

Notes on Data Protection for Participants/Visitors

The EU General Data Protection Regulation (in the following referred to as "GDPR") requires us to take appropriate measures in data processing; and also to provide you with information. In our notes on our data protection policy you will therefore find the following information:

A. Our contact data

1. Name and contact data of the body responsible for data processing

Responsible in the sense of the data protection law is:

ad-media GmbH
Industriestrasse 180, 50999 Cologne, Germany
Telephone: +49 2236 96 23 90
Fax: +49 2236 96 23 96
Email: info@ad-media.de
More information at: <https://www.ad-media.de/imprint.html>

2. Contact data of the data protection officer

Name and contact data same as above, in addition:
email: datenschutz@ad-media.de

B. Details on processing your data

The data from you that we collect and process result from a particular context as well as, for example, from the particular form that we use for data collection. In addition, we process the data that you make available to us (name, email address, postal address, telephone number, fax number).

1. Purpose of data processing

Your data are processed for performance of the contract concluded with you.

When you participate in one of our (also virtual) events, we will possibly collect and process the following personal information:

- Mr. / Ms.
- First name / last name
- Address: street / house number / postal code / city / country
- Contact details: telephone / fax / email address
- Invoice address, if different from above
- Contact data available at social media
- Information for statistical purposes: industry affiliation, job title, company size, previous participation in our events, and at virtual events, when you visited which stand and which functions (e.g. PDF, Weblinks, videos etc.) you have used there.

The collection and processing of these data takes place for various purposes (which we will individually list in the following), in particular:

- In order to identify you as buyer and/or visitor
- For corresponding with you and ticket delivery
- For billing
- For preparing a name tag with the name of the company and in which country it is located, for participation on location (i.e. all participants and exhibitors can see these data when they see your name tag)
- For publishing the name of the company with which the participant is affiliated (only the name of the participating company is published; i.e. not the name of the participant) in our media
- To send you information in direct connection with the event and to provide you with information on the event itself in advance (notes on hygiene, program changes, location, etc.)
- To draw your attention to similar events and to inform you about news referring to our magazines or events

Regarding your participation in our virtual events, please note the following:

All participants can - comparable with a name tag on a face-to-face event - see the names, the names of the companies and the location of the company of all other participants.

Within the scope of virtual events we collect your data also for sharing them with the exhibitors of the virtual event; sharing these data is meant to compensate the exhibitors for not being able to have personal contact with participants and visitors as usual and to enable us to conduct the virtual event as close to reality as possible; and also to enable us to submit an attractive offer to the exhibitors and in this way make it possible to hold the event; you will find more information on this under "Sharing your data."

We work with the software from meetyoo conferencing GmbH, Friedrichstrasse 200, 10117 Berlin, Germany. With meetyoo conferencing GmbH we have concluded an order processing contract pursuant to Art. 28 GDPR.

You will find the data protection information of meetyoo conferencing GmbH at: https://meetyoo.com/wp-content/uploads/2020/09/EN_Privacy_Policy_virtual_Events_meetyoo_2020_9_14.pdf. Contact to the data protection officer of meetyoo conferencing GmbH: datenschutz@protekto.group.

2. Lawfulness of the data processing

The legal basis for processing is Article 6 para. 1 letter b GDPR (initiating a contract and/or performing a contract). If and to the extent that data processing does not take place for the purpose of performing the contract, it takes place because there is a legitimate interest pursuant to Article 6 para. 1 letter f. GDPR. That applies in particular, but not exclusively, to the publication of the data about your company and the advertising newsletter. Our specific legitimate interest is that the collection and processing of these data supports the execution and organization of the event and also, in part, enables the continued existence of the event.

3. Sharing your data

We share your data, which are the object of an invoice (first name, last name, name of the company, postal address) only with our tax consultant, insofar as it gives rise to an action of relevance to the fiscal law (e.g. conclusion of a contract), in addition to our bank, insofar as payments from you or to you are involved.

In some cases we are supported by external service providers (shipping providers for delivery of advertising materials, agencies for producing advertising and information materials, service providers for Internet hosting as well as software suppliers) in performing their tasks. With all these service providers we have concluded the contracts and taken the measures required by the data protection law.

For your participation in our virtual events, please note the following:

We can share your data with the exhibitors of the virtual event. This refers also to the information when you visited the virtual stand of the respective exhibitor and which functions you used there. You can call up and/or look at the list of exhibitors at any time on the day of the event. You can object to sharing your data and/or revoke consents previously given at any time. For this, an email to datenschutz@ad-media.de is all that is needed.

Apart from this, no data are shared with third parties. An exception to this is if there is a legal obligation to pass on the data.

4. Duration of data retention

The data will be deleted as soon as they are no longer required for achieving the purpose of their collection.

Following your registration with our virtual events and/or platform, the data will be deleted at the latest after 5 years of inactivity, unless there are other reasons for erasing the data before that.

