

Hereinafter we will inform you about which of your data we store when and why. This relates to the processing of various data by Deutsche Messe AG, including the data collected upon access to our 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 Deutsche Messe AG (DMAG), Messegelände, 30521 Hannover, Germany (+49 511 89-0; info@messe.de).

For questions regarding data protection, please contact our data protection officer at 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. This right of objection includes the right to object to the disclosure of your data to third-party trade fair organizers.

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.

Furthermore, you have the right to file a complaint with a Data Protection Authority against data processing 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 Deutsche Messe AG

The use of the online services offered by Deutsche Messe AG requires the setting up of a customer account (Account). Deutsche Messe AG uses accounts as the basis for providing various services, including eTickets, to journalists. The specific services available are as follows:

1. Press passes for journalists for participation at trade fairs, sending of press releases

Deutsche Messe AG manages journalist access to its trade fairs by means of press passes / eTickets. To gain admission to a Deutsche Messe AG trade fair as a journalist you must first create a press account and undergo a check to determine whether you meet the requirements for accreditation as a journalist as per the Deutsche Messe AG accreditation policy (as amended).

Once you have created a press account, you can order an eTicket. Your eTicket is valid for one-time admission to the Hannover Exhibition Center. Once admitted (i.e. on the first day of your visit), you need to go to the Press Center and exchange your eTicket for a press pass that is valid for the full event.

Deutsche Messe will use the email addresses supplied by accredited journalists during account creation to send them press releases and information on relevant trade fairs. This information may include invitations to press conferences.

The data disclosed during issuance and registration of eTickets / press passes of third-party events will be sent by Deutsche Messe AG to the organizers of certain third-party events hosted at Deutsche Messe AG's exhibition center in Hannover. This relates to EMO (organized by VDW) and EuroBLECH (organized by Mack Brooks).

The registration data provided in connection with each eTicket / press pass will be analyzed by Deutsche Messe AG so as to identify the trade fair attended and the journalist's professional group (e.g., daily press, TV, radio, online, blog, etc.) with a view to sending the journalist targeted information and inviting the journalist to other events (e.g. tradeshow previews) based on his/her identified interests. For this reason, the journalist data disclosed during issuance and registration of eTickets / press passes will be stored for 6 years, at the end of which period it will be deleted.

After expiration of this 6-year period, Deutsche Messe will also assess whether the data contained in the press account of the journalist concerned is still required and up to date.

The legal basis for registration and issuance of press passes and for the analysis of registration data for purposes including the sending of other press information is Art. 6(1)f) GDPR.

2. Deutsche Messe AG press release mailing list

Deutsche Messe AG also offers a service whereby it sends out press releases to journalists. To receive press releases, journalists need to subscribe to Deutsche Messe AG's press release mailing list. By subscribing to the mailing list, you give your consent for Deutsche Messe AG to send you relevant

Deutsche Messe AG press releases. Deutsche Messe AG will continue to send you such press releases until you revoke your consent. Legal basis: Art. 6(1)a)GDPR.

If you voluntarily disclose additional information (name, postal address) during registration, then Deutsche Messe AG will also have the right to send you invitations to other events (tradeshow opening ceremonies, etc.) by post. After expiration of six years, Deutsche Messe will assess whether the data so disclosed is still required and up to date. Legal basis: Art. 6(1)f) GDPR.

3. Subscription to e-mail newsletters

Journalists can also subscribe to Deutsche Messe AG newsletters. In this case, we will send you further information after your prior express consent - as stated in the consent.

Legal basis: E-mail marketing: Art. 6(1)a)GDPR

IV. Data processing in connection with the use of online services

Hereinafter we will explain what types of data processing is carried out in connection with the access to a website or an app of Deutsche Messe AG.

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

When you access our website / app, 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 analyze 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.

3. Integration of external service providers

Linking with other services is a fundamental principle of the Internet. Therefore, we have integrated various external service providers into our website.

a. Integration of social plug-ins

To offer you means of interacting with your contacts and more easily share interesting information, our website uses the social plug-ins of various social networks, e.g. Facebook.com, Twitter.com and Google+. The different plug-ins can be recognized by their respective network logos. We use a 2-click approach to ensure that access to our website as such will not trigger a transfer of data.

