

## Data protection notice of Fachausstellungen Heckmann GmbH (FH)

Hereinafter we will inform you about which of your data we store when and why. This relates to the processing of various data by Fachausstellungen Heckmann GmbH in connection with the online service shop ("Shop"), including the data collected upon access to the Shop-website, and the use of cookies. Moreover, we will inform you about your rights and provide further legally required information.

### I. Who is the controller of the data and how can I contact the data protection officer?

Controller within the meaning of the GDPR is

Fachausstellungen Heckmann GmbH Hannover / Bremen

Messegelände

30521 Hannover

Fon +49-(0)511 / 89-30400

E-Mail: [info@fh.messe.de](mailto:info@fh.messe.de)

For questions regarding data protection, please contact our data protection officer at [datenschutz@messe.de](mailto:datenschutz@messe.de) or at the above-indicated address.

### II. Your rights as a data subject

Every data subject has the following rights:

- right of access (Art. 15 GDPR)
- right to rectification of data (Art. 16 GDPR)
- right to erasure and/or "right to be forgotten" (Art. 17 GDPR)
- right to restriction of the processing of personal data (Art. 18 GDPR)
- right to data portability (Art. 20 GDPR).

**You may at any time object to the processing of your personal data for marketing purposes – including profiling in connection with direct marketing – without giving reasons.**

Moreover, you have a general right to object (cf. Art. 21 para. 1 GDPR). In this case, reasons must be given for the objection.

To the extent data is processed on the basis of consent, such consent can be revoked at any time with future effect.

Should you wish to exercise your rights as a data subject, please refer to [datenschutz@messe.de](mailto:datenschutz@messe.de).

Furthermore, you have the right to file a complaint with a Data Protection Authority against the data processings performed by us.

### **III. Scope of data collection, scope of data processing, purpose of processing, transfer of data in connection with the use of services / offers of Fachausstellungen Heckmann GmbH in connection with the Shop**

The use of the Shop offered by Fachausstellungen Heckmann GmbH requires the setting up of a customer account (Account). This is the basis for Fachausstellungen Heckmann GmbH to offer to its exhibitors various services in order to make participation in the event as interesting and pleasant as possible. The online services offered by Fachausstellungen Heckmann GmbH come as a comprehensive package. The legal basis for the setting up and allocation of user accounts is Art. 6 (1) b GDPR.

#### **1. Booking of services**

If you wish to book services via the online service shop, you need to set up an account. Via this account you can make required amendments / updates or book further services for further events. After completion of your booking, you can deactivate your account at any time.

Fachausstellungen Heckmann GmbH will process the personal data collected within the framework of booking services for purposes of contractual performance, accounting and customer administration.

Fachausstellungen Heckmann GmbH will transfer the core data (company name, contact person, address, and contact details like phone number and email address) to other national companies based in Hannover within Deutsche Messe Group to ensure that identical core data are used and administrated by all group companies. This also includes the sharing of data updates of which we or one of our group companies becomes aware. Any updates will be made available to all other group companies involved. This helps us to simplify our internal processes and will save you the trouble of having to provide your core data again when contacting another group company. For an overview of our group companies please go to

<http://www.messe.de/de/unternehmen/tochtergesellschaften/deutschland/>.

In addition, the data collected in connection with the booking of exhibition space will be used to process any warranty claims or complaints. Your data may also be transferred to external auditors and/or tax authorities for auditing purposes. The data will be stored in accordance with statutory retention periods pursuant to Secs. 146 et seq. German Revenue Code (AO) and/or Sec. 257 German Commercial Code (HGB) and deleted upon expiry of the respective retention periods.

The mandatory information provided when setting up the customer account (name and address, company, contact person, trade fair and booth) will, to the extent required, be transferred to external service providers commissioned by Fachausstellungen Heckmann GmbH who offer additional services in connection with the booth you have booked.

