

Information pursuant to the EU-General-Data-Protection-Regulation (GDPR) for registered users of the digital event platform DMEA Online

Messe Berlin GmbH (hereinafter "**Messe Berlin**") attaches great importance to data protection. This data protection notice provides information on the processing of personal data in connection with the use of the digital event platform DMEA Online of the event DMEA 2024 and supplements the [General Data Protection Policy](#) on the Messe Berlin website. For particular processing activities there will be separate information notices, where necessary.

1. Controller and data protection officer

Controller within the meaning of the General Data Protection Regulation (GDPR): Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.com, resp. dmea@messe-berlin.com.

Data protection officer: group data protection officer of Messe Berlin (address: as before, Germany; e-mail: datenschutz@messe-berlin.de).

2. Categories and sources of personal data

Messe Berlin processes the data of users/participants in the event, who may in particular be exhibitors or participating companies (hereinafter referred to as "exhibitors") and their employees, private visitors, trade visitors, sponsors, media representatives, speakers and lecturers, business partners or other ticket holders (hereinafter all together referred to as "participants").

Participants in the event are given access to a virtual platform, also via an event app, through which they can present themselves and, if applicable, their company (*profile*), visit the event virtually, watch presentations and lectures live or as a follow-up (*participation*) and meet and network (*communication and networking*).

The data are collected as part of the online registration and creation of a profile and partly automated by various technologies. Messe Berlin can invite participants to take part in this and other events if participants buy a ticket or are users or customers of (online) services of Messe Berlin in some other context. For exhibitors, the following data will be transferred from the customer database: name of the company/organisation, address, telephone, e-mail, website and contact person with first and last name, gender, telephone and personal e-mail address.

Online registration

To register participants for the event, an online registration form must be completed in the event ticket shop or on the website. Further information can be found in separate data protection notices, if applicable.

Profile creation

For the profile creation on the event platform DMEA Online or event app DMEA Online, the following mandatory data are processed: first name, last name, language, email address, job title and company/organisation. The following voluntary data are processed: country as well as address (address, postcode, city), official contact details (telephone number), photo, professional interests and biographical information as well as social media accounts. In addition, further voluntary information may be provided. The following data are processed for the creation of the *Company Card*: company name and address, homepage, exhibitor description, business field, industry, products, media uploads, logo, contact person, contact details, categories.

Communication, networking

For this purpose, the following data are processed on the participant's basic profile: first name, last name. If networking is switched on, the aforementioned and the following data are processed: role and name of the company/organisation of participants in calls or chats as well as, if applicable, picture, video and sound, content, time stamp and history of the chat as well as date and time of agreed appointments, name of the conversation partner, type of appointment, notes on appointment entries, availability and the calendar ID. In order to enable some of these functionalities, the following hardware of the respective end device is optionally accessed after activation by the participant himself/herself: camera, microphone, headphones or loudspeaker. When downloading the personal business card, in addition to the above-mentioned data, the e-mail address and the telephone numbers provided are also processed.

Event shop

For this purpose, besides the products or services booked, including booking data and status, the following account data of the main contact person of the exhibitor as well as of any further persons authorised by him and registered in the event shop are processed: name, salutation, job title, e-mail address, telephone number, name of the company/organisation (exhibitor) as well as password.

Technical usage data

When participating in virtual events and to ensure platform operation, including live streaming, the following technical usage data are processed pseudonymously by using an ID: services used and activities performed within the virtual event as well as date, time and duration of participation and services used as well as activities and bookings made. In addition, information on content interactions, such as content downloads, streams and playback details, including duration and number of simultaneous streams and downloads, as well as network details for streaming and download quality, including information on Internet Protocol (IP) address the Internet service provider, versions and time settings are processed.

In addition, in standard http access logs, the Internet Protocol (IP) address connecting computers and other end devices to the Internet; timestamp, http method, resource path, domain, response time and user agent are processed for debugging purposes and for analysing or optimising interface usage patterns for three months. In application and error logs, errors, warning and information messages and related information are processed for error detection and correction purposes for a maximum of one month.