Only if you click on a plug-in, your browser will establish a direct connection with the servers of the respective network. The network transmits the content of the plug-in directly to your browser and your browser integrates such content into the website. To the extent a network has its seat outside the EU / the EEA, we cannot exclude that your data will be transferred to and processed by a server outside the EU / the EEA. Since we have no influence on the amount of data collected by the networks through the plug-ins or the respective period of use, we hereby inform you according to our present knowledge:

When clicking on a plug-in, the respective network will receive the information that you have accessed the link included in our website. If you are logged into a network, such network can connect this information with your profile. If you do not want the network to collect information on your access to our website, you have to log out before calling up our site. In principle, however, it is possible that a network detects and stores your IP address, even if you are not registered with or logged into such network. Furthermore, we have no information regarding the deletion of data collected by the respective plug-in providers.

The plug-in provider will store the data collected about you as a user profile to be used for purposes of marketing, market research and the demand-oriented design of its website. In particular, this evaluation takes place (also for users not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of a user profile by service providers.

The legal basis for the use of plug-ins is Art. 6, para. 1 sentence 1 letter f GDPR. Please refer to the privacy guidelines of the respective social network for information regarding the purpose, duration and scope of the data collection, the further processing and use of your data, your respective rights, and setting options to protect your privacy:

- Facebook: <http://www.facebook.com/policy.php>
- Twitter: <https://twitter.com/privacy?lang=de>
- Google+: <http://www.google.de/intl/de/policies/privacy>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- XING: https://www.xing.com/app/share?op=data_protection

b. Use of Google Tag Manager

To deliver online marketing and to integrate our external partners we use the Google Tag Manager. This allows us to control the delivery of online advertisements. This tool does not use cookies, but still requires the transfer of IP addresses to Google, where the use of the Tag Manager will be analyzed. We have activated a function that automatically anonymizes IP addresses prior to their transfer to Google. The legal basis for this data processing is Art. 6 (1) sentence 1 letter f GDPR. The data collected will be deleted after two years.

c. Use of Google Maps

Our website uses Google Maps, a service offered by Google, Inc. This allows us to display interactive maps, to ensure easy traceability of the locations indicated on our website, and to facilitate convenient use of the map functions.

This application is retrieved directly from the Google servers. Google will therefore receive the IP-address currently assigned to you. When you access the function, Google will receive the information that you have called up our respective subsite. If, to what extent and for how long your IP address is stored and internally used by Google is beyond our knowledge. The legal basis for the use of this service is Art. 6 (1) sentence 1, letter f GDPR.

If you are registered with a Google service, Google can assign your visit to your user account. Even if you are not registered with Google or not logged in, it is possible that Google may store your IP address and use it for profiling purposes. Google will store the data collected about you as a user profile to be used for purposes of advertising, market research and/or the demand-oriented design of its websites. In particular, this evaluation takes place (also for user not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of a user profile by Google.

Please note that data processing by Google may be performed outside the EU/EEA. Google will process your personal data also in the U.S. and has accepted the regulations of the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. For further information on data protection by Google please go to <https://www.google.de/intl/de/policies/privacy>.

d. Use of YouTube

Our website uses plug-ins of the website YouTube, which is operated by Google. The operator of the web pages is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, U.S.A.

When you visit one of our web pages that uses the YouTube plug-in, a connection will be established to the servers of YouTube. The YouTube server will receive information on which of our web pages you have visited.

If you are logged into your YouTube account, YouTube will be able to assign your browsing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

We use YouTube in the interest of presenting our online offers in an attractive way; the legal basis therefore is Art. 6 (1) letter f GDPR. We only collect information on the frequency of call-ups of the YouTube videos integrated in our website and will delete the respective data after 2 years.

For further information on the handling of user data please refer to the privacy policy of YouTube at: <https://www.google.de/intl/de/policies/privacy> .

e. Use of reCAPTCHA

To protect user enquiries via our internet contact form, online ticket registrations and subscriptions to our newsletter, Deutsche Messe AG uses the reCAPTCHA service of Google Inc. The legal basis is Art. 6 (1) letter f GDPR. The prompts of reCAPTCHA are used to discern whether an entry is made by a human being or, improperly, automated machine processing is used. The prompts include the transfer of IP addresses and any further data required by Google for the provision of reCAPTCHA. To this purpose, your entry will be transferred to and further used by Google. By using reCAPTCHA you agree that the recognition you have made will be incorporated in the digitalisation of old works. DMAG will not store any further data about your use of this service.

