

## Data protection information in accordance with Art. 13, 14 GDPR in connection with newsletter distribution after whitepaper download

**Date: February 01, 2025**

<b>1.</b>	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 Munich</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>
<b>2.</b>	Please direct any questions regarding data protection to	<p>Messe München GmbH Data protection team Am Messesee 2 81829 Munich</p> <p>E-Mail: <a href="mailto:datenschutz@messe-muenchen.de">datenschutz@messe-muenchen.de</a></p>
<b>3.</b>	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 Munich</p> <p>E-mail: <a href="mailto:dsb@messe-muenchen.de">dsb@messe-muenchen.de</a></p>
<b>4.</b>	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 <b>right of access</b> 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 <b>rectification</b> (Art. 16 GDPR).</li> <li>• If the legal requirements are met, you can request the <b>erasure of your personal data</b> or the <b>restriction of its processing</b> (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> </ul>

		<ul style="list-style-type: none"> <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 <b>object to</b> the processing of your data at any time. This also applies to profiling based on these provisions.</li> <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>poststelle@lda.bayern.de</p>
6.	Purposes of data processing	<p>Newsletter distribution  Marketing activities  Sales activities  Evaluations &amp; analyses</p>
7.	Legal basis for data processing	<p>Consent (Art. 6(1) lit. a GDPR)  Processing is necessary for the purposes of the legitimate interests pursued by the controller (Art. 6(1) lit. f GDPR)  Contract &amp; pre-contractual measures (Art. 6(1) lit. b 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>• Date of registration / date of deregistration</li> <li>• Whitepaper allocation</li> <li>• Opening &amp; click rate of the mailings</li> <li>• Verification of fulfilling requirements of the age limit</li> <li>• Status on hard &amp; soft bounce</li> </ul>

9.	Sources of personal data that are not or were not collected from the data subject	IDG Tech Media GmbH Georg-Brauchle-Ring 23 D-80992 München
10.	Recipients or categories of recipients of the personal data	<p>Messe München GmbH: ZB Product Marketing &amp; Communications, Geschäftsbereich 1, 2, 3 &amp; 4, StA Corporate Marketing &amp; Communications, ZB Corporate Strategy &amp; Development, ZB Group Steering &amp; Sales, ZB Operations – IT</p> <p>Service provider within the framework of an DPA:</p> <ul style="list-style-type: none"> <li>- ORACLE Deutschland B.V. &amp; Co. KG Head Office Riesstr. 25 80992 Munich Germany</li> <li>- Salesforce.com Germany GmbH Erika-Mann-Str. 31 80636 München</li> <li>- Like Reply GmbH Bartholomäusweg 26 33334 Gütersloh Germany</li> <li>- DATAGROUP SE Wilhelm-Schickard-Str. 7 72124 Pliezhausen Germany</li> <li>- Personal data may be temporarily accessed by independent contractors (e.g., freelance marketing or IT professionals) insofar as this is necessary for contract fulfillment.</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>- Oracle Canada ULC 100 Milverton Drive Mississauga, ON L5R 4H1 Canada</li> </ul> <p>The European Commission has determined that the following third country ("Canada"), a territory, or one or more specific sectors within this third country ensures an adequate level of protection in accordance with the European General Data Protection Regulation (GDPR). Therefore, the transfer of data to this third country does not require a separate authorization.</p> <p>Service provider within the framework of an SCC:</p> <ul style="list-style-type: none"> <li>- Messe Muenchen India Private Limited Unit No. 762/862, Solitaire Corporate Park Building No. 7, 167, Guru Hargovindji Marg, Andheri (E), Mumbai – 400 093 INDIA</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. You can revoke or unsubscribe yourself via the

		<p>corresponding link in the footer of our newsletter or send an e-mail to the following address: <a href="mailto:marcom-daten@messe-muenchen.de">marcom-daten@messe-muenchen.de</a>.</p> <p>The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.</p>
<b>13.</b>	Duration of the storage of personal data	<p>We process your personal data until the corresponding event has been held. Your data will be deleted at the beginning of the following year. A change of purpose is not planned and in the event of a change of purpose, this will require your renewed consent. If you want us to delete your data before the deadline, you can contact us at any time.</p>
<b>14.</b>	Obligation / no obligation to provide the data	No obligation to provide data