

## "My Trade Fair" data protection provisions

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### 1. General information

The protection of personal rights during the collection, processing and use of personal data is an important concern for Messe Essen. Messe Essen gathers, processes and uses personal data only in compliance with the applicable legal provisions, in particular the German Data Protection Act (Bundesdatenschutzgesetz – BDSG).

### 2. Collection of personal data

During the use of the online portal "My Trade Fair",

Messe Essen GmbH  
Norbertstraße 2  
45131 Essen  
Registry court: District Court of Essen  
Register number: HRB2  
– hereinafter: "Messe Essen" –

collects, processes and uses the email address provided during registration, the IP address of the end device on which the registration process takes place and the enquiries submitted to exhibitors by Users via "My Trade Fair". Details of appointments agreed between Users and exhibitors are also recorded.

### 3. Purpose and scope of data collection, processing and use

The data mentioned in § 2 is used by Messe Essen exclusively for the purposes of enabling the User to use the "My Trade Fair" portal. Where communication data, i.e. enquiries sent to exhibitors by Users, is collected and, in some cases, edited, the aim of this process is to ensure that the communication function of the portal is used to best effect and only for serious purposes. This is achieved by controlling who receives enquiries and editing the content of enquiries if necessary. Meetings arranged between exhibitors and Users are recorded only in anonymised format and for statistical purposes.

Messe Essen reserves the right to pass on the data mentioned in article 2 to third parties. Data will only be passed on to third parties for the purposes described above. No personal data will be passed on to third parties for any other purpose, in particular for marketing. If Messe Essen passes User data on to third parties for the purposes described above, the third parties will be obliged to handle the data confidentially and use it exclusively for the aforementioned purposes.

#### 4. Social Media

The "My Trade Fair" portal includes links to social media profiles for the relevant events on Facebook, Instagram and YouTube, and links to the social media profiles of the exhibitors attending the event on Twitter, Facebook, Google+ and YouTube. If the User clicks on these links, the User will leave the Messe Essen website and be redirected to the relevant service provider's page.

Messe Essen receives no separate data as a result of the User accessing such websites. However, Messe Essen has no control over what data is received by the respective service providers. The User should assume, especially if logged in to the specific service with his own profile, that viewing such pages will result in the page view being attributed to the profile and the IP address being recorded.

Further information can be found in the separate data protection guidelines issued by the respective service providers at the links below:

- Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland  
<https://www.facebook.com/privacy/explanation>
- Instagram LLC, 1601 Willow Rd., Menlo Park, CA 94025, USA  
<https://help.instagram.com/155833707900388/>
- YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA  
<https://www.google.de/intl/de/policies/privacy/>
- Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA  
<https://twitter.com/privacy?lang=de>
- Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA  
<https://www.google.de/intl/de/policies/privacy/>

If links to RSS feeds are included in "My Trade Fair", Messe Essen receives no separate data on the subscription and use of the RSS feeds. Messe Essen has no control over what data is received by third parties on such feeds.

#### 5. User rights

The User has the right to access information on data held about them, be granted the opportunity to correct this data and be able to request its deletion, as set out in the German Data Protection Act (BDSG). These rights must be exercised in writing by post or email to the relevant addresses provided in article 7. The User can view his consent for the use of personal data at any time at

<https://www.messe-essen-digitalmedia.de/?content=imprint>

## **6. Consent**

If the User agrees to the terms and conditions in these provisions, he agrees to the use of his personal data in accordance with these provisions. Consent is provided by ticking the relevant box during the registration process. The User has the right to withdraw his consent at any time.

If no consent is granted or if consent is withdrawn, the User will not be able to access the "My Trade Fair" online portal.

## **7. Contact**

The contact persons for all questions and requests relating to data protection, and for the purposes of exercising the rights mentioned in articles 5 and 6, are:

Data protection officer: Ms Schünke  
Deputy data protection officer: Mr Klimburg  
Telephone: +49 (0)201 72 44 688  
Fax: +49 (0)201 72 44 16 88  
[datenschutz@messe-essen.de](mailto:datenschutz@messe-essen.de)