



## Part 1: Data protection information about our data processing in accordance with Articles (Art.) 13, 14 and 21 of the General Data Protection Regulation (GDPR)

We are very pleased about your interest in our website and our services. The protection of personal data is very important to us.

We have implemented technical and organizational measures to ensure the most complete protection of your personal data processed through our Internet pages. Nevertheless, Internet-based data transmissions can generally have security gaps, so that absolute protection cannot be guaranteed.

With this data protection declaration, we inform you how and for what purpose we collect and process your data and which claims and rights you are entitled to according to the data protection regulations.

### 1. Name and contact details of the data controller

This data protection information applies to data processing by (Controller):

#### **EUROEXPO Messe- und Kongress-GmbH**

Joseph Dollinger Bogen 7

80807 Muenchen

Phone: +49 (0)89 32391-259

Fax: +49 (0)89 32391-246

E-Mail: [management\[at\]euroexpo.de](mailto:management[at]euroexpo.de)

<https://www.euroexpo.de/en>

The data protection officer can be reached at the following address:

#### **Werner Hülsmann**

Münchener Str. 101 - Building 1 / 1st floor

D-85737 Ismaning

Phone: +49 (0) 89-51 30 569-7

E-mail: [euroexpo.de@extdsb.org](mailto:euroexpo.de@extdsb.org)

Website: [www.datenschutzwissen.de](http://www.datenschutzwissen.de)

### 2. Scope of the processing of personal data

As a matter of principle, we collect and process personal data of our users only to the extent necessary to provide a functional website and our content and services.

Personal data is data with which you can be personally identified. Processing means any operation related to personal data, such as collection, recording, arrangement, storage, adaptation or alteration, as well as disclosure or any other kind of use.

The collection and processing of personal data of our users is carried out in accordance with the

following provisions. Further details or additions to the purposes of data processing can be found in the respective contract documents, forms, a declaration of consent and/or other information provided to you.

### **3. Legal basis for the processing of personal data**

3.1 Insofar as we obtain the consent of the data subject for processing operations involving personal data, Article 6 (1) a of the EU General Data Protection Regulation (GDPR) serves as the legal basis. You can revoke this at any time. You will be informed separately about the consequences of revoking or not granting consent in the corresponding text of the consent.

In principle, the revocation of consent is only effective for the future. Processing that took place before the revocation is not affected and remains lawful.

Consent: Consent is any expression of will made voluntarily by the data subject for the specific case in an informed manner and in an unambiguous manner in the form of a declaration or other unambiguous confirmatory act by which the data subject indicates that he or she consents to the processing of personal data relating to him or her.

3.1.1 In particular, when you register for our newsletters, we will use your name and e-mail address to send you our personalized newsletters on a regular basis. To receive a newsletter, it is sufficient to provide an e-mail address. When registering for the newsletter, we also store the IP address of the computer system used by the data subject at the time of registration, as assigned by the Internet service provider (ISP), as well as the date and time of registration. The collection of this data is necessary in order to be able to trace the (possible) misuse of the e-mail address of a data subject at a later date and therefore serves our legal protection.

No other data is collected unless you provide it voluntarily.

Registration takes place with the help of the so-called "double opt-in" procedure. In this process, you will receive an e-mail with a link that you can use to confirm that you are the owner of the e-mail address and wish to be notified of our e-mail service. If your subscription is not confirmed after requesting the confirmation email, your provided personal data will not be processed, but will be automatically deactivated and deleted with the next data check (usually within one week).

After successful registration, you can unsubscribe from the newsletter by clicking on the link contained in each newsletter. The e-mail address together with the identifying information will be stored until you unsubscribe.

The legal basis for sending the newsletter as a result of the sale of goods or services is Section 7 (3) UWG.

3.1.2 For questions of any kind, we offer you the possibility to contact us via a contact form provided on the websites. In doing so, it is necessary to provide your name and a valid e-mail address so that we know from whom the inquiry originates and so that we can answer it. The temporary storage of the IP address when sending the form is required for the secure operation of the website and the underlying IT systems.

Additional information can be provided voluntarily.

Voluntary fields in the form are those fields that are not clearly marked as mandatory (red asterisk). We use the information of address, telephone or other personal data to contact you, also in case of any queries, to enter into a contract with you, to send you the ordered goods or to otherwise adequately

respond to your request.

The data processing for the purpose of contacting us is based on your voluntarily given consent, which can be revoked at any time. The data you enter in the contact form will remain with us until you request us to delete it, revoke your consent to store it, or the purpose for storing the data no longer applies (e.g. after we have completed processing your request). Mandatory legal provisions - in particular retention periods - remain unaffected.

### 3.1.3 Registration/user account

You can set up a password-protected user account with us, in which we store your personal data. This serves the purpose of providing you with the greatest possible convenience in the processing of your orders through easier, faster and more personalized purchase processing and to manage your user profile. The creation of a user account is not required for the use of our site and for orders that you wish to place with us. We offer you the possibility to place your order as a guest. In this case, however, you will have to re-enter all of your data each time you place an order.

