GDPR. The legitimate interest lies in the public presentation of an industry event, information to the expert public, documentation of technical content, visibility of programme points and promotion of the event.

If required, the processing is carried out based on art. 6 para. 1a GDPR. In the case of images, we also consider §§ 22, 23 KUG. Separate consent may be obtained in sensitive situations or when individual images are highlighted.

5.11 Security, compliance and verification

bvitg and BSG also process personal data in order to meet data protection, security, verification and accountability obligations. They notably process compliance, security and verification data, technical usage, device and security data, communication, marketing and preference data and, depending on the process, other data from categories 4.1 to 4.10 required for documentation.

This notably applies to consents, objections and deregistration, requests for data subjects, security events, authorisations, audits and approvals, suspected abuse, internal responsibilities, documentation and legal defence.

The legal bases are, depending on the purpose, art. 6 para. 1c GDPR for the fulfilment of legal obligations, art. 6 para. 1f GDPR on the basis of legitimate interests regarding compliance, accountability, security and legal defence as well as art. 6 para. 1b GDPR, in as far as the evidence is directly related to a contractual or participation relationship.

6. Recipients

Personal data may be disclosed provided this is necessary for the purposes set out in section 5, a legal basis exists or a legal obligation exists [see Cookie Policy: <https://dmea.de/de/rechtliche-informationen/cookies/>].

Recipients may notably be:

- bvitg, BSG and Messe München, in as far as this is necessary for the programme performance, programme-related communication, app and platform use, networking, marketing, assessment or further development of the DMEA,

- jury members, curators, session managers, expert committees, moderators and other persons involved in selection and evaluation processes,
- other registered users of the app or online platform, in as far as profile, networking, contact or appointment functions provide for this,
- service providers for hosting, website, app, online platform, registration, email delivery, newsletter, IT security, CRM, project management, event organisation, streaming, media library, photo and video production, social media management, analysis, support, printing, shipping, consulting or billing,
- trade fair and cooperation partners,
- any press and media representatives,
- authorities, courts, legal advisors, auditors, tax advisors or other bodies, in as far as there is a legal obligation or disclosure is necessary for the establishment, exercise or defence of legal claims.

Regarding publication of programme data, speaker profiles, award information, photos, videos or other content, please refer to the specific descriptions in section 5.

Service providers, in as far as they process personal data on our behalf, are contractually contracted in accordance with art. 28 GDPR. Where recipients act independently or are jointly responsible, the transfer is carried out on the basis of the relevant legal basis.

7. Data transfer to third countries

The processing of personal data outside the European Union or the European Economic Area may be possible, in particular in the case of the use of IT, platform, newsletter, social media, analytical, streaming or support service providers.

Transmission from third countries will only be carried out in accordance with art. 44 et seq. GDPR, notably on the basis of:

- adequacy decisions of the European Commission;
- EU standard contractual clauses;
- supplementary technical or organisational protective measures,
- legal exceptions.

If a third country transfer is made on the basis of your consent, we will inform you about possible risks separately.

8. Storage duration

In principle, we only store personal data for as long as necessary to fulfil the purposes for which we have collected the data. Thereafter, we delete the data immediately, unless we still need the data until the expiry of the statutory limitation period for evidential purposes for civil law claims or based on legal retention obligations.

For evidential purposes, we must retain contract data for three years from the end of the year in which the business relationship with you ends. Any claims shall become time-barred after the statutory limitation period at the earliest at this time.

Even after that, we still have to store your data partially for accounting reasons. We are obliged to do so because of legal documentation obligations that may arise from the German Commercial Code, the Fiscal Code, the Banking Act, the Money Laundering Act and the Securities Trading Act. The time limits for the retention of documents set out in this document are two to ten years.

Typical storage periods and storage criteria:

- We store contact enquiries until the final processing and beyond, in as far as this is required for documentation, contract execution or legal defence.
- We store data on programme participation, calls for papers, awards, tours, hubs, seminars, attendee and exhibitor interactions, app and platform use as well as contracts for the preparation, implementation and follow-up of the event.
- Contract and billing-relevant documents can be stored regularly for six and ten years, respectively, due to commercial and tax retention obligations.
- We delete or anonymise application and selection data without subsequent programme participation after the selection process has been completed and a reasonable follow-up and documentation period has been set, provided that no legal claims, consents or legitimate documentation interests justify a longer storage period.
- Published programme data, speaker profiles, press releases, photo, video and documentation content may be stored for longer periods of time and can be accessed publicly, in as far as this is necessary for event documentation, archiving, public relations, follow-up coverage or the safeguarding of legitimate interests.
- We store newsletter data as long as the subscription is in place. After deregistration, we may store the data required to document consent, deregistration or objection in order to prevent further advertising and to fulfil accountability obligations.

9. Your rights

You have the following rights in accordance with the legal requirements:

- Information in accordance with art. 15 GDPR
- Correction in accordance with art. 16 GDPR
- Deletion in accordance with art. 17 GDPR
- Limitation of processing in accordance with art. 18 GDPR
- Data transfer in accordance with art. 20 GDPR
- Revocation of granted consents with effect for the future in accordance with art. 7 para. 3 GDPR
- Complaint to a competent data protection supervisory authority in accordance with art. 77 GDPR

Notably, the right to deletion does not exist if the processing is necessary for exercising the right to freedom of expression and information, for fulfilling a legal obligation, for reasons of public interest or for asserting, exercising or defending legal claims.

To exercise your rights, you can contact us at:

datenschutz@bvitg.de

If your enquiry concerns processing operations for which Messe München is responsible, we will forward your enquiry or inform you of the relevant contact if this is necessary for processing. To the extent that there is joint responsibility, you may exercise your rights against each of the jointly responsible parties. The responsible parties support each other in responding to queries.

10. Right to object to processing based on legitimate interests in accordance with art. 21 GDPR

In as far as bvitg and BDG process personal data on the basis of art. 6 para. 1 f GDPR, you may object to this at any time for reasons relating to your specific situation.

After an objection, we will no longer process personal data unless

- there are compelling legitimate grounds for the processing that outweigh your interests, rights and freedoms, or
- the processing serves to assert, exercise or defend legal claims.

You can object to the processing of personal data for direct marketing at any time. This also applies to profiling, in as far as it is connected to direct marketing. After an objection, we will no longer process your personal data for direct marketing purposes.

The objection can be made informally at:

datenschutz@bvitg.de