Legal bases:

- setting up and allocation of user accounts: Art. 6 (1) b GDPR
- contractual performance including processing of complaints / warranty claims: Art. 6 (1) b GDPR
- transfer of data to other group companies of Deutsche Messe AG: Art. 6 (1) f GDPR
- transfer of data to service partners for the provision of services on behalf of FH: Art. 6 (1) b GDPR and/or Art. 6 (1) f GDPR
- storage of data pursuant to AO/HGB and, where applicable, audits by financial authorities / auditors: Art. 6 (1) c GDPR

## **2. Processing of personal data by Fachausstellungen Heckmann GmbH for marketing purposes**

Fachausstellungen Heckmann GmbH and service providers engaged by it (e.g. letter shops) will use your name and address for further purposes in connection with customer retention and customer reactivation. This will include the delivery by post of information regarding further interesting products and services, because Fachausstellungen Heckmann GmbH wishes to draw your attention to interesting offers and establish a long-lasting customer relationship.

Moreover, Fachausstellungen Heckmann GmbH will use the mandatory data provided in connection with the use of its offers / services as well as voluntary information provided (see paragraph 1 above) to personalise and constantly improve trade fair attendance for exhibitors and to provide future offers tailor-made to your interests. We process the data collected in connection with the use of our offers / services to provide you with the best possible support regarding your business development and to point out interesting options for trade fair exhibitors. Your data will be processed internally and in pseudonymised form in order to comply with your legitimate interest to ensure protection of your personal data. The data processing allows us to provide you with personalised offers (website, email, post).

We will basically stop processing your personal data collected upon prior use of our offers / services for marketing purposes – including profiling within the scope of direct marketing – if you have not used any of the offers / services of Fachausstellungen Heckmann GmbH for a period of up to 5 years with this exception: In the following two years we will continue to process your name, address, company affiliation, and status (professional visitor, exhibitor) as well as the last trade fair you attended for the purpose of direct mailings only.

As a principle, your email address will only be used for marketing purposes if we have obtained your consent. As far as the telephone number owner comes from Germany, also the telephone number will only be used for marketing purposes if we have obtained your consent. Any telephone number outside of Germany will be used depending on the legal situation of the country concerned, provided you have not objected to commercial use.

## Privacy Policy / Cookies

There are the following exemptions: To the extent Fachausstellungen Heckmann GmbH obtains your email address in connection with the sale of products / services, we will use your email address to promote similar own products. You are entitled to object to the use of your data for marketing purposes at any time; this will be pointed out to you upon collection of any data as well as in any marketing communications. Moreover, Fachausstellungen Heckmann GmbH will use professional phone numbers within Germany for marketing purposes, to the extent this is based on presumed consent, e.g. within the scope of an existing business relationship.

Legal bases:

- data processing for marketing purposes, including profiling in connection with marketing purposes, and transfer: Art. 6 (1) f GDPR
- telephone marketing: Art. 6 (1) a GDPR and Sec. 7 para. 2 no. 2 alt. 2 German Unfair Competition Act (UWG)
- email marketing: Art. 6 (1) a GDPR and Sec. 7 para. 3 UWG

### 3. Subscription to email newsletter

We will only send you marketing communications via email if we have obtained your prior explicit consent. Notwithstanding, we may process your email address for marketing purposes as described in paragraph 2.

Legal basis:

- email marketing: Art. 6 (1) a GDPR.

## IV. Data processing in connection with the use of the Shop – Access to Shop-websites

Hereinafter we will explain what types of data processings are carried out in connection with the access to the Shop-websites of Fachausstellungen Heckmann GmbH.

### 1. Processing of data upon access to our website – logfile data

When you access our website, some pieces of general information will automatically be collected. This information (server logfiles) includes e.g. the type of your browser, the operating system you use, the domain name of your internet service provider and similar information. In addition, your IP address will be transferred and used for the purpose of providing the service requested by you. This information is technically required to accurately provide the contents of websites you call up and are inevitably collected when using the internet.

In accordance with our IT security concept, the generated logfile data will be stored for a period of 3 weeks to enable us to detect and analyse any attacks against our website. The legal basis for this data processing is Art. 6 (1) sentence 1 f GDPR.

## **2. Processing of data in connection with the use of our website – your requests**

If you send us a request via email or via our contact form, we will collect the data provided by you for processing and responding to such request. This information will remain stored for a period of up to two years for verification purposes. The legal basis for this data processing is Art. 6 (1) sentence 1 letter f GDPR.