For your user account we need the following information from you:

- Salutation, first name, last name
- Address
- Payment data, if you do not pay by invoice
- A valid e-mail address

In addition, you must provide a password of your choice to set up a user account. Together with your e-mail address, this allows you to access your user account. In your user account you can view and change the data stored about you at any time.

For faster clarification of any queries, you can also voluntarily provide your telephone or fax number. In addition, you can voluntarily enter your profession, company, department, country.

After deletion of your user account, your data will be automatically deleted for further use, unless we are obliged to store it for a longer period of time according to Article 6 para. 1 p. 1 c GDPR due to tax and commercial law retention and documentation obligations (from HGB, StGB or AO) or you have consented to the storage beyond this according to Article 6 para. 1 p. 1 a GDPR.

Those data that are absolutely necessary for delivery or order processing will be passed on to third party service providers. As soon as the storage of your data is no longer necessary or required by law, it will be deleted.

### 3.1.4 Competitions:

From participants in our sweepstakes, we require their personal data (name, address, e-mail address, telephone number). We store this personal data by name for the purpose of conducting and processing the sweepstakes in order to determine you as a possible winner or to inform you of a possible win and to be able to answer questions to and from participants and winners. In the event that you have won, we need your address in order to send you your prize.

In addition to the data collected via the entry forms, we store the time of entry as well as information about the browser used, the IP address assigned at the time of entry and the last website visited by the entrant. This information helps us in any troubleshooting that may be necessary and in answering questions from the contest participants. In addition, this enables us to identify participants who do not enter personally but via sweepstakes services.

With your participation you agree to receive e-mail messages (e.g. confirmation of participation, prize notification, etc.).

We will only pass on the winners' personal data that is required by us or our cooperation partners to hand over or claim the prize.

Subject to legal retention periods, your personal data will be deleted no later than 1 month after the end of the competition. Your personal data will also be deleted if you have revoked any consent you have given for processing, unless there are mandatory legal retention periods.

For more details on your rights, please refer to section 12.

#### Consent to use the photo

By participating in the competition, you give your consent for your photo to be published on our websites in the event that you win. You can revoke this consent at any time.

This publication is based on our legitimate interest as organizer to publish the winner of the sweepstakes, Art. 6 para. 1 f GDPR.

3.2 When processing personal data that is necessary for the performance of a contract to which the data subject is a party, Art. 6 para.1 b GDPR serves as the legal basis. This also applies to processing operations that are necessary for the performance of pre-contractual measures, e.g. with interested parties.

In particular, the processing thus serves the provision of media services, events in presence or online form, purchases of products or services, consulting services and activities in the context of market research in accordance with your orders and wishes and include the services, measures and activities necessary for this.

The following personal data are collected and processed when orders are placed:

- Salutation, first name, last name
- Address
- Payment data, if you do not pay by invoice
- A valid e-mail address

In addition, you can voluntarily provide further data. This data processing is based on our legitimate economic interest pursuant to Art. 6 para.1 f GDPR for the purpose of ensuring a smooth and easy processing of your order and the efficient handling of any queries.

- Company
- Title
- Telephone number
- Fax number and an alternative delivery address

#### Notices when using apps

If, in accordance with the applicable terms of use of a third-party provider from whom you download an app (such as iTunes, Google, etc.), we become your contractual partner for the purchase of the app, we will process the data provided to us by the third-party provider, e.g. your device ID, to the extent necessary for the performance of the contract so that you can download the app to your mobile device.

As a precaution, we point out that when using our products, internet offers and services by means of so-called mobile devices (smartphones, cell phones, tablets, etc.), precise location data may be collected, used and passed on, including the geographical location of your mobile device. In addition, further data may be collected, processed and used within the scope of the terms of use of your respective

telecommunications provider.

### 3.2.1 Events

At our events (trade fairs, congresses, seminars, workshops, etc.), we also collect data from participants on their company, professional position and industry as mandatory information as part of the registration process. On the one hand, this enables us to determine whether the participants have a professional connection to the respective event, and on the other hand, we use their personal data set to realize the "lead management" offers. In the area of "lead management", participants can have the barcode or QR code printed on their ticket "scanned" by exhibitors, for example, in order to give them access to their data for the purpose of a subsequent promotional approach by the exhibitor, if necessary, or to grant discounts and vouchers from exhibitors or sponsors.

We process the collected data according to Art. 6 para. 1 b GDPR in order to fulfill the existing contract with a participant, usually for the purpose of attending the event. This also includes the associated customer service. In the context of lead management, the legal basis of Art. 6 para. 1 a GDPR applies. By having the QR code scanned by the exhibitor or organizer, participants give their consent to data processing.

We also process and use the participant data, insofar as we are permitted to do so in accordance with the legal requirements, for the purpose of addressing them in advertising by post or e-mail. The data processing is based on Art. 6 para. 1 f GDPR in order to inform the participants about our events and related topics.

