

# Data protection policy of NürnbergMesse GmbH

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We thank you for visiting our website and for your interest in our company. We are very serious about protecting your personal data. We process your data in accordance with the laws and regulations applicable to the protection of personal data, particularly including the EU General Data Protection Regulation (EU-GDPR) and the country-specific implementing laws applicable to us. In this data protection policy, we provide you with comprehensive information about the processing of your data by NürnbergMesse GmbH and your rights in this respect.

Personal data is information that makes it possible to identify a natural person, particularly including the name, date of birth, address, telephone number, e-mail address and IP address.

Anonymous data is data from which no one can establish a personal connection to the user.

## 1. Controller and Data Protection Officer

The **controller according to the definition of the General Data Protection Act** and other national data protection laws of the EU member states and other data protection regulations is:

*NürnbergMesse GmbH  
Exhibition Centre  
90471 Nuremberg  
Germany  
Tel.: +49 9 11 86 06-0  
E-mail: [data@nuernbergmesse.de](mailto:data@nuernbergmesse.de)  
Website: [www.nuernbergmesse.de](http://www.nuernbergmesse.de)*

➔ Send inquiry to [data@nuernbergmesse.de](mailto:data@nuernbergmesse.de)

**Contact information of the Data Protection Officer:** [datenschutz@nuernbergmesse.de](mailto:datenschutz@nuernbergmesse.de)

➔ Send inquiry to [datenschutz@nuernbergmesse.de](mailto:datenschutz@nuernbergmesse.de)

## 2. Your rights as a data subject

First, we would like to inform you of your rights as a data subject. These rights are codified in Art. 15 - 22 EU-GDPR. They are:

- The right of access (Art. 15 EU-GDPR),
- The right to erasure (Art. 17 EU-GDPR),
- The right to rectification (Art. 16 EU-GDPR),
- The right to data portability (Art. 20 EU-DSGVO),
- The right to restriction of data processing (Art. 18 EU-GDPR),

Last update: 09/2020

- The right to object to data processing (Art. 21 EU-GDPR).

To assert these rights, please contact:

→ [data@nuernbergmesse.de](mailto:data@nuernbergmesse.de)

Any questions about data processing in our company should be directed to the same e-mail address. You are also entitled to complain to the data protection supervisory authority.

### 3. Rights of objection

Please note the following with respect to the rights of objection:

***When we process your personal data for purposes of direct advertising, you have the right to object to such data processing at any time without indication of reasons. The same applies to profiling to the extent that it is related to direct advertising.***

***When you object to processing for purposes of direct advertising, we will no longer process your personal data for these purposes. You can notify your objection free of charge and without observing requirements of form, ideally at:***

→ [data@nuernbergmesse.de](mailto:data@nuernbergmesse.de)

***In the event that we process your data for the sake of legitimate interests, you can object to such processing at any time for reasons having to do with your particular situation; the same applies to any profiling on the basis of these provisions.***

***We will no longer process your personal data unless we can demonstrate compelling, legitimate reasons for the processing that override your interests, rights and freedoms, or when the processing serves the purpose of asserting, exercising or defending against legal claims.***

### 4. Purposes and legal grounds of data processing

In processing your personal data, we comply with the provisions of the EU-GDPR and all other applicable provisions of data protection law. The legal grounds for data processing are particularly set out in Art. 6 EU-GDPR.

We use your data for business initiation, the fulfilment of contractual and statutory obligations, the performance of the contractual relationship, the offering of products and services and the strengthening of customer relationships, which can also include analyses for marketing and direct advertising purposes. This particularly includes the organisation of trade fairs, exhibitions, congresses and similar events and the operation of the Exhibition Centre Nuremberg. Specifically, we use data for the following purposes, although this list is not exhaustive:

- Order/payment processing
- Registration as exhibitor and/or visitor
- Purchase of tickets

Last update: 09/2020

- Redemption of coupons. Coupons can be redeemed online and an e-ticket can be printed out. That saves you wait times on site.
- Registration of future tickets “with a click”. For some trade visitor exhibitions, pre-legitimation information is sent by e-mail or letter (legitimation of trade visitors), which makes it easier to purchase tickets the next time.
- Delivery, payment and online publication of trade fair directories and catalogues (e.g. exhibitors and products database).
- Verification of a person’s status as a trade visitor (trade visitor legitimation).
- Personalisation of ID cards in ID management: exhibitor IDs, assembly and disassembly IDs, tickets.
- Planning your trade fair visit on the basis of announcements and targeted trade information sent by e-mail and post.
- Smooth execution of your trade fair participation as an exhibitor by providing targeted information about service offers and services.
- Registration for newsletters.
- Voluntary participation in market and opinion research surveys.
- Review of conditions for the accreditation of media representatives and bloggers.

