

Data protection information in accordance with Art. 13, 14 GDPR in connection with the AI live translation on the EXPO REAL conference programme

As of: 25. September 2026

1.	Name and contact details of the controller	Responsible for the processing of your data Messe München GmbH Am Messesee 2 81829 München Phone: +49 89 949-20720 Fax: +49 89 949-20729 E-Mail: info@messe-muenchen.de Managing Directors: Dr. Reinhard Pfeiffer, Stefan Rummel
2.	Contact details of the data protection officer	You can contact our data protection officer as follows: Messe München GmbH Data Protection Officer Am Messesee 2 81829 München E-Mail: dsb@messe-muenchen.de
3.	Rights of data subjects	According to the General Data Protection Regulation (GDPR), you have the following rights: • 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 at any

		time. This also applies to profiling based on these provisions. • 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. • 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.
4.	Right to lodge a complaint with the supervisory authority	You still have the right to lodge a complaint: Bavarian Supervisory Authority Bayerisches Landesamt für Datenschutzaufsicht (BayLDA) Postfach 1349 91504 Ansbach Phone: +49 (0) 981 180093-0 Monday to Friday: 08:00 a.m. - 12:00 p.m. poststelle@lda.bayern.de
5.	Purposes of data processing	• Provision of AI-powered live translation of spoken content during the conference programme in selected forums as part of EXPO REAL • Support for the accessible and comprehensible communication of information in real time • Processing of spoken content for the purpose of automatic translation and output in another language (German to English) • Ensuring the event is run to an international standard
6.	Legal basis for data processing	• Statistical evaluations and analyses: Article 6(1)(f) of the GDPR – legitimate interest in optimising future events and improving products and services • Organisation of the event: Article 6(1)(b) of the GDPR – performance of a contract or the implementation of pre-contractual measures in connection with participation in the event
7.	Categories of personal data not yet known to the data subject	none

8.	Sources of personal data that are not or were not collected from the data subject	none
9.	Recipients or categories of recipients of the personal data	Service providers acting as data processors: • LiveVoice
10.	Transfers of personal data to a third country or to an international organization, if applicable	none
11.	Right to withdraw consent, if applicable	none
12.	Duration of the storage of personal data	Deletion upon completion of the relevant usage process or once the administrative requirement has ceased to apply
13.	Obligation / no obligation to provide the data	none