If participants have redeemed an entry code from an exhibitor for a ticket, we will pass on their personal data to the inviting exhibitor.

On our websites, interested parties and participants have the opportunity to order programs and catalogs for our events. To do this, we require the name, e-mail address and desired shipping address of the participant or exhibitor. Further information is voluntary.

The legal basis for the processing is Art. 6 para. 1 f GDPR (legitimate interest of the responsible party). The data will only be processed to respond to the request and will be deleted after your request has been dealt with, unless legal or contractual.

Companies wishing to participate in our events as exhibitors must send us registration documents or fill out an online registration mask for this purpose. When you register, we collect all the data required to process the declaration of participation and for the preparation, implementation and handling of your participation.

We also process and use the data, insofar as we are permitted to do so by law, for the purpose of advertising by mail, e-mail and/or telephone.

We process the collected data pursuant to Art. 6 para. 1 b GDPR for the purpose of contract performance, which concerns the participation of exhibitors at a trade fair. This also includes the associated customer service.

### 3.3 Should the processing of personal data be necessary for the fulfillment of a legal obligation to which our company is subject, Art. 6 para. 1 c GDPR serves as the legal basis.

Primarily, these are legal requirements (e.g. commercial and tax laws) but also, if applicable, regulatory or other official requirements. The purposes of the processing may include identity and age verification, fraud and money laundering prevention, the prevention, combating and investigation of criminal offences endangering assets, the fulfillment of control and reporting obligations under tax law and the archiving of data for data protection and data security purposes as well as audits by tax and other

authorities. In addition, the disclosure of personal data may become necessary in the context of official/court measures for the purposes of gathering evidence, criminal prosecution or enforcement of civil claims.

3.4 If the processing is necessary to protect a legitimate interest of our company or a third party and the interests, fundamental rights and freedoms of the data subject do not override the former interest, Article 6 (1) f GDPR serves as the legal basis for the processing. According to Recital 47 of the GDPR, this is the case, for example, if there is a relevant and appropriate relationship between the data subject and the controller, e.g., if the data subject is a customer of the controller. But also for the following purposes:

- Ensuring a smooth connection of the web pages
- Ensuring a comfortable use of our websites
- Evaluation of system security and stability
- For other administrative purposes,
- Advertising or market and opinion research, insofar as you have not objected to the use of your data
- Obtaining information and exchanging data with credit agencies, insofar as this exceeds our economic risk
- The testing and optimization of demand analysis procedures
- The further development of services and products as well as existing systems and processes
- Statistical evaluations or market analysis
- The assertion of legal claims and defense in legal disputes that are not directly attributable to the contractual relationship
- The development of scoring systems or automated decision-making processes

Building and facility security (e.g., through access controls and video surveillance), insofar as this goes beyond the general duties of care.

## **4. Provision of the websites and creation of log files**

Each time our website is called up, our system automatically collects data and information from the computer system of the calling computer. The following data is collected in this process:

- (1) Information about the browser type and version used
- (2) The operating system of the user
- (3) The user's Internet service provider
- (4) The IP address of the user
- (5) Date and time of access
- (6) Websites from which the user's system accesses our website
- (7) Web pages that are accessed by the user's system via our web pages

This data is also stored in the log files of our system. This data is not stored together with other personal data of the user.

The storage in log files is done to ensure the functionality of the web pages. In addition, we use the data to optimize the websites and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context.



The legal basis for the temporary storage of the data and the log files is Art. 6 para. 1 f GDPR.

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected, at the latest after 14 days.

The collection of data for the provision of the websites and the storage of the data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility for the user to object.

## **5. The categories of data we process, insofar as we do not receive data directly from you, and their origin**

To the extent necessary for the provision of our services, we process personal data permissibly received from other companies or other third parties (e.g. credit agencies, address publishers). In addition, we process personal data that we have permissibly taken, received or acquired from publicly accessible sources (such as telephone directories, commercial and association registers, population registers, debtor directories, the press, the Internet and other media) and are permitted to process.

Relevant personal data categories may include in particular:

- Personal data (name, profession/industry and comparable data)
- Contact data (address, e-mail address, telephone number and comparable data)
- Address data (registration data and comparable data)
- Payment/coverage confirmation for bank and credit cards
- Information about your financial situation (creditworthiness data including scoring, i.e. data for assessing economic risk)
- Customer history
- Data about your use of the telemedia offered by us (e.g. time of calling up our websites, apps or newsletters, pages/links clicked on by us or entries and comparable data)

## **6. Recipients or categories of recipients of your data**

Within our company, only authorized employees receive your data who need it to fulfill our contractual and legal obligations or in the context of processing and implementing our legitimate interest. Your data will only be passed on to external parties in connection with

- In connection with the processing of contracts
- For the purpose of fulfilling legal requirements according to which we are obliged to provide information, report or pass on data or the passing on of data is in the public interest
- To the extent that external service providers process data on our behalf as order processors or function transferees (e.g., customer service centers, delivery companies, lettershops, accounting, hosting service providers, advertising agencies, external data centers, support/maintenance of IT applications, archiving, document processing, call center services, compliance services, controlling, data validation or plausibility checks, data processing, etc.). -(e.g., data validation or plausibility check, data destruction, purchasing/procurement, customer administration, marketing, media technology, research, risk controlling, billing, telephony, website management, auditing services, credit institutions, printers or companies for data disposal, courier services, logistics)
- On the basis of our legitimate interest or the legitimate interest of the third party for within the scope of the above-mentioned purposes (e.g. to authorities, credit agencies, debt collection, lawyers,

courts, appraisers, companies of the HUSS Group - addresses can be found on our website - and committees and supervisory bodies, etc.)