We have activated IP anonymisation on our website. Therefore, 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 will your full IP address will be transferred to a server of Google in the U.S.A. and shortened there. On behalf of the operator of this website Google will use such information to analyse the use of this service. The IP address transmitted by your browser will not be merged with any other data of Google. The data is subject to separate data protection regulations of Google. For further information on the privacy policy of Google please refer to: <https://www.google.com/intl/de/policies/privacy/> .

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 recognize 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 analyzing user behavior and for marketing purposes. Respective opt-out options are included in each description.

a. Use of cookies to analyze usage behavior (tracking)

The use of tracking cookies allows us to “recognize” users when they revisit our website and to allocate usage events to an internal indicator (pseudonym). Thus, we can capture and analyze 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 pseudonymized 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 by going to document “Data Protection Notice of Deutsche Messe AG” on the relevant website of Deutsche Messe AG.

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 anonymization 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 will 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 analyze 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>

We use Google Analytics to analyze 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/>

Twitter Ads conversion tracking

We use the online marketing program “Twitter Ads”, including the conversion tracking function. When you click on an advertisement run by Twitter, a conversion tracking cookie will be placed on your computer. These cookies remain valid for a period of 30 days and do not serve the purpose of identifying individuals. Twitter will not transfer your private or personal information to advertising clients without your consent. Instead, advertising clients will e.g. receive reports containing details on how many users have viewed a certain ad or clicked on it, but not containing any information about who viewed or clicked on an ad. Such reports merely contain aggregated, public or non-personal data. If you call up a certain page of our website and the cookie is still valid, we and Twitter can detect that you have clicked on the ad and that you were forwarded to such page. Each client of Twitter Ads obtains a different cookie; this ensures that cookies cannot be tracked via the websites of Twitter Ads clients. The information collected via the conversion cookie is used to compile reports containing details on how many users have viewed a certain ad or clicked on it, but not containing any information on who viewed or clicked on an ad. These reports merely contain aggregated, public or non-personal data. Moreover, Twitter supports the “Do Not Track (DNT)” option. If you activate the DNT option on your browser, Twitter will not associate browser-related information with your account for the purpose of displaying personalized advertisements. For further information on DNT and on how you can activate this option on your browser, please refer to: <http://optout.aboutads.info>

Alternatively, you can adjust your personal Twitter settings at: <https://twitter.com/personalization>

b. Use of cookies for marketing purposes

We use cookies for marketing purposes, e.g. to display our advertisements in accordance with the interests of our users. Moreover, cookies are used for frequency capping (i.e. to limit the frequency of advertisement displays) and ad efficiency evaluation. By tracking which websites and which products were clicked, we can collect information on usage behavior in order to display interest-based advertising. This information will be shared with third parties. In such cases, the cookies will be placed directly by our marketing partners.

We place the following cookies:

Google Remarketing

In addition to AdWords tracking, we also use Google Remarketing, a retargeting function that allows us to display interest-based advertisements beyond our own advertising space. With the help of this function, we can display our advertisements to you on other websites you visit based on the services / products you previously called up on our website. A “recognition” cookie stored on your browser allows Google to record your interest in certain products during your visit to our website and to display respective targeted advertisements on other websites you call up. According to Google, the data collected within the scope of remarketing will not be merged with any personal data about you stored by Google; in particular, remarketing data will be used in pseudonymized form.

We use this function for purposes of interest-based advertising and targeted promotion regarding our products. Google has accepted the provisions of the EU-US Privacy Shield. 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.

If you do not wish to be shown interest-based advertisements, you can deactivate respective cookies on your browser or go to <https://www.google.com/settings/ads/onweb/> to prevent the further use of cookies by Google.

Google DoubleClick

This website uses the online marketing tool DoubleClick by Google. DoubleClick uses cookies to display relevant advertisements to users, to improve campaign performance reports, or to prevent that a user is shown the same ads more than once. Google uses a cookie ID to track which ads are placed via which browsers and can thus prevent that they are displayed more than once. In addition, DoubleClick may use cookie IDs to detect so-called conversions in relation to ad requests. For example, a user sees a DoubleClick ad and later, using the same browser, visits the advertiser's website to make a purchase. According to Google, DoubleClick cookies do not contain any personal information.