For navigation on the event platform and for the provision of some services, data are automatically collected through the use of cookies and other technologies. In particular, the following so-called "local storage" or "session storage", which are linked to the domain of the event platform, and widgets are used:

Name	Own/third party provider	Stored data	Purpose	Type of technology	Storage period
Local Storage					
virtualGuide-loggedInUser	third party CorusSoft, Kurfürstendam m 56, 10707 Berlin, Germany www.corussoft .de	Technical data (JSON Web token with UserID and Session ID)	General user session mechanics	Essential	Persistent
virtualGuide-app		Technical Data: • networkingOpen: true • communicationCenterDisplayMode: 0 • communicationCenterDisplayParams: {} • bookmarkNotificationName: "" • communicationCenterDisplayMode: 0 • communicationCenterDisplayParams: {} • isMyHandRaised: false • liveStreamingChannel: null • liveStreamingEventDate: null	Saves UI status and other user decisions for subsequent sessions and to survive page reloads.	Essential	Persistent

		<ul style="list-style-type: none"> • meetingReminderName: "" • meetingTimeBefore: "15" • missedCallNotificationId: "" • missedCallNotificationName: "" • networkingOpen: true • presenceState: "Available" • refreshLobbyNetworking: false • showBookmarkNotification: false • showMeetingReminder: true • showMissedCallNotification: false • showTourNotification: false • suggestSearchVisible: false • timezone: "Europe/Berlin" • videoPlayerStatus: null 			
virtualGuide-favorites		Technical Data: lastSyncTime eventdate lastSyncTime ids organization person product trademark	Local copy of the user favourites to provide the favourites functionality	Essential	Persistent
PreviousUrl CurrentUrl	third party CorusSoft, Kurfürstendam m 56, 10707 Berlin, Germany www.corussoft .de	current and last website	Navigation/Back to previous page	Essential	Persistent
routeBeforeCall		Fall Back Target	Saves "Fall Back" target after a video call	Essential	Persistent
CognitoidentityServiceProvider.* amplify-signin-with-hostedUI		Session-, ID-Data	Login/Session Mechanics for Communication with AWS Services AppSync	Essential	Persistent
Local Storage: Awc.session.expiry Awc-prod.*.reclaimStart Awc-prod.*.reclaimEnd Awc-prod.*.queue Awc.session.ide	third party Atlassian, Australien	Session-, ID-Data	Login/Session Management AWS Services	Essential	Persistent
debug		Error data	Support tracking	Essential	Persistent
Consent Management	third party Usercentrics GmbH Sendlinger Str. 7, 80331 Munich, Germany	Opt-in and opt-out data Referrer URL User Agent User settings Consent ID Time of consent Consent type Template version Banner language	Compliance with legal obligations, Consent storage	Essential	3 years
Session storage					
awc.tab.id; awc.last.screen.event; awc.taskSessions; awc.taskSessionslimit	third party Atlassian, Australien	Session-, ID- Data	Login/Session Management AWS Services	Essential	Persistent
Widgets					
ajs_group_properties and ajs_group_id	third party Atlassian, Australien	Support and service requests, recently used tabs or recently opened or closed expansion elements	Helpdesk	Essential	Persistent
Slido.Privacy and Slido_* Slido.*_passenger routeAWSALB	third party (sli.do)	See also for more cookies on the sli.do website: https://www.sli.do/terms#privacy-policy	Survey function (see section 4)	Essential	12 month

Eventshop Cookies					
Session ...	Shopware AG Ebbinghoff 10 48624 Schöppingen, Germany	Session-, ID- Data	Login/Session Management of Shop-Features	Essential	Persistent
csrf[frontend.account .login]; csrf[frontend.account .register.save]; csrf[frontend.checkout .line-item.add]	Shopware AG Ebbinghoff 10 48624 Schöppingen, Germany	random Session-ID, Account data	CRSF protection / user management	Essential	Persistent
timezone	Shopware AG Ebbinghoff 10 48624 Schöppingen, Germany	Detect timezone of customer	Correct display of time-limited products and prices. Correct timestamping.	Essential	Persistent
wishlist-enabled	Shopware AG Ebbinghoff 10 48624 Schöppingen, Germany	Account data and saved content	Convenient retention of noted content beyond the user logout.	Essential	Persistent

Insofar as participants register or provide information for another person (third party) or provide a third party's data participants ensure and assure that they are authorised to provide these data to Messe Berlin and that Messe Berlin may lawfully process those data for the purposes mentioned in section 3 and that the third party/ies concerned have been sufficiently informed by the participants about the processing of the personal data pursuant to this notice.

3. Purposes and legal basis of processing

3.1. Performance of the contract and implementation of the event

Messe Berlin processes the personal data pursuant to Section 2 for the purpose of the establishment and performance of the contract and participation in the event (legal basis: Art. 6 (1) (b) GDPR) or in the legitimate interest of the contract parties in this (legal basis: Art. 6 (1) (f) GDPR). The technologies mentioned in section 2 are also used to navigate the event platform and to provide some functionalities.

