

# Information in accordance with EU-General Data Protection Regulation (GDPR) for ITB Buyers Circle Members

Data privacy protection is a high priority at Messe Berlin GmbH. We have set out our general principles for the protection of your personal data in the Data Protection Policy of Messe Berlin GmbH, which you can find at [www.messe-berlin.de](http://www.messe-berlin.de). The use of your personal data, which you make available to us through your application to the ITB Buyers Circle, only takes place for the purposes stated in this data protection information, which supplements the general Data Protection Policy.

**The following principles apply:**

## 1. Name of Controller

Messe Berlin GmbH is controller and service provider responsible for data storage and processing. Further details and contact details can be found in our imprint. If you have any queries, requests or comments on the subject of data protection, please contact the Data Protection Officer of Messe Berlin GmbH by e-mail.

### 1.1 Management Board

Dr. Christian Göke (Chairman), Dirk Hoffmann

### 1.2 Address of Controller

Messe Berlin GmbH  
Messedamm 22  
14055 Berlin

GERMANY

[central@messe-berlin.de](mailto:central@messe-berlin.de)

### 1.3 Address of Data Protection Officer

Data Protection Officer  
Messe Berlin GmbH  
Messedamm 22  
14055 Berlin

GERMANY

[datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)

## 2. Categories of personal data

The following categories of personal data will be collected during your ticket purchase:

## 2.1 Registration data

In order to register with the ITB Buyers Circle we are collecting your personal data, in particular: e-mail address, name, years in business, telephone number and position. We also collect your company's data (name, founding year, address and website).

## 2.2 Buyers Circle questionnaire

You will need to complete a questionnaire to apply. The questionnaire includes questions regarding the type and size of your company, the purchasing volume and the transaction volume. Moreover the questionnaire includes questions which concern your professional interests in attending ITB Berlin as well as your position's level of responsibility. Your complete data are required to enable us to evaluate your application.

## 3. Purpose and legal basis of processing

**3.1** We process your personal data pursuant to Section 2.1 to establish, process and handle your application or the membership of the ITB Buyers Circle and performance of your contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 para. 1 sentence 1 lit. b) GDPR).

**3.2** Furthermore, we use your personal data (Section 2.1) for the purpose of contacting you in order to provide you with information accompanying the ITB Buyers Circle and the ITB/other trade fairs and information on subsequent events. Subsequent events also include other trade fairs organised or held by Messe Berlin GmbH in Germany and abroad. For these purposes, we also forward your data to other companies within our corporate group. This is based on Art. 6 para. 1 sentence 1 lit. f) GDPR. The justified interest lies in the optimal support of our customers during and after the trade fair and the promotion of identical and similar products from the trade fair portfolio of the group of companies. **Please note that you are entitled to this right of objection (see below "Your Rights").**

**3.3** We process your personal data and the data of your company pursuant to Section 2.2 in order to evaluate your application appropriately. There is a legitimate interest in this as the ITB Buyers Circle is known for selecting an exclusive and high quality group of buyers in the industry and must ensure this quality feature of the service. The legal basis for this is Art. 6 para. 1 sentence 1 lit. f) GDPR. **Please note that you are entitled to this right of objection (see below "Your Rights").**

**3.4** After we have accepted your application, we will share some of your information (name, first name, company, country, professional interests) with the Virtual Market Place, the ITB online catalogue and networking tool, to provide our ITB Speed Networking service. Your data will only be shown once you have activated the visibility in your settings. The legal basis is the performance of your

contractual relationship with Messe Berlin GmbH (Art. 6 para. 1 sentence 1 lit. b) GDPR).

**3.5** We also use your data – without disclosing the personal data - for statistical purposes and for our public relations work. They are used for the optimal further development of the trade fair and informing the public about the composition of our trade visitors and ITB Buyers Circle Members. The basis for this processing is the legitimate interest of Messe Berlin (Art. 6 para. 1 sentence 1 lit. f) GDPR) in optimally organising its trade fairs and in satisfying the public's interest in information. **Please note that you are entitled to this right of objection (see below "Your Rights").**

**3.6** If you have given us your consent within the scope of your application, we will disclose your personal data to the sponsors of ITB Buyers Circle 2019 (legal basis Art. 6 para. 1 sentence 1 lit. a) GDPR). The data will be used by them to offer you their own services and to invite you to exclusive meetings. **Please note that you are entitled to this right of revocation (see below "Your Rights").**

**3.7** We regularly invite our visitors to participate in voluntary online surveys in order to continuously improve our products and services and adapt them to your needs. In doing so, we will use the data provided in the registration process (Section 2.1) to contact you. The legal basis for this is Art. 6 para. 1 sentence 1 lit. f) GDPR. **Please note that you are entitled to this right of objection (see below "Your Rights").**

If you have given us your consent within the scope of the online survey, we process your personal data on the basis of Art. 6 para. 1 sentence 1 lit. a) GDPR. **Please note that you are entitled to this right of revocation (see below "Your Rights").**

**3.8** Our ITB Buyers Circle platform is managed by a service provider with whom we have entered into a data processing agreement.

#### **4. Registration for another person (third party)**

If you disclose the data of another person (third party) in the registration process, we process the personal data of the third party you have provided (pursuant to section 2.). The processing of this data is carried out for the purpose of the execution of the agreement on the basis of Art. 6 para. 1 sentence 1 lit. b) GDPR. You are responsible for ensuring that you are entitled to provide such data and that the person concerned has been sufficiently informed by you about the processing of the person's data by Messe Berlin GmbH.

#### **5. Transfer of data to foreign countries**

The transfer of personal data of trade visitors to foreign representations and group companies in third countries only takes place if the European Commission ("EU Commission") has passed a resolution on the existence of an adequate level of

protection (Art. 45 para. 3 GDPR) with regard to the third country or if guarantees are provided in accordance with Art. 46 GDPR. For our foreign representations in Andorra, Argentina, Canada, New Zealand, Switzerland and Uruguay, such a decision has been made by the EU Commission pursuant to Art. 45 para. 3 GDPR. For all other foreign representations and companies of our corporate group based in third countries we used standard contractual clauses approved by the EU Commission pursuant to Art. 46 para. 2 lit. c GDPR. In the last-mentioned case, you can obtain copies (e.g. by e-mail) from us on request.

## **6. Your rights**

You can assert these rights as a data subject: the right of access to, the right to erasure and rectification of your personal data and the right to restriction of processing. If you are of the opinion that any data processing has violated data protection law, you have the right to lodge a complaint with the relevant supervisory authority. You can withdraw your given consent to the disclosure of your personal data for promotional purposes at any time and without the need to give reasons with effect for the future. To the extent that data processing is performed on the basis of legitimate interests, you have the right to object.

## **7. Storage period**

In so far as personal data were used for the purpose of establishing a contractual relationship, they are stored for the periods of retention stipulated by commercial and tax laws. In so far as processing is performed on the basis of Art. 6 para. 1 sentence 1 lit. f) GDPR, the data will be erased after we have received your objection and to the extent that processing takes place on the basis of Art. 6 para. 1 sentence 1 lit. a) GDPR after we have received your objection.