

Data protection information in accordance with Art. 13, 14 GDPR in connection with requests for trade press display

Date: April 01, 2025

1.	Name and contact details of the controller	<p>Responsible 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: info@messe-muenchen.de</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 Munich</p> <p>E-Mail: datenschutz@messe-muenchen.de</p>
3.	Contact details of the data protection officer	<p>You can contact our data protection officer as follows:</p> <p>Messe München GmbH Data Protection Officer Am Messesee 2 81829 Munich</p> <p>E-mail: dsb@messe-muenchen.de</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"> 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).

		<ul style="list-style-type: none"> • 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. <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	Request for booking the trade press display Contacting Conclusion of contract Invoicing
7.	Legal basis for data processing	Contract & pre-contractual measures (Art. 6(1) lit. b GDPR)
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"> • Date and time of entry
9.	Sources of personal data that are not or were not collected from the data subject	<ul style="list-style-type: none"> • None

10.	Recipients or categories of recipients of the personal data	<p>Messe München GmbH: ZB Product Marketing & Communications, Geschäftsbereiche 1-4, ZB Finanzen und Recht</p> <p>Service provider within the framework of an DPA:</p> <ul style="list-style-type: none"> - Logistics service providers as part of trade fair organization - SAP SE Dietmar-Hopp-Allee 16 69190 Walldorf Germany - salesforce.com Germany GmbH Erika-Mann-Str. 31 80636 Munich Germany
11.	Transfers of personal data to a third country or to an international organization, if applicable	<p>When using Microsoft Forms, personal data may be transferred to Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. In this context, Microsoft acts as our data processor pursuant to Art. 28 GDPR.</p> <p>Data processing generally takes place on servers located within the European Union. However, a transfer to third countries, in particular the United States, cannot be completely ruled out. To protect your data, Microsoft has joined the EU-U.S. Data Privacy Framework. In addition, we rely on the EU Standard Contractual Clauses (SCCs) pursuant to Art. 46(2)(c) GDPR concluded with Microsoft, which provide appropriate safeguards for the protection of your personal data.</p> <p>Further information on data processing by Microsoft can be found at: https://privacy.microsoft.com/en-us/privacystatement</p>
12.	Right to withdraw consent, if applicable	None
13.	Duration of the storage of personal data	As a rule, stored data will only be retained until the conclusion of the event. Notwithstanding this, data may be stored beyond this point where statutory retention requirements exist (e.g., under the German Commercial Code (HGB) or the Fiscal Code (AO)) or in order to fulfill documentation obligations, until the relevant retention period has expired.
14.	Obligation / no obligation to provide the data	No obligation to provide data