Data protection information in accordance with Art. 13, 14 GDPR in connection with Preference Center		
Date: September 17, 2025		
1.	Name and contact details of the controller	**Responsible** for the processing of your data Messe München GmbH Am Messesee 2 81829 Munich Phone: +49 89 949-20720 Fax: +49 89 949-20729 E-Mail: info@messe-muenchen.de Managing Directors: Dr. Reinhard Pfeiffer, Stefan Rummel
2.	Please direct any questions regarding data protection to	Messe München GmbH Data protection team Am Messesee 2 81829 Munich E-Mail: datenschutz@messe-muenchen.de
3.	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 Munich E-mail: dsb@messe-muenchen.de
4.	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.
5.	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
6.	Purposes of data processing	• User data management • Newsletter subscription + distribution for domestic and international events organized by Messe München GmbH and/or affiliated companies. • Marketing activities • Evaluations & analyses
7.	Legal basis for data processing	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 & pre-contractual measures (Art. 6(1) lit. b GDPR)
8.	Categories of personal data not yet known to the data subject	In addition to the data you provide, we process the following personal data about you • Date of registration / date of deregistration • Type of entry (web form, Preference Center, Salesforce, Aditus) • Opening & click rate • Verification of fulfilling requirements of the age limit • Interests, branch & field of activity

		• Subscriptions
9.	Sources of personal data that are not or were not collected from the data subject	• None
10.	Recipients or categories of recipients of the personal data	Messe München GmbH: ZB Product Marketing & Communications, Geschäftsbereich 2, StA Corporate Marketing & Communications, ZB Corporate Strategy & Development, ZB Group Steering & Sales, ZB Operations – IT Service provider within the framework of an DPA: - ORACLE Deutschland B.V. & Co. KG - salesforce.com Germany GmbH - Like Reply GmbH - DATAGROUP SE - Personal data may be temporarily accessed by independent contractors (e.g., freelance marketing or IT professionals) insofar as this is necessary for contract fulfillment.
11.	Transfers of personal data to a third country or to an international organization, if applicable	- Oracle Canada ULC 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. Service provider within the framework of an SCC: - Messe Muenchen India Private Limited
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 in your Preference Center or send an e-mail to the following address: marcom-daten@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	We process your personal data for the duration of your newsletter subscription. If you unsubscribe from the newsletter or another reason has led to the termination of the newsletter subscription (delivery problems), we will continue to store the data for a period of up to three years. Why? First and foremost, to ensure that unsubscribing from the newsletter does not result in a new subscription and that unwanted mailings can therefore be suppressed. This also serves to comply with the provisions of Section 7 Act against Unfair Competition (UWG).

		Furthermore, readers of the newsletter often contact us to ask why they are no longer receiving the newsletter. We can then clarify, at least for a longer period of time, why the newsletter is no longer reaching you. If you want us to delete your data, you can contact us at any time.
14.	Obligation / no obligation to provide the data	No obligation to provide data