

# Information pursuant to the EU General Data Protection Regulation (GDPR) for exhibitor registration at ILA Berlin 2022



**ILA Berlin, 22 – 26 June 2022  
Berlin ExpoCenter Airport**

 **Messe Berlin**

Messe Berlin GmbH (hereinafter „Messe Berlin“) attaches great importance to data protection. This information notice informs about the processing of the personal data in connection with the exhibitor registration and supplements the [General Data Protection Policy](#) on the Messe Berlin website. For special cases of data processing there may be separate data protection notices.

## 1. Controller and data protection officer

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: [central@messe-berlin.de](mailto:central@messe-berlin.de) is the economic sponsor and operational organizer of ILA Berlin 2022 and contractual partner for exhibitors, visitors and external organizers, whereby the German Aerospace Industries Association (BDLI), ATRIUM Friedrichstraße 10117 Berlin, Germany, e-mail: [kontakt@bdli.de](mailto:kontakt@bdli.de) is the ideational sponsor and supports the preparation and implementation of ILA Berlin 2022. Messe Berlin GmbH and BDLI are joint controllers within the meaning of the GDPR for the processing of personal data in connection with ILA Berlin 2022 and have concluded an agreement pursuant to Art. 26 of the GDPR, which specifies, in accordance with the aforementioned division of responsibilities, who fulfills which obligations pursuant to the GDPR.

For any queries relating to data protection, please contact the group data protection officer of Messe Berlin GmbH (address: as above; e-mail: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)), the data protection officer of the German Aerospace Industries Association (BDLI) (address: as before, e-mail: [datenschutz@bdli.de](mailto:datenschutz@bdli.de)) or the joint contact point of the controllers (e-mail [ila@messe-berlin.de](mailto:ila@messe-berlin.de)).

## 2. Categories of personal data

Messe Berlin processes the following categories of data during exhibitor registration: name, address, contact details and type of business operation of the exhibiting company („the exhibitor“) as well as the name of the legal representative and further voluntary details (title, telephone number and e-mail address) as well as the name, language, e-mail address and telephone number of the contact person and other exhibitor details such as company logo, VAT number and billing data, including in VAT form.

Similar information about the co-exhibitor, if available, will be requested in the co-exhibitor form. Additional information can be provided for publication in the exhibitor directory (digital and print) of the respective trade fair.

Insofar the registration is carried out for another person (third party) or their data is passed on, it must be ensured and assured that the transfer of this data of the third

party to Messe Berlin is justified, Messe Berlin may lawfully process this data for the purposes stated in section 3 and the person(s) concerned has/have been sufficiently informed about the processing of the person's data in accordance with this data protection information.

## 3. Purposes and legal basis of processing

### 3.1. Performance of the contract

The personal data are processed for the purpose of establishing and performing the contract of the (co-)exhibitor with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR) or on the basis of the legitimate interest to communicate with the (co-)exhibitor and to optimize the (co-)exhibitor's fair trade presence, including in the exhibitor directory (digital and print) of the respective fair (legal basis: Art. 6 (1) (f) GDPR).

In addition to the standard services, additional services or special services can be ordered for the various advertising media (digital and print). Messe Berlin processes the information in the VAT form for the purpose of compliance with legal obligations under applicable tax and trade laws and regulations (legal basis: Art. 6 (1) (c) GDPR).

### 3.2. Making contact by e-mail or post for information and advertising purposes by Messe Berlin group companies

Furthermore, Messe Berlin process the personal data for the purpose of contacting you in order to provide the (co-)exhibitor with information accompanying the trade fair/event. This includes the periodic or event-related electronic dispatch of information about Messe Berlin and its subsidiaries, trade fair/event-related information about Messe Berlin's own and guest events, including exhibitors, sponsors, association and other cooperation partners of the respective event as well as their products and services, and information about opening, accompanying and subsequent events. Subsequent events also include other trade fairs and events organized or held by Messe Berlin GmbH or other [Messe Berlin group companies](#) in Germany and abroad. In addition, Messe Berlin process the personal data in order to provide offers for trade fair-related services such as stand construction, catering, facility services and hostess services. For these purposes, Messe Berlin

also transmit the personal data to other companies of the Messe Berlin group of companies. Messe Berlin also process the personal data for purposes of market research and online surveys. The processing is carried out on the basis of the legitimate interest of Messe Berlin in providing the (co-)exhibitors with optimal 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).

#### 4. Categories of recipients of the data

Upon request, Messe Berlin share your contact information with co-exhibitors and neighbouring exhibitors for purposes of coordination regarding the respective stand constructions and trade fair presence. As described in sections 3 above, Messe Berlin will transmit the personal data to other companies of the Messe Berlin group of companies as well as partner companies for the purposes and under the conditions stated therein. For events held in cooperation with associations or business partners, the data will also be transferred to them.

In order to carry out certain processing activities in connection with the exhibitor registration (in particular some special services, dispatch of documents, customer surveys, hosting and IT support, data management) external service providers and subsidiaries are used which process the personal data on behalf of Messe Berlin (so-called „processors“).

If persons who are subject to special personal protection by the Federal Criminal Police Office (BKA) or the State Criminal Police Office (LKA) (e.g., constitutional bodies of the Federal Government such as the Federal President or the Federal Government or foreign guests) take part in an event, all event participants may be subject to a check by the BKA or LKA. In the course of such a check, the BKA or LKA may request data such as name, company/organization and function from Messe Berlin.

In the event of incidents, disturbances, emergencies and crises, Messe Berlin may also pass on your data to the (co-)organizer, to the police, law enforcement agencies, fire department and rescue services, other authorities (e.g., the public health department) as well as the company fire department, the security and order service and the ambulance service. Internally, the data may be disclosed to the respective project managers, the control and security center and other departments of Messe Berlin GmbH involved in emergency and crisis management.

For compliance with tax and trade laws and regulations, Messe Berlin share your personal data with the tax and other relevant public and regulatory authorities.

#### 5. Data transfer to third countries

Some of the companies of the Messe Berlin group of companies, partner company and processors 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).

#### 6. Storage period

Stored personal data will be erased, once they are no longer needed for achieving the relevant purpose of their processing. In so far as the processing takes place on the basis of consent or a legitimate interest of Messe Berlin GmbH, the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation of your consent or your objection to the processing, unless the conditions for a statutory exception are met. 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.

#### 7. Data protection rights

To exercise the following rights, data subjects can contact the controllers at any time, including through the joint contact point (contact details see section 1 above).

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 withdrawn at any time with effect for the future

#### Rights of objection

If the processing is based on *legitimate interests* (see section 3 above), you have the right to object to the processing of your personal data for reasons relating to your particular situation. Furthermore, you may object to the processing of the personal data and their use for marketing purposes at any time.

**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.**

The rights of the data subjects, including requests for further information regarding the agreement reached by the joint controllers, may be exercised towards any one of the controllers (for contact details, see section 1 above). 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)).