- If you have given us permission to transfer data to third parties.

Processor: A processor is a natural or legal person, authority, institution or other body that processes personal data on behalf of the controller.

## **7. Passing on of data**

The collected data will only be sold or passed on to third parties for other reasons if you have given us your express consent or if there is a legal permissible circumstance for address trading after weighing up the interests (Art. 6 (1) f GDPR in conjunction with recital 47 GDPR). This applies in particular to our address trading with B2B addresses). You may object to the use of your personal data for the purpose of direct marketing at any time.

Insofar as we commission service providers within the scope of order processing, your data is subject to the same security standards there as it is with us. In other cases, the recipients may only use the data for the purposes for which it was transmitted to them.

## **8. Use of links to and from external providers**

Please note that our websites contain links to external third parties (e.g. advertising banners) and that links may be mentioned in posts. When you open these links, you are on the website of third parties over whose data protection and security measures we have no influence.

We do not monitor these websites in the and are also not responsible for the content and data processing on the corresponding third-party websites.

## **9. Processing of your data in a third country or by an international organization**

A data transfer to entities in countries outside the European Union (EU) or the European Economic Area (EEA) (so-called third countries) takes place if it should be necessary for the execution of an order/contract from or with you, it is required by law, it is within the scope of a legitimate interest of us or a third party or you have given us your consent. This occurs, for example, in the context of a legal prosecution of our contractual or legal claims or in the course of the organization of trade fairs, congresses, seminars, workshops and the like. In this context, the processing of your data in a third country may also take place in connection with the involvement of service providers within the scope of commissioned processing. If the EU Commission does not issue a decision on an adequate level of data protection for the country in question, we will ensure in accordance with EU

data protection requirements, we ensure through appropriate contracts that their rights and freedoms are adequately protected and guaranteed. The processing is carried out, for example, on the basis of special guarantees, such as the officially recognized determination of a level of data protection corresponding to the EU (e.g., for the USA by the "Privacy Shield") or compliance with officially recognized special contractual obligations (so-called "standard contractual clauses"). We will provide you with corresponding detailed information upon request.



## 10. Collection and processing of personal data for applications and in the application process

We collect and process the personal data of applicants for the purpose of handling the application process. The processing may also take place electronically. This is particularly the case if an applicant sends corresponding application documents to the controller by electronic means, for example by e-mail or via a web form located on the website. If the controller concludes an employment contract with an applicant, the transmitted data will be stored for the purpose of processing the employment relationship in compliance with the statutory provisions. If the controller does not conclude an employment contract with the applicant, the application documents will be deleted after notification of the rejection decision for a maximum of 6 months after the end of the application process.

application process.deleted, provided that no other legitimate interests of the controller are opposed to deletion. Other legitimate interest in this sense is, for example, a duty to provide evidence in a possible procedure under the General Equal Treatment Act (AGG). The legal basis for the processing is Art. 6 para. 1 lit. b GDPR.

## 11. Data deletion and storage period

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage ceases to apply. In addition, storage may take place for as long as this is provided for by the European or national legislator in Union regulations, laws or other provisions to which the person responsible is subject (e.g. in the case of storage and documentation obligations under the German Commercial Code (HGB) or the German Fiscal Code (AO) and within the framework of statutory limitation provisions under the German Civil Code (BGB)). Data will also be blocked or deleted if a storage period prescribed by the aforementioned standards expires, unless there is a need for further storage of the data for the conclusion or fulfillment of a contract.

## 12. Your data protection rights

If personal data is processed by you, you are a data subject within the meaning of the GDPR and you are entitled to the following rights:

- Thus, you have the right to receive information from us about your personal data stored by us, its origin and recipient and the purpose of the data processing according to the rules of Art. 15 DSGVO (if necessary with restrictions according to § 34 BDSG).
- Upon your request, we will correct the data stored about you in accordance with Art. 16 GDPR if it is inaccurate or incorrect.
- If you wish, we will delete your data in accordance with the principles of Art. 17 GDPR, provided that other statutory regulations (e.g. statutory retention obligations or the restrictions under Section 35 BDSG) or an overriding interest on our part (e.g. for the defense of our rights and claims) do not prevent this.
- Taking into account the requirements of Art. 18 GDPR, you may request us to restrict the processing of your data.
- Furthermore, you may object to the processing of your data pursuant to Art. 21 GDPR, on the basis of which we must terminate the processing of your data. However, this right of objection only applies in the case of very special circumstances of your personal situation, whereby rights of our company

may possibly conflict with your right of objection. More details below.

