

Data Protection

Consent to passing on personal data to partner companies for advertising and marketing purposes

*Our partner companies will be pleased to support partner and sponsor appearances. For data protection reasons, your consent is required for passing on the personal data to our partners. Your consent is voluntary and revocable at any time. Please see also the information in the enclosed **Information pursuant to the EU General Data Protection Regulation (GDPR) for partners**.*

I hereby consent to Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: info@messe-berlin.de, sending my contact details, i.e. my name, telephone number, e-mail address, fax number and the partner's address and other details I have registered in the stand registration, to third parties so that they can offer me additional services in their own name such as logistics, media, sponsoring, press and marketing as well as technical and stand construction services for the preparation and execution of the partner's trade fair participation to optimize and support the partner's trade fair presence. The currently known data recipients are Schenker Deutschland GmbH. Due to changing or expanding service offerings, other service providers may be added to this list. I can withdraw this consent at any time with effect for the future. An e-mail message to fibe@messe-berlin.de is sufficient.

.....
Place and date

.....
Signature

Information pursuant to the EU General Data Protection Regulation (GDPR) for partner registration for the Nordic Pavillon

Messe Berlin GmbH (hereinafter "**Messe Berlin**") attaches great importance to data protection. This information notice informs about the processing of personal data in connection with the partner registration for the Nordic Pavillon and supplements the [Data Protection Notice](#) on the Messe Berlin website. For special cases of data processing, there may be separate data protection notices, which are provided separately on the occasion of data collection.

1. Controller and data protection officer

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: info@messe-berlin.de, Handelsblatt Media Group GmbH & Co. KG, Toulouser Allee 27, 40211 Düsseldorf, Germany, e-mail: kundenservice@handelsblattgroup.com and BFI International UG, Buschgrabenweg 13a, 14165 Berlin, Germany, e-mail: dialog@berlin-finance-initiative.de are joint controllers within the meaning of the GDPR for the processing of personal data in connection with the partner registration for FIBE and have entered into an agreement pursuant to Art. 26 GDPR specifying who fulfills which obligations under the GDPR.

For any queries relating to data protection, please contact the group data protection officer of Messe Berlin GmbH (address: as before; e-mail: datenschutz@messe-berlin.de), the data protection officer of Handelsblatt Media Group (DMC Datenschutz Management & Consulting GmbH & Co. KG, e-mail: datenschutz@handelsblattgroup.com, address: Zur Mühle 2-4, 50226 Frechen, Germany), BFI International UG, address: as before; e-mail: dialog@berlin-finance-initiative.de, or the joint contact point at fibe@messe-berlin.de.

2. Categories and origin of personal data

The following categories of data are collected during the partner registration for the Nordic Pavillon. **Registration and authentication data:** name, E-mail address, phone number, the requested products and services or contractual arrangements, **other partner details** such as the company logo, VAT number and billing data, including in the VAT form.

Data of the registering person is collected directly during registration. Third-party data, i.e. details of contact persons will also be provided by the person registering.

Partners can also enter additional information about themselves (profile data), company entries and contact details on the digital event platform, in the online partner directory, or in the app for publication.

If registration is carried out for other persons (e.g. contact persons or other third parties) or their data is passed on, it must be ensured and guaranteed that the transfer of this third party data to Messe Berlin is authorized, that Messe Berlin may lawfully process this data for the purposes stated in Section 3 and that the persons concerned 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 to establish and perform the contract of the partner with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR) respectively based on the legitimate interest of Messe Berlin in communicating with the partner and optimizing the partner's trade fair presence and the partner's presence in the online partner directory or in the app of the respective trade fair (legal basis: Art. 6 (1) (f) GDPR – "**standard services**")

In addition to the standard services, additional or special services can be ordered in the online partner directory, or in the app. The data processing carried out in this context is also based on Art. 6 (1) (b) GDPR. The proper execution of a partner registration for the Nordic Pavillon and the trade fair is to be classified as a legitimate interest of Messe Berlin within the meaning of this provision. . In the case of events held in cooperation with associations or business partners, Messe Berlin will also pass on the data to them for this purpose (see Section 4).

Messe Berlin processes the information in the VAT form, as well as other data subject to statutory retention obligations, for compliance with legal obligations under applicable tax and commercial laws and regulations (legal basis: Art. 6 (1) (c) GDPR in conjunction with §§ 147 AO, 257 HGB).