For your protection and for the fastest possible traceability of possible chains of infection with the Covid-19 virus ("Corona"), we are also obliged to document your presence in the event area. The exhibitors, visitors and service providers entering the event area will be registered (name, first name, place of residence, telephone number or e-mail address, period of stay) to enable contact persons to be identified in the event of a subsequently identified Covid-19 case among exhibitors, visitors, service providers or personnel.

The purpose of this data processing is to protect the health of employees, exhibitors, visitors and service providers, to contain the pandemic with a view to tracing chains of infection and to comply with the legal provisions applicable in the course of the pandemic.

The legal basis for this data processing is Art. 6 para. 1 letter d GDPR (processing of personal data to protect vital interests of the data subject or another natural person). This also includes the processing of personal data for the monitoring of epidemics and their spread.

Another legal basis for this data processing is Article 6 para. 1 letter c GDPR in conjunction with the Infection Protection Act and with No. 2.3 of the Hygiene Concept for the Reopening of Trade Fairs, Congresses and Exhibitions of the State Ministries of Economics, Regional Development and Energy and for Health and Care.

Your consent is also required under data protection laws. In asking for your consent, we inform you about the purposes of data processing and your right to object. If the consent also refers to the processing of special categories of personal data, we will expressly inform you of this in the consent declaration.

Processing of special categories of personal data within the meaning of Art. 9 para. 1 EU-GDPR is only done when required by statutory regulations and there is no reason to assume that your legitimate interests in preventing such processing are overriding.

## 5. Transfer to third parties

Last update: 09/2020

As part of the virtuell event Chillventa 2020 - eSpecial, your data will be transferred Real Life Interaction GmbH, the service provider contracted for the technical implementation of this event, insofar as this is necessary for the staging of this event. The necessary data protection agreements have been concluded with this service provider.

As part of digital FeuerTrutz, your data will be transferred Real Life Interaction GmbH, the service provider contracted for the technical implementation of this event, insofar as this is necessary for the staging of this event. The necessary data protection agreements have been concluded with this service provider.

In addition, we will transfer your data only within the limits of the statutory provisions or when you have granted your consent. Otherwise, your personal data will not be transferred to third parties unless we are obligated to do so by virtue of binding statutory regulations (transfer to external entities such as supervisory authorities or criminal prosecution authorities).

## 6. Recipients of data / categories of recipients

Within our enterprise, we ensure that only those persons who need your personal data to fulfil our contractual and statutory obligations receive it. Because NürnbergMesse GmbH operates all over the world, we may possibly send your data to subsidiaries or international representatives of the NürnbergMesse Group, and specifically to the subsidiary or international representative that is located in your country or is responsible for your territory in order to process your order or request.

In many cases, our departments are assisted in the performance of their duties by service providers and service partners, e.g. visitor registration processing, newsletter distribution, e-mailings, payment processing, order processing, credit check, web hosting, maintenance and analysis of data. All service providers and service partners have been carefully selected and the necessary data protection agreements have been concluded with all service providers and service partners. Personal data is processed by our service providers and service partners in compliance with the applicable data protection regulations for the provision of support and information to customers and interested parties and to provide the offered services.

Your data will be transmitted to exhibitors in the following cases:

- When you use a coupon for your trade fair visit, you accept that the data you enter in your visitor registration will be transmitted to the exhibitor who has invited you to visit the trade fair free of charge or at a discount. This can serve the purpose of billing the tickets between the exhibitor and NürnbergMesse GmbH, the inspection of the redeemed coupons and communication between exhibitors and their visitors. If you do not agree to this, you have the option in the case of non-authenticated trade fairs of purchasing your admission ticket at the cash desk without providing information.
- If you participate in so-called "lead tracking". You participate in lead tracking when you allow an exhibitor to scan the bar code on your ticket while visiting an event. In a manner similar to providing a business card, scanning the bar code means that the contact data you provided in your visitor registration (company name, form of address, title, last name, first name, company, street address, postal code, post town, e-mail, possibly also sector information and other information provided by you) will be transmitted to the exhibitor, regardless of whether the exhibitor is from Germany, the

Last update: 09/2020

EU or other third countries. Your participation in lead tracking is voluntary and will not take place without your further cooperation.