- You also have the right to receive your data in a structured, common and machine-readable format under the conditions of Art. 20 GDPR or to transfer it to a third party.
- In addition, you have the right to revoke your consent to the processing of personal data at any time with effect for the future.
- Furthermore, you have the right to lodge a complaint with a data protection supervisory authority (Art. 77 GDPR). The competent supervisory authority for data protection issues is the Bavarian State Office for Data Protection Supervision (<https://www.lda.bayern.de/de/impressum.html>). However, we recommend that you always first address a complaint to our data protection officer.
- If possible, your requests regarding the exercise of your rights should be addressed to our address given above. An informal communication by e-mail is sufficient for this purpose. Information about your right to object Art. 21 GDPR.
- You have the right to object at any time to the processing of your data that is carried out on the basis of Art. 6(1)(f)GDPR (data processing on the basis of a balance of interests), if there are grounds for doing so that arise from your particular situation. This also applies to profiling based on this provision within the meaning of Art. 4 No. 4 GDPR.
- If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims. We may also process your personal data in order to carry out direct advertising. If you do not wish to receive advertising, you have the right to object to this at any time; this also applies to profiling, insofar as it is associated with such direct advertising. We will observe this objection for the future.

## 13. Security

Our websites use SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or requests that you send to us. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

In addition, we take precautions to protect your personal data from loss, destruction, falsification, manipulation and unauthorized access. The legal data protection regulations of the Federal Republic of Germany are of course observed.

However, please bear in mind that data transmission via the Internet is never completely secure. We cannot guarantee the security of data entered on our website during transmission via the Internet. This is at your own risk.

## 14. Changes to this privacy policy

Changes in the law or changes in our internal processes may make it necessary to amend this data protection declaration. We therefore reserve the right to amend this data protection declaration in accordance with the updating of our website in each case. This privacy policy was last updated on 23.5.2018.

# Part 2: Information on data protection on our websites

## 1. Cookies

Cookies are small files that make it possible to store specific, device-related information on the user's access device (PC, laptop, smartphone or similar). Cookies do not cause any damage to your terminal device, do not contain viruses, Trojans or other malicious software. Information is stored in the cookie that is related to the specific end device used. However, this does not mean that we gain direct knowledge of your identity.

On the one hand, they serve the user-friendliness of websites and thus the users (e.g. storage of login data). For example, we use so-called session cookies to recognize that you have already visited individual pages of our website or for shopping cart display. These are automatically deleted after you leave our site. In addition, we also use temporary cookies to optimize user-friendliness, which are stored on your terminal device for a certain fixed period of time. If you visit our site again to use our services, it is automatically recognized that you have already been to our site and which entries and settings you have made so that you do not have to enter them again.

On the other hand, they are used to collect statistical data on website use and to be able to analyze it for the purpose of optimizing our offer. These cookies enable us to automatically recognize that you have already been to our site when you visit it again. These cookies are automatically deleted after a defined period of time.

According to Art. 6 para. 1 p. 1 f GDPR, we have a legitimate interest in storing cookies for the technically error-free and optimized provision of our services. Insofar as other cookies (e.g. cookies to analyze your surfing behavior) are stored, these are dealt with separately in this data protection declaration under Part 2 Clause 2.

When calling up our website, users are informed by an info banner about the use of cookies for analysis purposes and referred to this data protection declaration. In this context, there is also an indication of how the storage of cookies can be prevented in the browser settings.

Users can influence the use of cookies. Most browsers have an option with which the storage of cookies can be restricted or completely prevented. However, it should be noted that the use and especially the comfort of use will be limited without cookies.

You can manage many online ad cookies from companies via the US site <http://www.aboutads.info/choices/> or the EU site <http://www.youronlinechoices.com/uk/your-ad-choices/>.

## 2. Analytics tools, tracking tools and advertising

We use third-party vendors that use cookies and similar technologies if your device settings allow it. This enables an analysis of your use of our websites and applications.

The information generated by this about your usage is thereby regularly transmitted to a server of the web analysis service and stored and processed there.

### 2.1 Google Analytics

For the purpose of demand-oriented design and continuous optimization of our pages, we use Google Analytics, a web analysis service of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter "Google"). In this context, pseudonymized usage profiles are created and cookies are

used. The information generated by the cookie about your use of our websites, such as

- Browser type/version,
- Operating system used,
- Referrer URL (the previously visited page),
- Host name of the accessing computer (IP address),
- Time of the server request,

are transmitted to a Google server in the USA and stored there. The information is used to evaluate the use of the websites, to compile reports on website activity and to provide other services related to website and internet usage for the purposes of market research and demand-oriented design of these internet pages. This information may also be transferred to third parties if this is required by law or if third parties process this data on our behalf. Under no circumstances will your IP address be merged with other Google data. The IP addresses are anonymized so that an assignment is not possible (IP masking).