3.2. Assistance for partners established outside Germany

Insofar as a company is established outside Germany, Messe Berlin will transfer the data for the purpose to provide advice to the competent foreign representative in the respective country. This representative will be available as a local contact, in particular for providing information in connection with the event, including subsequent events (see in section 3.3 below), and support at the event. For the competent foreign representative, please see [here](#). The data are transferred for the purpose to establish and execute the contractual relationship with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR). The data is forwarded for the establishment and execution of the contractual relationship with Messe Berlin (legal basis: Art. 6 (1) (b) GDPR). The proper execution of a partner registration and the trade fair is to be classified as a legitimate interest of Messe Berlin within the meaning of this provision.

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

Furthermore, Messe Berlin processes the personal data for the purpose to contact partners to provide them with information accompanying the event. This includes the periodic or event-related electronic dispatch of information about Messe Berlin and its affiliated companies, event-related information about Messe Berlin's own events and guest events, including partners, 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 or other [Messe Berlin group companies](#) in Germany and abroad. In addition, Messe Berlin processes the personal data to provide offers for trade fair-related services such as stand construction, catering, facility services and hostess services. For these purposes, Messe Berlin also transmits personal data to other companies of the Messe Berlin group of companies. Messe Berlin also processes personal data for purposes of market research and online surveys. The processing is based on the legitimate interest in supporting partners before, during and after the trade fair or event and in promoting the same and similar products from the trade fair portfolio of the Messe Berlin group of companies (legal basis: Art. 6 (1) (f) GDPR).

3.4. Transfer of personal data for marketing purposes to partner companies

If separate consent has been given, Messe Berlin transfers the personal data to the partner companies named in the declaration of consent for the purpose to send promotional information by e-mail or post to provide the partner with additional services in connection with the trade fair appearance. Some special services are only offered by partner companies. The legal basis for the processing is consent (Art. 6 (1) (a) GDPR).

4. Categories of recipients of the data

Upon request, contact information will be forwarded to co-partners and neighbouring partners for the purpose of organizing the trade fair (Section 3.1.) for the purpose of coordinating respective stand constructions and exhibition appearances. As stated in Section 3, personal data will be transferred to foreign representatives or other companies of the Messe Berlin group of companies and partner companies for the purposes or under the conditions stated therein. In the case of events organized in

cooperation with associations or business partners, the data will also be transferred to them for the purpose to organise the event and advertise products and services in connection with the event.

In order to carry out certain processing activities in connection with the stand registration for the Nordic Pavillon

(in particular some special services, dispatch of documents, customer surveys, hosting and IT support, data management, digital event platform and app) external service providers 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 a legal obligation to provide data, Art. 6 para. 1 (c) GDPR in conjunction with this obligation is the legal basis for the processing.

In the event of incidents, disturbances, emergencies and crises, Messe Berlin may also pass on the data to the (co-)organizer, 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 are forwarded to the respective project management, the control and security center and other departments of Messe Berlin involved in emergency and crisis management, if applicable.

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

5. Data transfer to third countries

Some of the partner companies or 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 has adopted a so-called adequacy decision in this respect (Art. 45 (3) GDPR) or otherwise where appropriate safeguards in accordance with Art. 46 GDPR have been provided, in particular standard data protection clauses adopted by the European 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 data transmission to foreign representatives, other users of the digital event platform, website visitors as well as Third party social media providers is necessary for the performance of a contract (Art. 49 (1) (b/c) GDPR); otherwise, it takes place on the basis of explicit consent despite the lack of adequate data protection in the third countries outside the EU and the risks associated with it (Art. 49 (1) (a) GDPR).

6. Storage period

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 based on a legitimate interest of Messe Berlin, the data concerned will no longer be processed for the associated purpose after receipt of the withdrawal of consent or the 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.

7. Data protection rights

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

Rights of the data subjects pursuant to Art. 12-21 GDPR: the right to access 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

Insofar the processing is based on *legitimate interests* (see section 3 above), data subjects have the right to object to the processing of their personal data for reasons relating to the particular situation. Furthermore, there is the right to object to the processing and use of data for *advertising* purposes at any time. The e-mail-newsletters also include an unsubscribe link.

The data subject rights, including requests for further information regarding the agreement concluded by the joint controllers, can be exercised towards each of the controllers (for contact details, see section 1 above). If a data subject believes that the processing of personal data concerning them violates data protection law, they have the right to lodge a complaint with a supervisory authority of their choice (Article 77 of the GDPR).
