

Data Protection Information

Below you will find an overview of where we collect and process your personal data and your rights under the GDPR.

Controller

The controller within the meaning of the GDPR is Messe Frankfurt Exhibition GmbH (hereinafter referred to as Messe Frankfurt), which can be contacted at Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany, telephone: +49 69 75 75 0, email: info@messefrankfurt.com

If you have any questions or suggestions regarding data protection, please contact our data protection officer at Messe Frankfurt GmbH / Data Protection Officer, Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany, telephone: +49 69 75 75 53 35, email: privacy@messefrankfurt.com.

Cookies & Co.

Messe Frankfurt uses the Usercentrics Consent Management Platform to inform you about cookies and similar technologies on our websites and applications. If necessary, we request and document your consent to the setting of cookies. The legal basis is point (a) of Article 6 (1) GDPR, § 25, Para. 1, S.1 TTDSG. For this purpose, we process log file data, user agent (device, browser type, browser language, browser version, resolution) and consent data (consent yes/no, timestamp, data scope, data attributes, controllerID, processorID, consentID) via the Consent Management Platform using Javascript.

The data is stored in the European Union. The data is deleted as soon as it is no longer required for the proof of the information provided and consent to the cookies and there are no legal storage obligations to the contrary. You can permanently prevent the execution of the JavaScript at any time by making the appropriate settings in your browser. However, this would also prevent us from informing you about cookies.

You can access the Consent Management Platform via the following link. Here you can find out about the purpose, duration and recipient of the cookie data and, if you wish, also revoke your consent at any time.

[Here you can manage your cookie settings.](#)

Log files

When you visit our websites, Messe Frankfurt stores the IP address, the time of access, the URL requested and the browser used. Messe Frankfurt uses this data to detect errors in the execution of the pages and to ensure the IT security of websites and applications as well as their availability. The data is deleted after 90 days. The legal basis for this is point (f) of Article 6 (1) GDPR.

User Account

The Messe Frankfurt Group offers a wide range of digital services. Access to these services is provided via a personal User Account, which is a single sign-on system. To open a User Account, you must provide your title, name, email address, and country. Depending on the services used, further information may be required. User Accounts are administered by all companies of the Messe Frankfurt Group as joint controllers within the meaning of Art. 26 GDPR. The legal basis for the processing of data for the User Account is Article 6 (1) (b) GDPR. You can delete your User Account at any time, but you will then no longer be able to use the digital services.

Consent

With your consent to be contacted for advertising purposes, we will pass on your data within the Messe Frankfurt Group and to the Messe Frankfurt Sales Partner responsible for your home country. A list of the

Messe Frankfurt Group companies and sales partners can be found [here](#). If they are located outside the EU, we have taken appropriate measures in accordance with Art. 46 GDPR to ensure compliance with data protection. The legal basis is point (a) of Article 6 (1) GDPR.

Tickets

Tickets with info service can be purchased under the condition that you consent to the advertising purposes. These tickets are offered at a discounted price. Tickets without info service can be purchased without advertising consent. The legal basis for this is point (a) of Article 6 (1) GDPR.

Online Ticketing

If you would like to buy a ticket online, we need your contact details and email address. These will be used to create the invoice for the ticket purchase and to send you the link to download the ticket. Please use your personal User Account to enter your data. In the interest of data economy, your data is stored there once and can then be used for many applications. In addition, the email address is verified via User Account to ensure that the owner of the email address wishes to order the ticket. The legal basis for this is point (b) of Article 6 (1) GDPR.

Voucher exchange

In return for the use of free vouchers, Messe Frankfurt will use your data for advertising purposes (info service). The legal basis for this is point (b) of Article 6 (1) GDPR.

Exhibitors purchase vouchers from Messe Frankfurt to pass on to their customers. In order to inform exhibitors of the vouchers actually used or to settle accounts with them, Messe Frankfurt shall inform the exhibitor by whom the vouchers were redeemed. The legal basis for this is point (f) of Article 6 (1) GDPR.

Personalise your ticket / Ticket for public transport

Please enter the title, name and company to be indicated on the ticket. You can use your registration data for this purpose.

Please also note that only the person whose name is printed on the ticket is authorised to use public transport. Messe Frankfurt will forward your first name and surname to Rhein-Main-Verkehrsverbund GmbH (RMV), the public transport operator. The data is used to create an individual QR code for the ticket so that the ticket's validity can be checked. Only PDF tickets are valid for public transport. The RMV anonymises the data six months after the ticket is purchased. The legal basis for this is point (b) of Article 6 (1) GDPR.

Data collection for legitimate interest

As part of the ticket purchase process, we ask you to provide us with information about the industry and interests of the company you represent.