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of our website.

You can also prevent the collection of data generated by the cookie and related to your use of the websites (including your IP address) and the processing of this data by Google by downloading and installing a browser add-on.

As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent the collection by Google Analytics by clicking on the following link. An opt-out cookie will be set, which prevents the future collection of your data when visiting our websites: [Disable Google Analytics](#)

The opt-out cookie is only valid in this browser and only for our websites and is stored on your device. If you delete the cookies in this browser, you must set the opt-out cookie again.

For more information about Google's use of data, settings and opt-out options, please refer to Google's privacy policy (<https://policies.google.com/technologies/ads>) and the settings for the display of advertising by Google (<https://adssettings.google.com/authenticated>).

## 2.2 Google Web Fonts:

Google Web Fonts of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, are implemented on our websites. This enables the display of fonts. By using Google Web Fonts, an external server of Google in the USA is called up when using this offer, i.e. Google is theoretically informed about the use of the offer. Information on the data protection conditions of Google Web Fonts is available at: <https://developers.google.com/fonts/faq#Privacy>.

General information on data protection can be found in the Google Privacy Center at: <http://www.google.com/intl/de-DE/privacy/>.

## 2.3 Google Maps

Our website uses maps of the service "Google Maps". The integration of Google Maps is done by a server call at Google (usually in the USA). The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. To use the functions of Google Maps, it is necessary to store your IP address. This information is usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transmission. The use of Google Maps is in the interest of an appealing presentation of our online offers and an easy location of the places indicated by us on our websites. This represents a legitimate interest within the meaning of Art. 6 para. 1. f DSGVO. More information on the handling of user data can be found in Google's privacy policy:

<https://www.google.de/intl/de/policies/privacy/>.

## Right of objection

If you do not wish to be recorded by these Google services, you have the option of performing the opt-out process here: <https://adssettings.google.com/authenticated>.

## 2.4 Ticket sales via TicketMachine

Our (online) ticket sales as well as our (online) visitor registration is carried out via the TicketMachine service, which is operated by NET-UP Aktiengesellschaft, Dachauer Str. 272, 80992 Munich, Germany.

Information on the purpose and scope of the data collection and its processing by NET-UP AG can be found in their data protection statements: <https://ng.ticketmachine.de/datenschutzerklaerung>

## 2.5 Episerver (formerly Optivo)

The newsletter is sent using Episerver Campaign (formerly optivo® broadmail), an email marketing software of the provider Episerver GmbH, Wallstraße 16, 10179 Berlin. The email addresses of our newsletter recipients, as well as their other data described in this notice, are located on Episerver's servers in data centers in Germany and are subject to the EU General Data Protection Regulation and supplementary German data protection law. Episerver uses this information to send and evaluate the newsletter on our behalf. Furthermore, Episerver may use this data to optimize or improve its own services, e.g. to technically optimize the dispatch and display of the newsletters. However, Episerver does not use the data of our newsletter recipients to write to them itself or pass the data on to third parties. The topic of data security has always been a top priority at Episerver. The comprehensive and valid security concept for their omnichannel and email marketing cloud Episerver Campaign is certified according to the internationally authoritative ISO 27001. Further information can be found at <https://www.episerver.de/produkte/plattform/episerver-campaign/sicherheit/> and <https://www.episerver.de/legal/privacy-statement>.

## Statistical analyses for newsletters

The newsletters contain a pixel-sized image (tracking pixel), which is retrieved from Episerver's server when the newsletter is opened. As part of this retrieval, technical information such as information about your browser or system, as well as your IP address and the time of retrieval are collected. This information is used for technical improvement of the services. Statistical surveys include determining whether newsletters are opened, when they are opened and which links are clicked. This is used to identify the reading habits of our users and to adapt our content to them or to send different content according to the interests of our users. Your consent to the sending of a newsletter includes the measurement of success. To object to the evaluation of the newsletter send an e-mail to: [multimedia@huss-verlag.de](mailto:multimedia@huss-verlag.de).

## 2.6 Web host Minuskel Berlin

The hosting services used by us serve to provide the following services: Infrastructure and platform services, computing capacity, storage space and database services, security services and technical maintenance services, which we use for the purpose of operating this online offer. In doing so, we, or our hosting provider, process inventory data, contact data, content data, contract data, usage data, meta data and communication data of customers, interested parties and visitors of this online offer on the basis of our legitimate interests in an efficient and secure provision of this online offer pursuant to Art. 6 para. 1 f DSGVO in conjunction with Art. 28 DSGVO (conclusion of order processing contract).