By implementing this tool, your browser will automatically establish a connection to a Google server. Please note that in this context data processing outside the European Union / the European Economic Area may occur. Google has accepted the provisions of the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. We have no influence on how the data is handled and further used by Google. The legal basis for the processing of your data for a period of up to two years is Art. 6, para. 1 sentence 1 letter f GDPR.

If you do not wish to receive any interest-based advertising, you can deactivate the respective use of cookies by Google at <https://www.google.de/settings/ads>. For further information on DoubleClick by Google please refer to <https://www.google.de/doubleclick> and for general information of data privacy at Google got to <https://www.google.de/intl/de/policies/privacy>. Alternatively, you can visit the website of Network Advertising Initiative (NAI) at www.networkadvertising.org.

Outbrain

We also use the retargeting service offered by Outbrain Inc., 39 West 13th Street, 3rd floor, New York, NY 10011, U.S.A. With the help of this function, we can display interest-based advertisements to the users of our website and on other websites using Outbrain. When calling up our website, a tracking pixel will be stored on your browser. When you visit other websites using the Outbrain function, the tracking pixel establishes a connection to your device and you will be shown personalized advertisements based on the websites you previously visited. 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.

Outbrain has stated that it acts in compliance with European data protection regulations and that model clauses are implemented as a safeguard for data transfers to the U.S. For further information on the services offered by Outbrain please refer to the privacy policy of Outbrain at <https://www.outbrain.com/legal/privacy#privacy-policy/>. You can also call up this link if you wish to revoke your consent.

Ligatus

We also use the remarketing service provided by Ligatus GmbH, Hohenstaufenring 30-32, 50674 Cologne, Germany. With the help of this function, we can display interest-based advertisements to the users of our website and on other websites using Ligatus. When calling up our website, a tracking pixel will be stored on your browser. When you visit other websites using the Ligatus function, the tracking pixel establishes a connection to your device and you will be shown personalized advertisements based on the websites you previously visited. 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.

Ligatus has stated that it acts in compliance with German data protection regulations. For further information on the services offered by Ligatus please refer to the data privacy policy of Ligatus at <https://www.ligatus.com/de/privacy-policy/>. If you wish to revoke your consent, please go to https://www.ligatus.com/en/privacy-policy#cookie_status.

rtbLAB

We use the online marketing tool rtbLab, which uses cookies to display user-targeted advertisements, to improve campaign performance reports, or to prevent that users are repeatedly shown the same advertisements. Via a cookie ID, rtbLab can detect which advertisements are placed via which browsers and can thus prevent that they are displayed more than once. In addition, with the use of cookies rtbLab can detect so-called conversions relating to ad requests: for example, a user sees an rtbLab ad and later, using the same browser, visits the advertiser's website to call up a certain offer or service and perhaps makes a purchase. The legal basis for the storage of the cookie is consent pursuant to Art. 6 (1) sentence 1 letter a GDPR.

By implementing this tool, your browser will automatically establish a connection with a server of rtbLab. We have no influence on the handling and further use of the data by rtbLab. The responsibility for compliance with data protection regulations lies with rtbLab.

Furthermore, we use the rtbLab tool to display personalized advertisements. For this purpose, a hashed ID is shared with rtbLab. In addition to this ID, further statistical data about your company may be transferred to rtbLab and used for advertising purposes (e.g. company size or industry). This coded information helps us to display advertisements that may be of special interest to you.

If you do not wish to receive interest-based advertising, you can deactivate the use of cookies by rtbLab for advertising purposes by going to <http://login.rtbmarket.com/index/optout>.

VI. Transfer of data to companies outside the EU / EEA

As explained in this data protection notice, Deutsche Messe AG will in some cases transfer personal data to companies that are based in countries outside the EU / EEA, e.g. the transfer of contact data to subsidiaries and/or sales partners of Deutsche Messe AG where visitors / companies are based abroad.

Where data is transferred to controllers outside the EU / EEA, Deutsche Messe AG will provide for an adequate level of data protection by concluding EU model clauses, unless the recipient of the data is validly registered with the US Data Privacy Shield, the exemptions of Art. 49 GDPR apply, or the EU commission has decided that the recipient country provides for an adequate level of data protection.

Hannover, May 2018