

Information pursuant to the EU-General-Data-Protection-Regulation (GDPR) for registered users of the digital matchmaking platform for the ISC – International Supplier Center

Messe Berlin GmbH (hereinafter "Messe Berlin") attaches great importance to data protection. This data protection notice provides information on the processing of personal data in connection with the use of the digital matchmaking platform for the ISC – International Supplier Center and supplements the [General Data Protection Policy](#) on the Messe Berlin website. For particular processing activities there will be separate information notices, where necessary.

1. Controller and data protection officer

Controller within the meaning of the General Data Protection Regulation (GDPR): Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.com, resp. ila@messe-berlin.de. Data protection officer: group data protection officer of Messe Berlin (address: as before, Germany; e-mail: datenschutz@messe-berlin.de).

2. Categories and sources of personal data

Messe Berlin processes the data of users/participants in the event, who may in particular be participating companies that can be categorised as „suppliers“ or „buyers“ or „journalists“ and their employees (hereinafter all together referred to as „participants“).

Participants in the event are given access to a virtual platform through which they can present themselves and, if applicable, their company (*profile*), visit the event virtually, watch presentations and lectures as a follow-up (*participation*), arrange appointments, meet and network (*communication and networking*).

The data are collected as part of the online registration and creation of a *profile* and partly automated by various technologies.

Online registration

To register participants for the event, an online registration form must be completed in the event ticket shop or on the website. Further information can be found in separate data protection notices, if applicable.

Profile creation

For the profile creation on the event platform the following mandatory data are processed: first name, last name, language, email address, company/organisation, business interests and main business area. The following voluntary data are processed: country, professional position, official contact details (telephone number), photo and biographical information as well as website and social media accounts.

Communication, networking

For this purpose, the following data are processed on the participant's basic profile: first name, last name, role and name of the company/organisation of participants, calls or chats as well as, if applicable, picture, video and sound, content, time stamp and history of the chat as well as date and time of agreed appointments, name of the conversation partner, type of appointment, notes on appointment entries, availability and the calendar ID.

In order to enable some of these functionalities, the following hardware of the respective end device is optionally accessed after activation by the participant himself/herself: camera, microphone, headphones or loudspeaker. When downloading the personal business card, in addition to the above-mentioned data, the e-mail address and the telephone numbers provided are also processed.

Technical usage data

When participating in virtual events and to ensure platform operation the following technical usage data are processed pseudonymously by using an ID: services used and activities performed within the virtual event as well as date, time and duration of participation and services used as well as activities. In addition, information on content interactions, such as content downloads, streams and playback details, including duration and number of simultaneous streams and downloads, as well as network details for streaming and download quality, including information on Internet Protocol (IP) address the Internet service provider, versions and time settings are processed.

In addition, in standard http access logs, the Internet Protocol (IP) address connecting computers and other end devices to the Internet; timestamp, http method, resource path, domain, response time and user agent are processed for debugging purposes and for analysing or optimising interface usage patterns for three months. In application and error logs, warning and information messages and related information are processed for error detection and correction purposes for a maximum of one month.

For navigation on the event platform and for the provision of some services, data are automatically collected through the use of cookies and other technologies. In particular, the following so-called „local storage“ or „session storage“, which are linked to the domain of the event platform, and widgets are used:

Name	Own/third party provider	Stored data	Purpose	Type of technology	Storage period
PHPSESSID	Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany	Browser type and version, operating system used, referrer URL, host name of the accessing computer, time of the server request, IP address	Session cookie is used to recognize the user	Essential	Platform runtime
Clickskeks	CLICKSKEKS GMBH & CO KG, Sechschimmelpasse 14, 1090 Wien, Austria	Consent(s) or revocation, IP address, information about browser, information about terminal device, time of visit to the website.	Cookie consent management service	Essential	Platform runtime

Insofar as participants register or provide information for another person (third party) or provide a third party's data participants ensure and assure that they are authorised to provide these data to Messe Berlin and that Messe Berlin may lawfully process those data for the purposes mentioned in section 3 and that the third party/ies concerned have been sufficiently informed by the participants about the processing of the personal data pursuant to this notice.