## 2.7 LOGjobs.com

We use an iframe of the job portal LOGjobs.de ("LOGjobs.de") of Logvocatus GmbH on our website. This allows us to target visitors to our websites with job advertisements specific to their field of expertise. LOGjobs.de uses cookies to carry out the website usage. No personal data of visitors to the iframe is stored. The legal basis for the processing of the users' personal data is Art. 6 para. 1 f DSGVO. When the website user clicks on a job advertisement, he or she leaves our website and is subsequently subject to the privacy policy of the LOGjobs.de website. Further information on data protection and the terms of use at LOGjobs.de: <https://www.logjobs.de/rund-um-logjobsde/agbsdatenschutzimpressum.html>

## 3. Social Media Plug-ins

We use social plug-ins of the social networks Facebook, Twitter, LinkedIn, Xing on our websites in order to make our company better known through them. We integrate these plug-ins by means of a hyperlink displayed as a button in order to protect visitors to our website as best as possible.

Within the scope of this solution, no direct contact is established from the user's browser to the servers of the providers by means of the plugins. By clicking on the respective plugin, the user is redirected to the provider's websites. We have no influence on the processing of personal data on third-party websites.

### 3.1 Shariff

We have integrated the Shariff component on our website. The Shariff component provides social media buttons that are privacy-compliant. Usually, the button solutions provided by the social networks already transmit personal data to the respective social network when a user visits a website in which a social media button has been integrated. By using the Shariff component, personal data is only transmitted to social networks when the visitor to a website actively clicks one of the social media buttons. Further information on the Shariff- at <https://www.heise.de/newsticker/meldung/Datenschutz-und-Social-Media-Der...> held ready. The purpose of using the Shariff component is to protect the personal data of visitors to our website and at the same time to enable us to integrate a button solution for social networks on this website. Further information and the applicable privacy policy of GitHub can be found at <https://help.github.com/articles/github-privacy-policy/>.

### 3.2 YouTube

We have integrated YouTube components on our websites. YouTube is an Internet video portal that allows video publishers to post video clips free of charge and other users to view, rate and comment on them, also free of charge. YouTube allows the publication of all types of videos, which is why complete film and TV shows, but also music videos, trailers or videos made by users themselves can be accessed via the Internet portal. The operating company of YouTube is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. By each call of one of the individual pages of this website, which is operated by the controller and on which a YouTube component (YouTube video) has been integrated, the Internet browser on the information technology system of the data subject is automatically caused by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. Further information on YouTube can be found at <https://www.youtube.com/yt/about/de/>. Within the scope of this technical procedure, YouTube and Google receive knowledge of which specific sub-page of our website is visited by the data subject. If the data subject is logged into YouTube at the same time, YouTube recognizes which specific sub-page of



our website the data subject is visiting by calling up a sub-page that contains a YouTube video. This information is collected by YouTube and Google and assigned to the respective YouTube account of the data subject. YouTube and Google always receive information via the YouTube component that the data subject has visited our website if the data subject is simultaneously logged into YouTube at the time of calling up our website; this takes place regardless of whether the data subject clicks on a YouTube video or not. If the data subject does not want this information to be transmitted to YouTube and Google, he or she can prevent the transmission by logging out of his or her YouTube account before accessing our website. The privacy policy published by YouTube, which can be accessed at <https://www.google.de/intl/de/policies/privacy/>, provides information about the collection, processing and use of personal data by YouTube and Google.

### Right of objection

If you do not wish to be collected by these Google services, you have the option to perform the opt-out process here: <https://adssettings.google.com/authenticated>.

### 3.3 Facebook

Social media plugins from Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, Europe (hereinafter: "Facebook") are used on our websites to make their use more personal. For this purpose, we use a share button. When you call up a page of our website, no connection is established with Facebook's servers. If you click on the corresponding button, you will be redirected to a Facebook website. On this, you can share our content by clicking again. We have no influence on the processing of personal data on third-party websites. By calling up the Facebook website, Facebook receives the information that your browser has called up the corresponding page, even if you do not have a Facebook account or are not currently logged into Facebook. This information (including your IP address) is transmitted by your browser directly to a Facebook server in the USA and stored there. Facebook observes the data protection provisions of the "US Privacy Shield" and is registered with the "US Privacy Shield" program of the US Department of Commerce. If you are logged in to Facebook and interact with the plugins on the Facebook website, for example by pressing the "LIKE" or "SHARE" button, the corresponding information is also transmitted directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your Facebook friends. Facebook may use this information for the purposes of advertising, market research and demand-oriented design of the Facebook pages. For this purpose, Facebook creates usage, interest and relationship profiles, e.g. to evaluate your use of our websites with regard to the advertisements displayed to you on Facebook, to inform other Facebook users about your activities on our websites and to provide other services associated with the use of Facebook. For the purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your rights in this regard and setting options for protecting your privacy, please refer to Facebook's privacy policy.

