



A. General Notice

Information concerning data protection at the Hamburg Messe und Congress

Visitors to the Hamburg Messe und Congress GmbH internet portal have access to a great deal of information where no personal details are necessary.

Each time a Hamburg Messe und Congress GmbH page is accessed, the details of this are stored in a protocol file. This data is not related to the individual person; in other words we can not use it to ascertain which user has accessed what data.

Specifically, the following details are saved each time access is made:

- the name of the accessed file
- the date and time that access is made
- the magnitude of data transfer
- the access status (file transferred, file not found etc.)
- the page from which the data is requested
- a description of the web browser employed

In relation to your access, Hamburg Messe und Congress GmbH receives usage data that is saved for backup purposes and possibly allow identification (IP address, etc.). This usage data is evaluated by Hamburg Messe und Congress GmbH, in order to become familiar with the user behaviour and statistics. With this, the high security standards of the German Telemedia Act (TMG) and German Telecommunication Act (TKG) shall be observed for all measures. No exploitation of personal details shall take place. The statistical evaluation of anonymised datasets shall remain reserved.

Disclosure to third parties, also in excerpts, shall not take place.

The site uses cookies. In cookies, text information is collected during an online session and saved in a specific file in ASCII format on the user's hard disk. Cookies are information, which are sent back to the server during the next online visit. They can only be read by the server, which has previously also saved them. Hamburg Messe und Congress GmbH shall only use cookies, if they are urgently required for the user functions/facilitate navigation of the websites. The information is not provided to any third party, as cookies are only used for the above mentioned purposes. Most browsers are set such that they automatically accept cookies. This function can be deactivated at any time. You can set your browser so that it notifies you as soon as cookies are sent.

On this website, data is collected and saved for marketing and optimisation purposes with the technologies of etracker GmbH (www.etracker.com). Usage profiles are created from this data under a pseudonym. Cookies can be used for this. The data collected with the etracker technologies are not used for personally identifying the visitor to this website or combined with personal data about the bearer of this pseudonym, without the separate consent of the affected party. The data collection and storage can be revoked at any time with effect for the future.

The German Data Protection Act in the version of the announcement dated 14 January 2003, most recently amended by Article 15 Par. 53 of the law dated 5 February 2009 (BDSG) prescribes in Section 4 g BDSG that the authorised party shall make the details pursuant to Section 4 e BDSG available, upon application, in a suitable manner, for the data protection of the general public. These and further details are documented with the Data Protection Officer of HMC in an extensive and detailed overview.

Our websites contain links to other suppliers/providers. Because we do not have any supervisory role in relation to this websites nor do we have any influence on their content, we recommend that you read the relevant notices regarding data protection.

If you have any further queries or comments regarding our websites or our security provisions, please contact us on the following mail address: info@hamburg-messe.de.

B. Notice to specialized internet use

Data Protection Notice to Online Ticketing and Registration

In order to provide you with the desired level of service, it is necessary, within this type of use, for you to supply us with information related to your company or to yourself. It is, of course, our responsibility to take suitable measures to ensure that this information is stored safely. It is our wish that you are assured that such data will be dealt with in a competent and discrete fashion.

You have the right, upon request, to find out exactly what personal information about you has been stored by us. Additionally, you may demand that this information is corrected, disabled or deleted.

The external service suppliers that we employ, who sometimes require personal information in order to complete your order to your fullest satisfaction, are also included within our data protection provisions.

The Hamburg Messe und Congress GmbH uses an encryption system in order to ensure the safe transfer of data to our



Hamburg Messe und Congress

commission external suppliers.

We shall not allow any storage/use/processing/transfer of your personal data without your consent nor allow anything to be done with such information that might exceed the requirements of data storage as outlined above.