## **V. Our cookie guidelines**

### **1. General information on the use of cookies**

Our website uses so-called cookies. Cookies are small text files that are placed on your device and stored on your browser. Their purpose is to make our offer more user-friendly, more efficient, and more secure. We use temporary cookies that are automatically deleted when you shut down your browser (so-called “session cookies”) as well as permanent (“persistent”) cookies.

You have the option to choose whether you want to allow the placing of cookies. You can adjust the settings of your browser accordingly. Your options are to accept all cookies, to be informed when cookies are placed, or to accept no cookies at all. If you opt for the third alternative, you may not be able to use our services to the full extent.

Regarding the use of cookies, it is important to distinguish between indispensable cookies and cookies placed for further purposes (access quantification, marketing).

### **2. Cookies that are indispensable for the use of our website**

We use session cookies that are indispensable for the use of our website. These include cookies that enable us to recognise you when you visit our site for a single session. These session cookies help to make our site more secure, e.g. by ensuring safe operation of the shopping cart function and payment processes. The legal basis for this data processing is Art. 6 (1) sentence 1 letter f GDPR.

### **3. Use of cookies with your prior consent**

Hereinafter, we provide you with an overview of the cookies we use if we have obtained your respective consent upon access to our website (Art. 6 (1) sentence 1 letter a GDPR). These cookies are used for the purpose of analysing user behaviour and for marketing purposes. Respective opt-out options are included in each description.

## Use of cookies to analyse usage behaviour (tracking)

The use of tracking cookies allows us to “recognise” users when they revisit our website and to allocate usage events to an internal indicator (pseudonym). Thus, we can capture and analyse the repeated access to our website. We use the following tracking cookies:

### Econda Analytics

To improve and design our website in a demand-oriented way, information regarding access to our website will be collected and stored with the help of technologies by econda GmbH. Moreover, such data will be used to set up user profiles in pseudonymised form. To this purpose, cookies may be used to facilitate the recognition of internet browsers. All IP addresses will be masked immediately upon receipt.

The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) sentence 1 letter a GDPR. The further evaluation of the collected data for a period of up to two years is based on Art. 6 (1) sentence 1 letter f GDPR.

Users of our website can object to this data collection and storage at any time with future effect on the relevant website of the event specific online service shop.

The objection only applies to the device and the browser on which the cookie was placed; you might have to repeat the opt-out procedure on all of your devices. If you delete the opt-out cookie, your access data will again be transferred to econda.

### Google Analytics

This website uses Google Analytics, a web analytics service of Google Inc. (“Google”). Google Analytics uses so-called “cookies”, text files that are stored on your computer and facilitate an analysis of your use of our website. The information about your use of this website generated by the cookie is usually transferred to a Google server in the U.S.A. and stored there. Since we have activated IP anonymisation on our website, Google will shorten your IP address within the member states of the European Union and contracting states of the agreement of the European Economic Area. Only in exceptional cases your full IP address will be transferred to a server of Google in the U.S.A. and shortened there. Google uses this information on our behalf to analyse your use of this website, to compile reports on website activities and to provide additional services related to website and internet use. The IP address transferred by your browser in the context of Google Analytics will not be merged with other data of Google.

You can prevent the storage of cookies by adjusting the settings of your browser accordingly. Please note, however, that in such case you may not be able to use all functions of our website to their full extent. Moreover, you can prevent the collection of data related to your use of the website generated by the cookie (including your IP address) and the processing of such data by Google by downloading and installing the browser plugin available at: <http://tools.google.com/dlpage/gaoptout?hl=de> .

## Privacy Policy / Cookies

We use Google Analytics to analyse and constantly improve the use of our website. The resulting statistics help us to improve our offer and make it more attractive for our users. For exceptional cases where personal data is transferred to the U.S.A., Google has accepted the provisions of the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) sentence 1 letter a GDPR. The further evaluation of the collected data with the help of Google Analytics for a period of up to 2 years is based on Art. 6 (1) sentence 1 letter f GDPR.

For further information please also refer to <http://tools.google.com/dlpage/gaoptout?hl=de>; for general information on Google Analytics and data protection please go to <https://www.google.de/intl/de/policies/privacy/> .

Hanover, May 2018