- As part of the virtual event Chillventa 2020 – eSpecial your data (first name, surname, position, company, city, country, e-mail address, website) can be transmitted to the exhibitors of the virtual event Chillventa 2020 – eSpecial as part of lead tracking. Participation in lead tracking takes place when you have made direct contact with an exhibitor (e.g. chat, virtual meeting) during the event. This is necessary so that we can offer the virtual event at the given conditions. Otherwise we would have to offer the event at a higher price.
- As part of the digital FeuerTrutz, your data (first name, surname, position, company, city, country, e-mail address, website) will be transmitted to the exhibitors of the digital FeuerTrutz. This is necessary so that we can offer the virtual event at the given conditions. Otherwise we would have to offer the event at a higher price.

Personal data will only be transferred to the competent health authority upon request and for the purpose of tracing chains of infection with the Covid 19 virus.

## 7. Transmission of data/ Intent to transmit data to third countries

The transmission of data to third countries (outside of the European Union or the European Economic Area) is only done when this is necessary to fulfil our obligations or is legally required or when you have granted us your consent to do this.

We may potentially transmit your personal data to subsidiaries or international representatives of NürnbergMesse GmbH outside of the European Economic Area: India, China, Brazil, United States. The international representatives of NürnbergMesse can be found on our website at [www.nuernbergmesse.de/auslandsvertretungen](http://www.nuernbergmesse.de/auslandsvertretungen). Standard EU contractual clauses ensure an appropriate level of data protection.

## 8. Duration of data storage

We will store your data for as long as needed for the given processing purpose. Please note that numerous retention periods require that data continues to be stored. We are particularly required to do this by retention obligations under commercial law or tax law (e.g. German Commercial Code, Tax Code, etc.). Data is routinely erased as soon as no further retention obligations are in effect.

Data collected for the purpose of tracing chains of infection with the Covid 19 virus shall be retained for one month. Where another legal basis permits or requires the retention of the data for a longer period of time, the data may not be used for that purpose after one month has elapsed since their collection.

Furthermore, we may store your data when you have granted us your consent to do this or in the event of legal disputes, when we use the data as evidence for purposes of statutory limitation periods, which can last up to thirty years; the regular limitation period is three years.

## 9. Secure transmission of your data

We employ appropriate technical and organisational safeguards to protect the data stored with us as well as possible against accidental or intentional manipulations, loss, destruction or access by unauthorised persons. The level of security is continually reviewed and adapted to meet new security standards in collaboration with security experts.

Data transfers from and to our website are always encrypted. As the transmission protocol for our websites, we offer HTTPS and we always use the latest encryption protocols. It is also possible to use alternative communication channels (e.g. postal service).

## 10. Obligation to provide data

Some personal data is necessary for the establishment, performance and termination of the obligation and the fulfilment of the related contractual and statutory obligations. The same applies to the use of our website and the various functions it provides.

We summarised the details in the section above. In certain cases, data must also be collected and/or provided due to statutory provisions. Please note that it is not possible to process your request or perform the underlying contractual obligations without having this data provided to us.

## 11. Categories, sources and origin of data

The data we process is determined by the context: This depends, for example, on whether you place an order online or make a request to send us a job application or submit a complaint in our contact form.

Please note that we may also separately provide information for special processing situations in an appropriate place, as when uploading job application documents or making a contact request, for example.

### **When you visit our website and webshops, we collect and process the following data:**

- Name of the Internet service provider
- Information about the website you visited before visiting us
- Web browser and operating system used
- The IP address assigned by your Internet service provider
- Requested files, transmitted data quantity, downloads/ file exports
- Information about the web pages you access on our websites, including dates and times
- For technical security reasons (particularly to defend against attempted attacks on our web server), this data is stored in accordance with Art. 6 para. 1 letter F EUGDPR. After 7 days at the latest, the data is anonymised by shortening the IP address so that no link to the user can be established.

