

## Data protection information in accordance with Art. 13, 14 GDPR in connection with surveys of visitors and exhibitors at Messe München

**As of: April 8, 2026**

1.	Name and contact details of the controller	<p>Responsible for the processing of your data</p> <p>Messe München GmbH Am Messensee 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 Messensee 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 time. This also applies to profiling based on these provisions.</li> </ul>

		<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	<p>Survey of visitors and exhibitors at Messe München with the aim of optimizing events based on the findings from the surveys. No automated decision-making takes place. The survey is conducted exclusively online. The data is analyzed in an anonymized or pseudonymized form. The results will be used exclusively for internal purposes.</p>
6.	Legal basis for data processing	<p>Consent (Art. 6(1)(a) GDPR)  The data subject gives their consent to the processing of the data for the aforementioned purpose</p>
7.	Categories of personal data not yet known to the data subject	<p>In addition to the data you provided in the survey, we process the following personal data about you:</p> <p>Form of Address, First Name, Last Name, Language, Email Address, Company</p>
8.	Sources of personal data that are not or were not collected from the data subject	<p>From registration as a visitor or exhibitor at one of Messe München's events</p>
9.	Recipients or categories of recipients of the personal data	<p>Messe München GmbH:</p> <ul style="list-style-type: none"> <li>• Corporate Strategy &amp; Development, Corporate Marketing &amp; Communications, Data &amp; Business Intelligence, Business Units, Product Marketing &amp; Communications</li> </ul> <p>Service provider within the framework of an DPA:</p> <ul style="list-style-type: none"> <li>• IfaD GmbH Institut für angewandte Datenanalyse</li> </ul>

10.	Transfers of personal data to a third country or to an international organization, if applicable	-None-
11.	Right to withdraw consent, if applicable	<p>You have the right to withdraw your consent at any time with effect for the future. The withdrawal may be declared informally to Messe München GmbH. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.</p> <p>Please direct your withdrawal to <a href="mailto:marcom-daten@messe-muenchen.de">marcom-daten@messe-muenchen.de</a></p>
12.	Duration of the storage of personal data	The personal data processed as part of the mailing to conduct the survey will be stored only for as long as is necessary to conduct the survey and evaluate the results.
13.	Obligation / no obligation to provide the data	Providing your personal information is voluntary. You are under no obligation to provide any information. Not participating will not result in any negative consequences for you. You may stop the survey at any time.