

## Data protection information in accordance with Art. 13, 14 GDPR in connection with Ordering Exhibitor Services (guest events)

Stand: 09.02.2026

1.	Name and contact details of the controller	<p><b>Responsible</b> for the processing of your data</p> <p>Messe München GmbH Am Messesee 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.	Please direct any questions regarding data protection to	<p>Messe München GmbH Data protection team Am Messesee 2 81829 München</p> <p>E-Mail: <a href="mailto:Datenschutz@messe-muenchen.de">Datenschutz@messe-muenchen.de</a></p>
3.	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 Messesee 2 81829 München</p> <p>E-Mail: <a href="mailto:dsb@messe-muenchen.de">dsb@messe-muenchen.de</a></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"> <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</li> </ul>

		<p>at any time. This also applies to profiling based on these provisions.</p> <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> </ul> <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><a href="mailto:poststelle@lda.bayern.de">poststelle@lda.bayern.de</a></p>
6.	Purposes of data processing	<p>Recording, managing and processing exhibitor service orders</p> <p>Processing takes place within the context of realising a guest event.</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 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>Contact details of contact persons (e.g. first name, surname, gender, email address, telephone number, position)</li> <li>Order details (e.g. services booked, order date, e-billing)</li> <li>Communication data (e.g. emails, meeting notes)</li> <li>Webshop usage data (e.g. logins, order history)</li> </ul>
9.	Sources of personal data that are not or were not collected from the data subject	<p>The data is provided to us for each event by the respective guest event organiser.</p>
10.	Recipients or categories of recipients of the personal data	<p>Messe München</p> <ul style="list-style-type: none"> <li>- Geschäftsbereich GB 4.2, Gastveranstaltungen</li> <li>- Zentralbereich Operations</li> <li>- Zentralbereich Finanzen und Recht</li> </ul> <p>Dienstleister im Rahmen einer Auftragsverarbeitung:</p> <ul style="list-style-type: none"> <li>- Service partners of Messe München <a href="#">Services for Exhibitors</a></li> <li>- Microsoft</li> <li>- Salesforce</li> <li>- Datagroup</li> </ul>

		<ul style="list-style-type: none"> <li>- SAP</li> </ul>
11.	Transfers of personal data to a third country or to an international organization, if applicable	<ul style="list-style-type: none"> <li>- Microsoft</li> <li>- Salesforce</li> <li>- Datagroup</li> <li>- SAP</li> </ul>
12.	Right to withdraw consent, if applicable	You have the right to withdraw your consent at any time with effect for the future. The withdrawal can be declared informally to Messe München GmbH by email to marcom-web@messe-muenchen.de. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.
13.	Duration of the storage of personal data	<p>We delete your personal data when the respective purpose for storage no longer applies and no legal requirement demands storage (e.g. a storage obligation under the German Fiscal Code and/or the German Commercial Code).</p> <ul style="list-style-type: none"> <li>- Order and contract data (contract correspondence, order details): 10 years in accordance with § 147 AO, § 257 HGB (tax and commercial law retention obligations)</li> <li>- Communication data (contact details of contact persons): 365 days after project completion and expiry of legally required retention periods</li> <li>- Webshop usage data: after 3 years of inactivity, provided that there are no legal retention obligations</li> </ul>
14.	Obligation / no obligation to provide the data	No obligation to provide data. However, if you do not provide this data, it may not be possible to order exhibitor services.