

Data protection regulations

Messe Berlin GmbH assigns a high priority to data protection. We therefore consider the security of the personal data made available to us in your stand application to be a matter of great importance. In implementing the necessary technical and organizational measures we therefore ensure that your data is protected in accordance with statutory regulations and is only used for the defined purposes.

The following principles therefore apply:

1. We collect, use and process your personal data as the basis for, and for implementing and processing your contractual arrangements with Messe Berlin GmbH, and for market research purposes. This data includes the company name and the name of the contact person, the street and building number, post code and town, the country, telephone and fax number and email address. These details ensure your participation in the trade fair.
2. To enable us to meet our contractual obligations we pass on some of your data to subsidiaries of Messe Berlin and to partner firms, which we have appointed to process the personal data. These basic services include, for example, accounting, stand construction, the basic entry in the catalogue and in the Virtual Market Place.
3. Consent with regard to consultancy, information (advertising) and marketing.
 - 3.1. To maximize the effectiveness of your appearance at the trade fair we also pass your data on to other companies in our group and to official partner companies, to enable them to offer you their own additional services, for example special entries in the catalogue and in the Virtual Market Place, special stand construction services, catering, logistics, the fair newspaper etc. (If you do **not** wish to give your consent, please cross this item out. This deletion does not affect the contractual relationship as such. Your email address and fax number will only be passed on if you have also marked the appropriate box in the stand application.)
 - 3.2. The personal data may be supplied to the official foreign representatives of Messe Berlin GmbH and its partner companies abroad, provided this is done for the purposes stated in Item 3. (If you do **not** wish to give your consent, please cross this item out. This deletion does not affect the contractual relationship as such. Your email address and fax number will only be passed on if you have also marked the appropriate box in the stand application.)
 - 3.3. We also supply your personal data to companies within the group that can offer you similar services that, we assume, will be of interest to your company. (If you do not wish to give your consent, please cross this item out. This deletion does **not** affect the contractual relationship as such. Your email address will and fax number only be passed on if you have also marked the appropriate box in the stand application.)
 - 3.4 You may revoke this declaration of consent at any time by notifying Messe Berlin GmbH accordingly. To do so, please contact your representative at Messe Berlin.

If you have made deletions to this document please return it to us together with the stand application. Thank you.