

## Data protection information in accordance with Art. 13, 14 GDPR in connection with Acceptance of Placement Proposal, Conclusion of Contract (exhibitor)

**As of: June 23, 2026**

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| 1. | Name and contact details of the controller     | <p>Responsible for the processing of your data</p> <p>Messe München GmbH<br/>Am Messesee 2<br/>81829 München</p> <p>Phone: +49 89 949-20720<br/>Fax: +49 89 949-20729<br/>E-Mail: <a href="mailto:info@messe-muenchen.de">info@messe-muenchen.de</a></p> <p>Managing Directors:<br/>Dr. Reinhard Pfeiffer, Stefan Rummel</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 2. | Contact details of the data protection officer | <p>You can contact our data protection officer as follows:</p> <p>Messe München GmbH<br/>Data Protection Officer<br/>Am Messesee 2<br/>81829 München</p> <p>E-Mail: <a href="mailto:dsb@messe-muenchen.de">dsb@messe-muenchen.de</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 3. | 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 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.</li> <li>• If incorrect personal data is processed, you have the right to rectification (Art. 16 GDPR).</li> <li>• 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).</li> <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 object to the processing of your data at any</li> </ul> |

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|    |                                                                                   | <p>time. This also applies to profiling based on these provisions.</p> <ul style="list-style-type: none"> <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> <li>• 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.</li> </ul> |
| 4. | Right to lodge a complaint with the supervisory authority                         | <p>You still have the right to lodge a complaint:</p> <p>Bavarian Supervisory Authority<br/>Bayerisches Landesamt für Datenschutzaufsicht (BayLDA)<br/>Postfach 1349<br/>91504 Ansbach</p> <p>Phone: +49 (0) 981 180093-0<br/>Monday to Friday: 08:00 a.m. - 12:00 p.m.</p> <p><a href="mailto:poststelle@lda.bayern.de">poststelle@lda.bayern.de</a></p>                                                                                                                                                                                                                                                                                                                                                |
| 5. | Purposes of data processing                                                       | Acceptance of Placement Proposal, Conclusion of Contract, Contract Fulfillment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 6. | Legal basis for data processing                                                   | Legal Basis Pursuant to Article 6(1)(b) of the GDPR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 7. | 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> <p>None</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 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                       | <p>Messe München GmbH:</p> <ul style="list-style-type: none"> <li>• Projektgruppen</li> <li>• Technischer Ausstellerservice (TAS)</li> <li>• Security, Logistics &amp; Traffic (SLT)</li> <li>• Protokoll</li> <li>• Media Sales</li> <li>• PR Management</li> <li>• Finanzen</li> </ul> <p>Service provider within the framework of an DPA:</p> <ul style="list-style-type: none"> <li>• Meplan GmbH</li> <li>• jl.medien GmbH</li> <li>• Neureuter Fair Media GmbH</li> <li>• Sutter Telefonbuchverlag GmbH</li> <li>• TM Quadrat GmbH</li> </ul>                                                                                                                                                      |

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|     |                                                                                                  | <ul style="list-style-type: none"> <li>• CTM Marketing Services GmbH</li> </ul> <p>Service provider lead tracking and app</p> <ul style="list-style-type: none"> <li>• Convey Information Systems GmbH</li> <li>• Adventics GmbH</li> <li>• Eyeled GmbH</li> </ul> |
| 10. | Transfers of personal data to a third country or to an international organization, if applicable | <a href="#">Foreign representatives of Messe München GmbH</a>                                                                                                                                                                                                      |
| 11. | Right to withdraw consent, if applicable                                                         | Not applicable                                                                                                                                                                                                                                                     |
| 12. | Duration of the storage of personal data                                                         | The data will be retained until the event concludes (for the specified purpose and beyond) and for the duration of the statutory retention periods.                                                                                                                |
| 13. | Obligation / no obligation to provide the data                                                   | The provision of your personal data is voluntary.                                                                                                                                                                                                                  |