Messe Frankfurt uses this information to continuously improve the content and orientation of our shows. We want to take into account the interests of visitors and exhibitors, bring them together at our events and thus contribute to their business success. The legal basis is point (f) of Article 6 (1) GDPR.

Your ticket as a business card (Lead Success, Lead & Track)

The contact details you provide when registering can be accessed via the code on an admission ticket. This gives you the opportunity to provide your contact details to the person you are talking to by allowing them to

scan the code on your admission ticket. With this consent, Messe Frankfurt will then provide your contact details to your contact person. The legal basis for this is point (a) of Article 6 (1) GDPR. Our service provider MES Messe Event Service GmbH has been commissioned with the implementation.

Participation in Networking

When you purchase a ticket for Messe Frankfurt's own events, you also obtain the right to participate in Networking for the event in question. The legal basis is point (b) of Article 6 (1) GDPR. Your details provided when purchasing the ticket (contact details, interests) will be used to create your profile in the networking platform and make it visible to other participants in the search function. Any deactivated profile will be automatically reactivated for you.

To participate in Networking without a ticket outside of events, you must register with your trade fair login and provide information about your interests. The legal basis is point (b) of Article 6 (1) GDPR."

nmedia Hub

Visitors to selected events receive the right to open a free account on the nmedia Hub with the purchase of a ticket. The platform is operated by nmedia GmbH, Kirchfeldstraße 69A, 40217 Düsseldorf.

In order to prepare the opening of the account for authorised visitors, Messe Frankfurt transmits the name, title, email address, company, interests and economic sector specified when purchasing the ticket to nmedia GmbH. nmedia GmbH processes the data exclusively in order to send the visitor his personal access data for the nmedia Hub. The visitor decides whether to open the account and use the nmedia Hub. If the visitor does not open an account on nmedia Hub, the transmitted data will be deleted by nmedia GmbH seven calendar days after the end of the above-mentioned event. The legal basis for this is point (b) of Article 6 (1) GDPR.

Video surveillance

In order to control the flow of traffic/visitors and for security purposes, the exhibition grounds are under video surveillance, which is indicated accordingly at the entrances. There will be no evaluation for other purposes. The state police also have access to the video surveillance for the performance of their sovereign duties. The legal basis is point (f) of Article 6 (1) GDPR.

Recipients of personal data

Only those recipients that have a compelling need to access your data in accordance with the above-mentioned purposes will be granted access to it. In this context, order processors and other service providers used by us may also receive data. These are companies in the category of IT services, call centre services and telecommunications. Messe Frankfurt Venue GmbH is commissioned with the sale and issue of tickets and other access authorisations as well as with the implementation of access controls for events at the exhibition ground in Frankfurt.

We have concluded the legally required contractual regulations with our processors in accordance with Article 28 GDPR, on purpose limitation, confidentiality and, where necessary, secrecy. Beyond this, we only pass on data if regulations permit or require this or you have consented to this.

Transfer to third country

Depending on your consent to be contacted for advertising purposes and your use of the Messe Login, data may be transferred to recipients in third countries. However, as mentioned above, we will inform you of this in advance. In the context of remote maintenance of standard IT components, it cannot be ruled out in individual cases that an IT service provider from a third country may, in rare cases and to a limited extent, gain access to

personal data for troubleshooting purposes. However, data will only be transferred if the third country has been confirmed by the EU Commission as having an adequate level of data protection or has concluded EU standard contractual clauses.

Automated decision-making & Profiling

We do not use automated decision-making or profiling for the listed processing purposes.

Your rights under GDPR

With regard to the personal data concerning you, you have the following rights under the GDPR.

You have the right to obtain confirmation as to whether or not your data is being processed and about how we collect, process and store this data, Article 15 GDPR.

You can demand the rectification of inaccurate data or completion of incorrect or incomplete data, Article 16 GDPR.

According to Article 17 of the GDPR, you have the right to demand the erasure of data, e.g. if the data is no longer required or is being processed unlawfully, if you have withdrawn your consent or declared an objection to the processing. Under certain circumstances, erasure can only take place when there are no longer any legal obligations to archive data.

You can also request the restriction of data processing under the conditions of Article 18 GDPR.

In certain cases, you have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used and machine-readable format. At the same time, you have the right to transfer this data to another controller or, if technically feasible, to have it transferred by us, Article 20 GDPR.

Pursuant to Article 7 (3) GDPR, you may revoke your consent to the processing of your personal data at any time with effect for the future.

Pursuant to Article 21 GDPR, you have the right to object to the processing of your personal data to protect the legitimate interests of us or a third party (point (f) of Article 6 (1) GDPR), unless we can prove compelling reasons for the processing that merit protection.

In addition, you have the right to lodge a complaint pursuant to Article 77 GDPR in conjunction with. § 19 BDSG, you have the right to lodge a complaint with a data protection supervisory authority.

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