This processing purpose and legal basis shall also include, in particular, the following functionalities of the Event Platform, if available:

Profiles on the event platform and Company Card

This enables the creation of a personal user profile or a Company Card for the presentation of exhibitors/ companies in order to establish new contacts and network with other participants and/or to present the respective company and its products and services and to present job advertisements on the job board. For this purpose, participants can be informed by e-mail about news within the profile, such as new contact requests.

If exhibitors/companies or participants post URL links to their own content or similar (e.g., social media), participants will leave the event platform by clicking on this link and will be forwarded to the linked website. The respective website operator is the controller for this linked website in accordance with the Data Protection Regulation (GDPR). Further information can be found in the data protection and cookie notices of the respective website operator (legal basis: the participant's consent pursuant to Art. 6 (1) (a) GDPR). The content, availability and/or function and/or terms of use of these linked websites are not controlled by Messe Berlin and Messe Berlin is not responsible for them; the external links are subject to the terms of use of the third parties and may be changed and/or discontinued by the third parties without the knowledge of Messe Berlin

Video/live streaming and participation in virtual events

This enables the organisation and operation of virtual events, including exhibitor communication channels such as Master Classes, Round Tables and Product Cafe, livestreams and on-demand video retrieval.

Communication and networking

This enables participants to communicate with other participants (e.g., audio/video calls and chats), also using so-called emoticons, and to communicate, set up and organise meetings, take notes, participate in meetings in virtual rooms, so-called cafés, or stream meetings via the platform, as well as to arrange and conduct appointments and video calls between different participants (including notification function). Within the user communication centre, contacts can be searched for, recommended, favoured and blocked, as well as one's own status can be indicated, and the network function can be activated or deactivated.

Profiling/matchmaking

Search/filter functions within the event platform enable filtering by various categories such as sectors, employee functions/roles or product groups. These interest filters can be defined by the participants themselves. This involves an automated matching of the set filters with the aim of optimising networking. If the participants agree, suitable contacts are suggested on the basis of the profiles and information. These and other settings can be changed at any time in the personal profile.

Coupons

Exhibitors can provide participants with digital vouchers, discount codes or similar within the framework of an event for a limited period of time. These can be accessed via linked exhibitor websites (see *Profiles on the event platform and Company Card*).

Event shop

Exhibitors, including the persons authorised by them, can acquire additional digital products for their company and product presentation and further marketing measures on the virtual platform in an online shop (Event shop).

3.2. Exhibitor Tracking

Exhibitors can book the transmission of personal data from the participant profiles (mandatory fields) as part of additional digital exhibitor packages for the event.

In addition to the data of the mandatory fields mentioned in section 2, the optional information from the profile will be transmitted, provided that participants have explicitly agreed to this. The legal basis for the processing is the participant's consent (Art. 6 (1) (a) GDPR).

3.3. Service and support

For service and support purposes, communication with the support of the event platform can be initiated via the help button or the "Help" widget. The legal basis is the legitimate interest in the optimal support of event participants and the management of service and support requests (legal basis: Art. 6 (1) (f) GDPR).

3.4. Surveys

Survey tools from external service providers (e.g., sli.do s. r. o) are used for voluntary online surveys during the event period in connection with participation in the event. For more information, see *section*

3.5. Analysis and evaluation

In addition, Messe Berlin processes personal data for its legitimate interest in analysis and evaluation for statistical purposes and to optimise future offers by Messe Berlin (legal basis: Art. 6 (1) (f) DS-GVO). For this purpose, an external service provider (so-called order processor) is used, which creates

aggregated statistics from the accruing data (see section 2) of the event platform as well as the registration data from the ticket shop, in order to obtain target group-specific findings on the use of offers as well as on focal points of interest and topics. The analyses provided only allow for an aggregated view of user groups. Conclusions about a specific or identifiable natural person are excluded.

