Data protection information in accordance with Art. 13, 14 GDPR in connection with the ticket purchase process and the ticket survey for DMEA participants

As of: August 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 and Bundesverband Gesundheits-IT – bvitg e.V. Markgrafenstraße 56 10117 Berlin Phone: 01511 5292229 E-Mail: info@bvitg.de Managing Director: Sascha Raddatz
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	• Collection and processing of visitor data as part of the registration process • Provision and delivery of admission tickets, including access management and admission control for the event • Conducting registration surveys to analyze visitor profiles, visitor structures, and market segments • Use of personal data for sales and marketing purposes, including the targeted approach of companies that may be interested in participating in future events • Statistical analysis and evaluation for the further development and optimization of future events, products, and service offerings

		• Enabling the voluntary exchange of contact details between visitors and participating exhibitors through lead tracking processes at exhibitor stands • Provision and use of the DMEA Network platform's networking and matchmaking functions to facilitate professional exchange and the establishment of business contacts between visitors, exhibitors, and other event participants
6.	Legal basis for data processing	• Registration, ticket provision, ticket delivery, and event administration (including access control): *Art. 6(1)(b) GDPR – performance of a contract or implementation of pre-contractual measures related to event participation* • Analysis of visitor profiles und market segments: *Art. 6(1)(f) GDPR – legitimate interest in developing and improving the event offering, conducting market analysis, and identifying potential exhibitors* • Sales and marketing activities and follow-up contact: *Art. 6(1)(f) GDPR – legitimate interest in business development and B2B communication, where applicable under the legal framework* • Statistical analysis and evaluation: *Art. 6(1)(f) GDPR – legitimate interest in optimizing future events and improving products and services* • Voluntary sharing of contact data with exhibitors as part of lead tracking and lead capture processes at exhibitor stands: *Art. 6(1)(a) GDPR – consent or voluntary action by the participant, e.g. by actively scanning a badge or otherwise choosing to share their data* • Provision and use of networking and matchmaking functions via the DMEA Network: *Art. 6(1)(b) GDPR – where the use of the platform forms part of the requested event services*
7.	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: none
8.	Sources of personal data that are not or were not collected from the data subject	No other sources
9.	Recipients or categories of recipients of the personal data	Messe München GmbH: • Project management • Sales • Marketing and communication Service provider within the framework of an DPA: • Convey GmbH • Eyeled GmbH Partner/ Service provider within the framework of a JCA: • Bundesverband Gesundheits-IT – bvitg e.V.
10.	Transfers of personal data to a third country or to an	1) Messe München's international representatives are either: located within the EU/EEA, or bound by

	international organization, if applicable	Standard Contractual Clauses (SCCs) and appropriate safeguards 2) 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.
11.	Right to withdraw consent, if applicable	You have the right to withdraw your consent at any time with effect for the future. You can informally declare the revocation to Messe München GmbH. Send your revocation to projektleitung.dmea@messe-muenchen.de The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.
12.	Duration of the storage of personal data	Registration data: stored for the last two event cycles
13.	Obligation / no obligation to provide the data	The provision of your personal data is necessary for registration and participation in the event. However, there is no legal obligation to provide this data. Without this data, participation in the event cannot be made possible.