We retain all of the data collected in this connection until the end of the contract and when claims under the contract or the initiation of the contract can no longer be made, i.e. until the end of the statute of limitation. The general limitation period pursuant to Article 195 BGB (German Civil Code) is 3 years. Specific claims, such as, for example, claims for damages, however, become time-barred only after 30 years. If there are reasonable grounds to assume that this may be relevant in a specific case (e.g. threatening claims against us), we will retain the personal data for this period of time. The stated limitation periods begin at the end of the year (i.e. 31 December) in which the claim has arisen and the creditor became aware of the circumstances that gave rise to the claim and the name of the debtor or would have become aware of without gross negligence.

We draw attention to the fact that we are also subject to legal retention requirements for reasons of tax and accounting. These obligate us, as evidence of our accounting, to retain specific data, which may include personal data, for a period of 6 to 10 years. These retention periods have priority over the above stated erasure periods. The periods for retention also begin at the end of the relevant year, i.e. on 31 December.

5. Possibility of objection and erasure

You have the possibility to demand **erasure** of your data at any time. This means at the same time also termination of the contract, i.e. you can no longer make use of our services and/or we are released from our obligation to perform when you demand erasure. Your demand for erasure will not generally affect our claim to the agreed fee or to reimbursement of costs, unless legal reasons bar our claim (e.g. justified rescission).

Insofar as we invoke our legitimate interest, you have the right at any time to lodge an **objection** with us to processing the personal data related to you for reasons resulting from your specific situation. If we cannot prove compelling and legitimate reasons for continued processing, which outweigh your interests, rights and freedoms, or if we process the specific data for the purpose of direct advertising, we will then no longer process your data (compare Article 21 GDPR). For this, you can contact us by mail or email (see A.1. above).

C. Your rights as data subject

When personal data of you are processed, you are the "data subject" and you have the following rights against us as body responsible for the data processing (you will find our contact data under A. above).

1. Right for information

You have the right to obtain from us, free of charge, information as to whether we process the personal data related to you. If that is the case you have the right to be informed of these personal data and to additional information that you will find in Article 15 GDPR. For this, you can contact us by mail or email (see A. above).

2. Right to rectification

You have the right to demand from us immediate rectification of the incorrect personal data relating to you.. You also have the right - taking into consideration the above-described purpose of the processing - to demand the completion of incomplete personal data - including by way of supplementary explanation. For this, you can contact us by mail or email (see A.1. above).

3. Right to erasure

You have the right to demand immediate erasure of the relevant personal data if one of the prerequisites of Article 17 GDPR is satisfied. For this you can contact us by mail or email (see A.1. above). We have described the resulting legal consequences for the processing procedure under B.1.

4. Right to objection to processing due to legitimate interest

Insofar as we process your data based on Article 6 para. 1 letter f GDPR (i.e. due to our legitimate interest) you have the right at any time to object to the processing of the rele-

vant personal data for reasons that result from your particular situation. If we cannot prove compelling legitimate reasons for continued processing which outweigh your interests, rights and freedoms or if we process the relevant data from you for the purpose of direct advertising, we will then no longer process your data (compare Article 17 GDPR). For this, you can contact us by mail or email. You also have the right to object by automated means using a technical procedure, e.g. unambiguous technical information that your web browser sends us a "Do Not Track" signal).

5. Right to objection after having granted consent

You have the right at any time to revoke consent for collecting and using personal data previously granted effective for the future. For this, you can contact us by mail or email (see A. above). The lawfulness of processing based on the consent until revocation is not affected by this.

6. Right to restriction of processing

You have the right to demand from us restriction of processing if the prerequisites of 18 GDPR are satisfied. For this, you can contact us by mail or email (see A.1. above).

7. Right of notification

If you have invoked the right for correction, erasure or restriction of processing from us we are obligated to inform all recipients to whom we have disclosed the relevant personal data of this correction or erasure of the data or restriction of processing, unless this proves impossible or involves disproportionate effort. You have the right to demand to be informed by us of these recipients.

8. Right to data portability

You have the right to obtain from us the specific personal data you have made available to us in a structured conventional and machine-readable format and you have the right to transmit these data to another body responsible for data protection without restriction by us, if the prerequisites of Article 20 GDPR are satisfied. For this, you can contact us by mail or email (see A.1. above).

9. Automatic decision-making including profiling

Automatic decision-making by us does not take place.

10. Right to lodge a complaint with a supervisory authority

You have at any time the right, without prejudice to other rights, to lodge a complaint with a supervisory authority for data protection, in particular in the Member States of your residence, your workplace or the location of the presumed violation, if you are of the opinion that processing of your relevant personal data violates the data protection law.

Our supervisory authority:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen
Kavalleriestr. 2-4, 40213 Düsseldorf, Germany
Telephone: 0211/38424-0
Fax: 0211/38424-10
Email: poststelle@ldi.nrw.de