<https://de-de.facebook.com/policy.php>

<https://www.facebook.com/privacy/explanation>

### 3.4 Twitter

We have integrated components of Twitter on this website in order to be able to integrate posts published on Twitter (so-called "tweets") into our reporting. Twitter is a multilingual publicly accessible microblogging service on which users can publish and distribute so-called tweets, i.e. short messages limited to 280 characters. These short messages can be accessed by anyone, including people who are not registered with Twitter. However, the tweets are also displayed to the so-called followers of the respective user. Followers are other Twitter users who follow the tweets of a user. Furthermore, Twitter makes it possible to address a broad audience via hashtags, links or retweets. The operating company of Twitter is Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. Each time one of

the individual pages of this website operated by us and on which a Twitter component has been integrated is called up, the Internet browser on the information technology system of the data subject is automatically caused by the respective Twitter component to download a representation of the corresponding Twitter component from Twitter. Within the scope of this technical procedure, Twitter receives knowledge about which specific subpage of our website is visited by the data subject. The purpose of integrating the Twitter component is to enable our users to disseminate the content of this website, to make this website known in the digital world and to increase our visitor numbers. If the data subject is logged in to Twitter at the same time, Twitter recognizes which specific subpage of our website the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Twitter component and assigned by Twitter to the respective Twitter account of the data subject. If the data subject activates one of the Twitter buttons integrated on our website, the data and information thus transmitted will be assigned to the personal Twitter user account of the data subject and stored and processed by Twitter. Twitter always receives information via the Twitter component that the data subject has visited our website if the data subject is simultaneously logged into Twitter at the time of calling up our website; this takes place regardless of whether the data subject clicks on the Twitter component or not. If the data subject does not want this information to be transmitted to Twitter, he or she can prevent the transmission by logging out of his or her Twitter account before accessing our website. The applicable data protection provisions of Twitter are available at <https://twitter.com/de/privacy>.

### 3.5 Xing

Plugins of the XING network of XING SE, Dammtorstraße 30, 20354 Hamburg, Germany (hereinafter: "XING") are integrated on our websites. You can recognize the XING plugins by the green K on a gray background. When you call up a page of our website, no connection is established with the XING servers. If you click on the corresponding button, you will be redirected to a XING website. On this, you can share our content by clicking again. We have no influence on the processing of personal data on third-party websites. By calling up the XING website, XING thereby receives the information that you have visited their site with your IP address and further log data. This log data includes browser type, operating system, information about the website you previously visited and the pages you viewed, location, your mobile carrier, device information (including device ID and application ID), search terms and cookie information. XING anonymizes all log files before storing them. Furthermore, XING uses tracking and targeting tools to optimize the website and adapt it to the needs of users.

If you click the XING button while logged into your XING account, you can link the content of our pages on your XING profile. This allows XING to associate the content of our pages with your user account. For more information, please refer to the XING privacy policy.

[https://nats.xing.com/optout.html?popup=1&locale=de\\_DE](https://nats.xing.com/optout.html?popup=1&locale=de_DE)

### 3.6 LinkedIn

Plugins of the LinkedIn network of LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland (hereinafter: "LinkedIn") are integrated on our websites. You can recognize the LinkedIn plugins by the white "in" on a blue background.

When you call up a page of our website, no connection is established with the servers of LinkedIn. If you click on the corresponding button, you will be redirected to a LinkedIn website. On this, you can share our content by clicking again. We have no influence on the processing of personal data on third-party websites. This information is transmitted by your browser directly to a LinkedIn server in the USA and stored there. LinkedIn observes the data protection provisions of the "US Privacy Shield" and is registered with the "US Privacy Shield" program of the US Department of Commerce. By calling up the

LinkedIn website, LinkedIn thereby receives the information that you have visited their site with your IP address and further log data. This log data includes browser type, operating system, information about the website you visited previously and the pages you viewed, location, your mobile carrier, device information (including device ID and application ID), search terms, and cookie information. Furthermore, LinkedIn uses tracking and targeting tools to optimize and customize the website to users' needs. If you click the LinkedIn button while logged into your LinkedIn account, you can link the content of our pages on your LinkedIn profile. This allows LinkedIn to associate the content of our pages with your user account.

For more information, please refer to the privacy policy of LinkedIn.  
[https://www.linkedin.com/legal/privacy-policy?\\_l=de\\_DE](https://www.linkedin.com/legal/privacy-policy?_l=de_DE)

## **4. Data protection settings**

An overview of all tools and cookies used by us, as well as a revocation option, can be obtained by clicking on the "Cookie Settings" on the respective domain page.

You can make data protection settings via a link in the website footer, or via the shield icon at the bottom left of the respective browser window.

**Our address:**

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Phone: +49 89 32391-259

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E-mail: [logimat\[at\]euroexpo.de](mailto:logimat@euroexpo.de)

**Management board:**

Christoph Huss

**Registered Headquarters Munich**

Registry court Munich,  
Commercial Register 114550  
Place of jurisdiction: Munich

**Bank details:**

Bank : Deutsche Bank, Muenchen  
IBAN : DE04700700100021444500  
BIC : DEUTDEMM  
VAT registration no. : De812104196

**Legal information for consumers:**

Information on online dispute resolution: European Commission is providing a web platform for online resolution of disputes. The ODR platform is available at the following link: <http://ec.europa.eu/consumers/odr>.