3. Purposes and legal basis of processing

3.1. Performance of the contract and implementation of the event

Messe Berlin processes the personal data pursuant to Section 2 for the purpose of the establishment and performance of the contract and participation in the event (legal basis: Art. 6 (1) (b) GDPR) or in the legitimate interest of the contracting parties (legal basis: Art. 6 (1) (f) GDPR). The technologies mentioned in section 2 are also used to navigate the event platform and to provide some functionalities.

This processing purpose and legal basis shall also include, in particular, the following functionalities of the Event Platform, if available:

Profiles on the event platform

This enables the creation of a personal user profile for the presentation of participants in order to establish new contacts and network with other participants and/or to present the respective company and its products and services. For this purpose, participants can be informed by e-mail about news within the profile, such as new contact requests.

If participants post URL links to their own content or similar (e.g., social media), participants will leave the event platform by clicking on this link and will be forwarded to the linked website. The respective website operator is the controller for this linked website in accordance with the GDPR. Further information can be found in the data protection and cookie notices of the respective website operator (legal basis: the participant's consent pursuant to Art. 6 (1) (a) GDPR). The content, availability and/or function and/or terms of use of these linked websites are not controlled by Messe Berlin and Messe Berlin is not responsible for them; the external links are subject to the terms of use of the third parties and may be changed and/or discontinued by the third parties without the knowledge of Messe Berlin

Videolive streaming and participation in virtual events

This enables the retrieval of on-demand video.

Communication and networking

This enables participants to communicate with other participants (e.g., audio/video calls and chats), also using so-called emoticons, and to communicate as well as to arrange and conduct appointments and video calls between different participants (including notification function). Within the event platform, contacts can be searched for, requested as contacts and appointments can be made. Furthermore, contact recommendations can be viewed and deleted as „recommendations“ from the own profile.

Profiling/matchmaking

Search/filter functions within the event platform enable filtering by various categories such as sectors, employee functions/roles or product groups. These interest filters can be defined by the participants themselves. This involves an automated comparison of the filters set with the purpose of optimising networking. Suitable contacts are suggested to the participants on the basis of the profiles and information. The profile data can be changed at any time with the exception of the e-mail address. If the complete profile is deleted, the participant can no longer participate in profiling/matchmaking.

3.2. Analysis and evaluation

In addition, Messe Berlin processes personal data for its legitimate interest in analysis and evaluation for statistical purposes and to optimise future offers by Messe Berlin (legal basis: Art.

6 (1) (f) DS-GVO). For this purpose, an external service provider (so-called processor) is used, which creates aggregated statistics from the accruing data (see section 2) of the event platform as well as the registration data from the ticket shop, in order to obtain target group-specific findings on the use of offers as well as on focal points of interest and topics. The analyses provided only allow for an aggregated view of user groups. Conclusions about a specific or identifiable natural person are excluded.

3.3. Contact for information and advertising purposes by companies of the Messe Berlin group

Messe Berlin process the personal data from the profile and the contact data for the purpose of contacting participants in order to provide them with information concerning the trade fair/event and information on opening, side and subsequent events as well as other products and services of the trade fair portfolio, including in particular (editorial) newsletters, print and digital media offers, industry-specific web portals and lead campaigns. Subsequent events also include other trade fairs and events organised or held by Messe Berlin or other [Messe Berlin group companies](#) in Germany and abroad. For these purposes Messe Berlin also transmits the data to other companies within the group of companies. Personal data are also processed for the purposes of market and user research and for voluntary online surveys in order to constantly improve our own offers, products and services and to adapt them to requirements as part of a market and user analysis. The processing is based on the legitimate interest of Messe Berlin in providing the participants with optimum support before, during and after the trade fair or event and in advertising identical and similar products or services from the trade fair portfolio of the Messe Berlin group of companies (legal basis: Art. 6 (1) (f) GDPR).