The Hamburg Messe und Congress GmbH uses an encryption system in order to ensure the safe transfer of data to our commission external suppliers. Use of your personal data within these pages shall be exclusively for the purposes of regular business processes and for advertising and marketing activities as regulated by section 28(3) of the German Federal Data Protection Statute (BDSG). You may at any time [decline to authorise such use of your personal data](#).

Inclusion within an internet newsletter will, in any event, only be made with your express consent.

If you are making inquiries of us from abroad, we will, if necessary, provide our foreign representatives with your data via a secure network for further processing. If you have specific queries about this, please contact the relevant foreign representative. The required address can be found at:

Foreign Representations of Hamburg Messe

By using our ordering system there is an implied authorization for Hamburg Messe und Congress GmbH and its contractual partners to store and use your data in the form described above.

C. Permissibility of data storage, processing and use under section 4 (3) of the German Federal Data Protection Statute

1. Identity of the responsible processing organisation

Hamburg Messe und Congress GmbH
Management
Messeplatz 1
20357 Hamburg
Germany

Bernd.Aufderheide@hamburg-messe.de

Company representative for data protection:
Sabine Alexandra Schmitz
Messeplatz 1
20357 Hamburg
Germany

datenschutz@hamburg-messe.de

2. Purposes of data storage, processing or use

The purpose of the company is the implementation of trade fairs, exhibitions, congresses and events as well as all activities domestically and abroad in relation to trade fair, exhibition, congress and event business.

In order to fulfil this purpose, the company maintains trade fair and exhibition facilities, as well as congress and event premises, which it uses for the event or rents out for an appropriate fee. The company is also entitled to implement other events, which are suitable for promoting the business purpose.

The data collection, processing and use only takes place for fulfilment of the above purposes.

3. Description of the affected groups of persons and the related data or data categories

To fulfil the purposes mentioned under 2., the following personal data shall be collected, processed and utilised:

- a. Exhibitors and companies visiting trade fairs
Company details with address, name of the contact, communication details, industry affiliation, product details/interests, possible contract and invoicing details
- b. Employees
Name, address, communication details, contract and invoicing details
- c. Suppliers, service providers and other business partners
Company details/details of institutions with address, name of the contact, communication details, industry affiliation, service information, contract and invoice details
- d. Exhibitors/parties interested in visiting
Details with address, name of the contact, communication details, industry affiliation, product details/interests



Hamburg Messe und Congress

e. Visitors

With public events or public days within the context of trade fairs, personal data can be collected from visitors (name, address and communication details, product interest) for marketing reasons; however, this only takes place if their explicit consent is available.

Video surveillance on the trade fair premises and in the CCH are used for controlling the traffic/visitor flows and for security purposes.

4. **Categories of recipients, whose details can be sent**

Public offices, with the existence of priority legal regulations, external contractors (e.g. service providers) pursuant to Section 11 BDSG, group companies, foreign representative offices, limited exhibitors and internal departments for fulfilling the purposes under 2

5. **Statutory periods for deletion of the data**

The legislator has ordered diverse retention obligations and periods. After the expiry of these periods, the corresponding data is deleted. If data is not affected by this, it will be deleted, if the purposes under 2. cease to apply.

So that an objection to using collected personal data for marketing purposes can be taken into consideration at any time, the objecting party's data will be kept in a block list.

6. **Planned sending of data to third party states**

In order to fulfil contractual purposes or implement pre-contractual measures with parties interested in exhibiting/exhibitors and with parties interested in visiting/visiting companies from third party countries, for sending data to the foreign representative office of the third party country, the same requirements shall apply as for foreign representative offices within the EU. For this, the relevant data listed under 3. shall be sent to the foreign representative office.

With representative of companies from third party states who are visiting trade fairs, the visitor name can also be given to the responsible foreign representative office, as long as no objection exists to the dispatch. The registration details of a company visiting the trade fair whose representative contacts an exhibitor can – subject to the consent of the visitor – be sent to the visited exhibitor, regardless of whether it involves a domestic, EU or third party country exhibitor.