



## DATA PROCESSING POLICY

### 1. Name and contact details of data controller and company data protection officer

The data controller is FMFI Freiburg Management and Marketing GmbH, represented by its managing directors, Hanna Böhme and Daniel Strowitzki.

The data controller can be reached as follows:

Address: Neuer Messplatz 3, 79108 Freiburg  
 Telephone: +49 (0)761 3881-3101/-1101  
 Fax: +49 (0)761 3881-3127  
 Email: messe.freiburg@fwtm.de  
 Website: www.fwtm.freiburg.de

The data protection officer for FMFI Freiburg Management and Marketing GmbH is our certified data protection officer and attorney, Marc E. Evers.

Our data protection officer can be reached as follows:

Address: Burgunder Str. 20, 79104 Freiburg  
 Email: datenschutz@datasekure.de

### 2. Collection and retention of personal data, and nature and purpose of the use of these data

#### a. Collection of data in connection with event registration

When you register with us for an event, we collect the following information:

- company data (company name, address, tax numbers etc.)
- personal data (title, name, email address, telephone number) of managing directors, heads of sales and marketing, officers, contacts.

This data is collected to enable us to:

- identify you as one of our exhibitors;
- provide appropriate services for you;
- contact you;
- invoice you;
- process any liability claims or assert any claims against you.

Your data are processed at your request; in accordance with Article 6 para. 1 sentence 1 (b) GDPR, this processing is necessary for the aforementioned purposes in order to ensure adequate organization of the event and the mutual fulfillment of obligations.

The personal data collected by us will be retained until the end of the statutory retention period, after which they will be deleted, unless we are obliged to retain the data for longer in accordance with Article 6 para. 1 sentence 1 (c) GDPR due to retention and documentation duties arising from tax or commercial law (the German Commercial Code HGB, German Criminal Code StGB or Fiscal Code of Germany AO), or unless you have given your consent to retention beyond this period in accordance with Article 6 para. 1 sentence 1 (a) GDPR.

#### b. Use of data in connection with subscriptions to our email newsletter

When you subscribe to our newsletter, we will use the data which are necessary for this purpose or have been shared separately by you to regularly send you our email newsletter in accordance with your consent in accordance with Article 6 para. 1 sentence 1 (a.) GDPR. You can unsubscribe from our newsletter at any time, either by sending us a message using the contact details given above, or by clicking on the "unsubscribe" link in the newsletter. After unsubscribing we delete your e-mail address, as far as you have not expressly consented to a further use of your data or we reserve the right to further data use which is permitted by law and about which we inform you in this statement.

#### c. Use of data for email advertising in the absence of a newsletter subscription, and your right to object

If we have obtained your email address in connection with the sale of a product or service and you have not objected, we reserve the right to regularly send you offers via email concerning products from our range which are similar to the item previously purchased. You can object to this use of your email address at any time by sending us a message using the contact details given above, or by clicking on the link provided for this purpose in the advertising email, without incurring any costs other than the transmission costs according to the basic rates. This serves to safeguard our legitimate interests, which are predominantly justified in the context of a weighing up of interests, in a promotional approach by our customers in accordance with Art. 6 para. 1 sentence 1 (f) GDPR.

#### d. Use of data for postal advertising, and your right to object

Furthermore, we reserve the right to retain your name and surname, your postal address and – provided that we have received this additional information from you as part of the contractual relationship – your title, academic qualifications and professional title, industry description or trade name in databases or compiled lists, and to use this information for our own advertising purposes, for example to send interesting offers and information about our products by post. You can object to the retention and use of your data for these purposes at any time by sending us a message using the contact details given above. This serves to safeguard our legitimate interests, which are predominantly justified in the context of a weighing up of interests, in a promotional approach by our customers in accordance with Art. 6 para. 1 sentence 1 (f) GDPR.

#### e. Collection of images or videos of individuals at events

Photos and videos are taken during events held in the rooms and open spaces used by FMFI Freiburg Management and Marketing GmbH. As such, photos or videos may be taken in which individual visitors or organisers can be recognised. These photos and videos are collected for the purpose of presenting the events in brochures and press reports and on social media channels and FMFI websites.

This serves the purposes of our legitimate and, on balance, overriding interests in depicting the event for advertising purposes and in addressing our customers pursuant to Article 6 para. 1 sentence 1 (f) GDPR. We never use the data collected for the purpose of drawing conclusions about you.

You can find further explanations of your rights regarding photo and video recordings under point 5. of this Privacy Policy.

### 3. Transfer of data to third parties

We will not transfer your personal data to third parties for any purposes other than those listed below.

Insofar as this is required in accordance with Article 6 para. 1 sentence 1 (b) GDPR for the organization of the event with you, your personal data will be transferred to third parties. This includes, in particular, the transfer of these data to co-organisers and their representatives, such as Solar Promotion GmbH as well as to companies or their representatives in the following fields:

- 1) Stand construction, service, technology, fittings
- 2) The media/publishers/communications/the internet
- 3) Authorities and other groups

These third parties may only use the transferred data for the purposes stated.

### 4. Rights of data subjects

You have the right:

- to withdraw the consent once given to us at any time, in accordance with Article 7 para. 3 GDPR. This means that we will not be allowed to continue the data processing for which the consent was originally given;
- to request information about your personal data which are processed by us, in accordance with Article 15 GDPR. In particular, you may request information about the processing purposes, the category of personal data, the categories of recipients to whom your data have been or are disclosed, the planned retention period, the existence of a right to correction, erasure, restriction of processing or objection, the existence of a right to make a complaint, the origin of your data, if they were not collected by us, and the existence of automated decision-making including profiling and any significant information regarding details of this;
- to request the immediate correction or completion of your personal data which are stored by us, in accordance with Article 16 GDPR;
- to request the erasure of your personal data which are stored by us, in accordance with Article 17 GDPR, insofar as the processing of these data is not required in order to exercise the right to freedom of expression and information, in order to fulfill a legal obligation, for reasons of public interest or in order to establish, exercise or defend legal claims;
- to request a restriction on the processing of your personal data, in accordance with Article 18 GDPR, insofar as you contest the accuracy of the data, the processing of the data is unlawful but you oppose their erasure and we no longer require the data but you require them for the establishment, exercise or defense of legal claims, or you have filed an objection against the processing of the data in accordance with Article 21 GDPR;
- to receive the personal data which you have provided to us, in a structured, commonly used and machine-readable format, or to request the transmission of these data to another controller, in accordance with Article 20 GDPR, and
- to lodge a complaint with a supervisory authority in accordance with Article 77 GDPR. As a general rule, you may lodge a complaint with the supervisory authority with jurisdiction over your habitual residence or place of work.

### 5. Right to object

Provided that your personal data are being processed on the basis of legitimate interests in accordance with Article 6 para. 1 sentence 1 (f) GDPR, you have the right to object to the processing of your personal data, in accordance with Article 21 GDPR, provided that there are reasons for this resulting from your particular situation.

To use your right to object, simply send an email to the address shown above.