3.4. Operation, usability and security

The technical usage data mentioned in section 2 are processed for the purposes of operation, usability, operability and security, including troubleshooting, in the legitimate interest of Messe Berlin and the users (legal basis: Art. 6 (1) (f) GDPR). For details see in section 2 above.

4. Categories of recipients and international data transfers

At Messe Berlin, personal data are processed by employees in the departments responsible for the respective event and related support services (in particular Event Services, Finance, IT, Protocol). In order to carry out certain processing activities in connection with the event, including the functionalities of the event platform (in particular hosting and IT support, platform and data management, platform performance / security, third-party technologies, digital communication (email, chat, video chat, video, streaming and screen sharing), analysis and marketing, booking and invoicing) as well as assistance and support, external service providers are used which process the personal data on behalf of Messe Berlin (so-called "processors").

The data published in the profile are visible to other participants of the event worldwide.

Messe Berlin also transmits the data to other companies in the Messe Berlin group of companies for the purposes stated in section 3.6.

Many participants of the event, some processors, service providers and technology providers and some companies of the Messe Berlin group of companies, partner companies and are located in third countries outside the EU, which do not provide the same level of data protection as the EU, in particular due to the absence of a legal framework, independent supervisory authorities or data protection rights and remedies. Messe Berlin

will only transfer personal data to those third countries if the European Commission („EU Commission“) has adopted a so-called adequacy decision in this respect (Art. 45 GDPR) or otherwise where appropriate safeguards in accordance with Art. 46 GDPR have been provided, in particular standard data protection clauses adopted by the EU Commission pursuant to Art. 46 (2) (c) GDPR and, where necessary, supplementary measures. A copy of the safeguards can be obtained upon request (e.g., by e-mail – for contact details see section 1 above).

The technologies (see section 2 – technical usage data) can be deleted, rejected/blocked or de-/activated within the settings of the web browser. If essential cookies or technologies are deleted or rejected/blocked, the website/platform may not function properly or may not be accessible.

With regard to the transfer of data to other participants of the event, the transfer is necessary for the performance of the contract (Art. 49 (1) (b) GDPR). Messe Berlin has no control on the processing of personal data (including re-contacting, advertising, invitations, etc.) by other participants of the event in their area of responsibility, but the other participants are solely responsible for this under data protection law.

5. Storage period

Participants can delete their voluntarily provided profile data at any time. The mandatory data of the personal profile, except the email address, can be changed by the participants at any time. The personal data mentioned in section 2 will be deleted no later than two (2) years after the end of the event. This excludes profile data, including contact details of participants and exhibitors (with the exception of photos), which will be processed for information and marketing purposes (section 3.6) until an objection to the processing is received. Stored personal data will be erased once they are no longer needed for achieving the relevant purpose of their processing. Insofar as processing is based on consent or on the basis of a legitimate interest of Messe Berlin, the data concerned will no longer be processed for the associated purpose after receipt of the revocation of consent or objection and, if applicable, will be deleted, unless there are statutory exceptional circumstances. Notwithstanding the foregoing, personal data which are subject to retention obligations under commercial or tax laws will only be deleted after the expiry of the statutory retention periods. For the storage period of the technical usage data and the data collected by the aforementioned technologies, see section 2.

6. Data protection rights

To exercise the following rights, data subjects can contact the controller or the event at any time (for contact details, see section 1).

Rights of the data subjects pursuant to Art. 12-21 GDPR: the right to access about personal data, the right to rectification, erasure and data portability as well as to restriction of processing. If consent has been given, this can be revoked at any time with effect for the future.

Rights of objection

If the processing is based on legitimate interest (see section 3 above), there is a right to object to the processing of personal data, including profiling, at any time on grounds relating to the specific situation of the data subject.

Furthermore, there is the right to object to the processing and use of data for advertising purposes at any time. The newsletters also include an unsubscribe link.

If data subjects are of the opinion that the data processing violates data protection law, they have the right to lodge a complaint with the competent supervisory authority of their choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (Bundesdatenschutzgesetz)).

