

Privacy Notice pursuant to Articles 13 and 14 of the GDPR in connection with the Exhibitor Shop

Effective as of: June 18, 2026

1.	Name and contact information of the data controller	<p>The entity responsible for processing your data is</p> <p>Messe München GmbH Am Messesee 2 81829 München</p> <p>Tel.: +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 Information for the Data Protection Officer	<p>You can contact our Data Protection Officer as follows:</p> <p>Messe München GmbH Beauftragte für den Datenschutz Am Messesee 2 81829 München</p> <p>E-Mail: dsb@messe-muenchen.de</p>
4.	Data Subject Rights	<p>Under the General Data Protection Regulation (GDPR), you have the following rights:</p> <ul style="list-style-type: none">• You may request information regarding whether and, if so, which of your personal data we process, and receive further information related to the processing (Art. 15 DSGVO). Please note that this right of access may be restricted or excluded in certain cases.• If accurate personal data is being processed, you have the right to have it rectified (Art. 16 GDPR).• If the legal requirements are met, you may request the erasure of your personal data or the restriction of its processing (Art. 17 und 18 GDPR). However, the right to erasure under Article 17(1) and (2) of the GDPR does not apply, among other cases, if the processing of personal data is necessary for the performance of a task carried out in the public interest or in the exercise of official authority (Article 17(3)(b) of the GDPR).• If the processing is carried out to protect the legitimate interests of the controller or a third party (Article 6(1), first subparagraph, letter f of the GDPR), you have the right to object to the processing of your data at any time; this also applies to profiling based on the provisions.• If your personal data is processed for the purpose of direct marketing, the data subject has the right to object at any time to the processing of the relevant personal data for the purpose of such marketing; this also applies to profiling to the extent that it is related to such direct marketing. <p>Should you exercise your rights, we will verify whether the legal requirements for doing so are met. Further restrictions, modifications, and,</p>

		where applicable, exclusions of the aforementioned rights may arise from the General Data Protection Regulation or national legislation.
5.	Right to File a Complaint with the Supervisory Authority	<p>You also have the right to lodge a complaint with:</p> <p>Bayerisches Landesamt für Datenschutzaufsicht (BayLDA) Postfach 1349 91504 Ansbach</p> <p>Phone: +49 (0) 981 180093-0 Monday through Friday: 08:00 a.m. – 12:00 p.m.</p> <p>poststelle@lda.bayern.de</p>
6.	Purpose of Data Processing	<p>Collection, management, and processing of exhibitor service orders</p> <p>Processing takes place in connection with the organization of events at MMG</p>
7.	Legal Basis for Data Processing	<p>Art. 6(1)(a) GDPR Art. 6(1)(b) GDPR Art. 6(1)(f) GDPR</p>
8.	Categories of personal data, to the extent not yet known to the data subject	<ul style="list-style-type: none"> - Email address - Salutation - Titel - First Name - Last Name - Department - Company main phone number
9.	Sources of personal data that are not or were not collected from the data subject	The data is provided by the exhibitor or event organizer.
10.	Recipients or categories of recipients of the personal data	<p>Messe München</p> <ul style="list-style-type: none"> - <i>Business Division 1-4</i> - <i>Central Operations Division</i> - <i>Central Finance and Legal Department</i> <p><i>In connection with the provision of the Service Partner Portal</i></p> <ul style="list-style-type: none"> - <i>Implementation Partner</i> <ul style="list-style-type: none"> o <i>MMG ist he contractual partner</i> - <i>Referral Partner</i> <ul style="list-style-type: none"> o <i>The contracting party is the service partner</i> - Microsoft - Salesforce - Datagroup - SAP - Talend

11.	Transfer of personal data to a third country or to an international organization, if applicable	<ul style="list-style-type: none"> - Microsoft - Salesforce - Datagroup - SAP - Talend
12.	Right to withdraw consent, if applicable	<p>You may revoke your consent at any time. This will not result in any disadvantages for you. You may inform Messe München GmbH of your revocation informally by email. The lawfulness of the processing carried out on the basis of your consent up until the time of revocations remains unaffected.</p>
13.	Retention period for personal data	<p>We will delete your personal data once the respective purpose for a storage no longer applies and no legal provision requires retention (e.g., a retention obligation under the German Fiscal Code and/or the German commercial code).</p> <ul style="list-style-type: none"> - Order and contract data (contract correspondence, order details): 10 years in accordance with § 147 AO, §257 HGB (retention obligations under tax and commercial law) - Communication data (contact information of points of contact): 365 days after project completion and the expiration of statutory deadlines - Webshop usage data: after 3 years of inactivity, provided there are no conflicting statutory retention obligations
14.	Obligation / No Obligation to provide data	<p>The provision of your personal data is voluntary. If you do not provide this data, you will not be able to order exhibitor services.</p>