3.6. Contact for information and advertising purposes by companies of the Messe Berlin group

Messe Berlin process the personal data from the profile and the contact data for the purpose of contacting participants in order to provide them with information concerning the trade fair/event and information on opening, side and subsequent events as well as other products and services of the trade fair portfolio, including in particular (editorial) newsletters, print and digital media offers, industry-specific web portals and lead campaigns. Subsequent events also include other trade fairs and events organised or held by Messe Berlin or other [Messe Berlin group companies](#) in Germany and abroad. For these purposes Messe Berlin also transmits the data to other companies within the group of companies. Personal data are also processed for the purposes of market and user research and for voluntary online surveys in order to constantly improve our own offers, products and services and to adapt them to requirements as part of a market and user analysis. The processing is based on the legitimate interest of Messe Berlin in providing the participants with optimum support before, during and after the trade fair or event and in advertising identical and similar products or services from the trade fair portfolio of the Messe Berlin group of companies (legal basis: Art. 6 (1) (f) GDPR).

3.7. Security

The log data mentioned in section 3 are processed for the legitimate interest of Messe Berlin in ensuring the security of the event platform and the data collected on it (legal basis: Art. 6 (1) (f) GDPR).

4. Categories of recipients and international data transfers

The data published in the profile are visible to other participants of the event worldwide. In order to carry out certain processing activities in connection with the event (in particular hosting and IT support, platform and data management, platform performance / security, digital communication (email, chat, video chat, video, streaming and screen sharing), app, analysis and marketing) as well as assistance and support, external service providers are used which process the personal data on behalf of Messe Berlin (so-called processors).

The survey function mentioned in section 3.4 is offered by the service provider sli.do (sli.do s. r. o., Vajnorská 100/A, 831 04 Bratislava, Slovakia). When participants use this voluntary function, they leave the event website and are redirected to the website of sli.do, which uses its own cookies. sli.do processes the data as its own controller within the meaning of the GDPR. For further information, please see the data protection and cookie information of sli.do.: <https://www.sli.do/terms#privacy-policy>.

Messe Berlin also transmits the data to other companies in the Messe Berlin group of companies for the purposes stated in section 3.6. In the case of events held in cooperation with associations or business partners, the data will also be transmitted to them. If Messe Berlin conducts market research or an online survey together with a cooperation partner or exhibitor, the latter will receive the results of the survey (on an anonymous basis).

Many participants of the event, some processors, service providers and technology providers and some companies of the Messe Berlin group of companies, partner companies and exhibitors 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 ("EU Commission") has adopted a so-called adequacy decision in this respect (Art. 45 GDPR) or otherwise where appropriate safeguards in accordance with Art. 46 GDPR

have been provided, in particular standard data protection clauses adopted by the EU 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).

With regard to the transfer of data to other participants of the event, the transfer is necessary for the performance of the contract (Art. 49 (1) (b) GDPR). With regard to the transfer of data to cooperation partners or exhibitors, the data transfer is based on the explicit consent of the participant despite the lack of adequate data protection in third countries outside the EU and the associated risks (Art. 49 (1) (a) GDPR). Messe Berlin has no control on the processing of personal data (including re-contacting, advertising, invitations, etc.) by exhibitors and other participants of the event in their area of responsibility, but the exhibitors and other participants are solely responsible for this under data protection law.

5. Storage period

Participants can delete their voluntarily provided profile data at any time. The mandatory data of the personal profile, except the email address, can be changed by the participants at any time. The personal data mentioned in section 2 will be deleted no later than two (2) years after the end of the event. This excludes profile data, including contact details of participants and exhibitors (with the exception of photos), which will be processed for information and marketing purposes (section 3.6) until an objection to the processing is received. 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 on the basis of a legitimate interest of Messe Berlin, the data concerned will no longer be processed for the associated purpose after receipt of the revocation of consent or 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.

For the storage period of the technical usage data and the data collected by the aforementioned technologies, see section 2.

6. Data protection rights

To exercise the following rights, data subjects can contact the controller or the event at any time (for contact details, see section 1).

Rights of the data subjects pursuant to Art. 12-21 GDPR: the right to access about 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 revoked at any time with effect for the future.

Rights of objection

If the processing is based on *legitimate interest* (see section 3 above), there is a right to object to the processing of personal data, including profiling, at any time on grounds relating to the specific situation of the data subject.

Furthermore, there is the right to object to the processing and use of data for *advertising* purposes at any time. The newsletters also include an unsubscribe link.

If data subjects are of the opinion that the data processing violates data protection law, they have the right to lodge a complaint with the competent supervisory authority of their choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (*Bundesdatenschutzgesetz*)).

Within the settings of the web browser, the aforementioned technologies (see section 2 - Technical usage data) can be deleted, rejected/blocked or de-/activated. If essential cookies or technologies are deleted or rejected/blocked, the website/platform may not function properly or may not be accessible.