Data protection information in accordance with Art. 13, 14 GDPR in connection with the usage of the Standbuilding portal

Stand: 23.07.2026

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
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	The standbuilding portal is used for communication and collaboration between stand builders and the Technical Exhibitor Service of Messe München: • Responding to inquiries from stand builders & establishing contact • Sending and providing booth sketches and documents • Reviewing and approving technical booth plans for selected events
6.	Legal basis for data processing	Article 6(1)(b) GDPR (performance of a contract)
7.	Categories of personal data not yet known to the data subject	none
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	Employees of Messe München GmbH: ZB Operations - Messeservice – Technical Exhibitor Service, ZB Operations – Messeservice – Security, Logistics & Traffic, ZB Operations – IT Service providers within the framework of a data processing agreement (DPA): • salesforce.com Germany GmbH Erika-Mann-Str. 31 80636 München

		• DATAGROUP SE Wilhelm-Schickard-Straße 7 72124 Pliezhausen • Reply Deutschland SE Bartholomäusweg 26 33334 Gütersloh Personal data may be temporarily accessed by independent contractors (e.g. freelance IT specialists) to the extent necessary for contract performance or for operational purposes.
10.	Transfers of personal data to a third country or to an international organization, if applicable	Salesforce Inc.
11.	Right to withdraw consent, if applicable	No consent is obtained.
12.	Duration of the storage of personal data	Cases created to request a booth sketch will be deleted 60 days after the end of the respective event. Cases created for the approval of booth plans will be deleted 60 days after the end of the subsequent event.
13.	Obligation / no obligation to provide the data	The provision of personal data for the use of the standbuilding portal is voluntary. However, without the provision of the required data, we cannot ensure access to the portal.