### **When you make a contact request, we collect and process the following data:**

Last update: 09/2020

- Last name, first name
- Contact data
- Title
- Indications of desired information

**When you place an order, we process the following data:**

- Title
- Last name, first name
- Date of birth
- Shipping address
- Billing address
- E-mail address
- Data that may be permissibly processed from other sources

**When you file online job applications, we collect and process the following data:**

- Last name, first name
- Address
- Contact data
- We also use data that we have permissibly obtained from publicly available directories (e.g. professional networks).

**For newsletters, we collect and process the following data:**

- Last name, first name
- E-mail address
- Title

## 12. Contact form/ Contact by e-mail (Art. 6 para. 1 letter a, b EU-GDPR)

### **Contact form/ Contact by e-mail NürnbergMesse GmbH**

A contact form that can be used for contacting us electronically is available on our website. When you write to us using the contact form, we will process the data you enter into the contact form to contact you and answer your questions and wishes.

In this respect, we observe the principle of data minimisation and data avoidance in that you only need to enter the data that we absolutely need to contact you. That includes your e-mail address and the message field itself. In addition, your IP address is also processed as a matter of technical necessity and for legal protection. All other data is requested in optional fields and can be provided optionally (e.g. to answer your questions more specifically in relation to you).

If you contact us by e-mail, we process the personal data communicated in the e-mail only for the purpose of processing your request.

### **Contact form for direct contact with exhibitors**

Last update: 09/2020

In the exhibitors and products database on our website, you will find a specific contact form for each exhibitor that can be used to establish direct electronic contact with the exhibitor. If you write to the exhibitor using the contact form, the data entered into the entry form will be directly transmitted to the exhibitor and stored there. The exhibitor will process the data entered into the contact form for scheduling appointments, making contact and answering your questions and wishes. In this process, the principle of data minimisation and data avoidance is observed in that you only need to enter the data which the exhibitor definitely needs from you. This includes your e-mail address and the message field itself. In addition, your IP address will be processed as a matter of technical necessity and to legally protect your IP address. All other data are voluntary fields and can be indicated optionally (e.g. to answer your questions in a more individualised way).

### 13. Newsletter (Art. 6 para. 1 letter a EU-GDPR)

You can also subscribe to a free newsletter on our website. The e-mail address indicated in the newsletter application and your name will be used for sending you the personalised newsletter.

In this respect, we observe the principle of data minimisation and data avoidance in that the only mandatory field is your e-mail address (and potentially your name, in the case of a personalised newsletter). As a matter of technical necessity and for legal protection, your IP address is also processed when you order the newsletter.

Naturally, you can always terminate the subscription by exercising the cancellation option provided in the newsletter, thereby revoking your consent. It is also possible to cancel your newsletter subscription directly in our website.

### 14. Online Exhibitor Shop / TicketCenter (Art.6 para 1 letter b EU-GDPR)

If you do not consent to further use, we will process the data you entered into the order form only for the purpose of performing or executing the contractual relationship.

The principle of data minimisation and data avoidance is observed in that you only need to enter the data that we absolutely need to perform the contract and fulfil our contractual obligations (thus, your name, address, e-mail address and the payment data required for the chosen form of payment), or data that we are legally required to collect.

As a matter of technical necessity and for legal protection, your IP address will also be processed. Without this data, we would unfortunately have to refuse the contract or terminate an existing contract because we would not be able to perform it. Naturally, you can provide more data if you wish.

We offer exhibitors the option of registering with us by providing personal data. A particular advantage of registration is that you can view your order history and store the data you have entered into the order form so that when you place another order, you will not need to enter it again. Registration is therefore possible either to perform a contract with you (via our online shop) or to take pre-contractual measures. When the registration process is completed, your data will be stored with us so that you can use the protected customer section. As soon as you



Last update: 09/2020

log in to our website with your e-mail address as your user name and password, this data will be provided for the actions you perform on our website (e.g. orders in our online shop). Orders that have been filled can be viewed in the order history. You can enter changes to the billing or shipping address here.

Registered persons are at liberty to make their own changes or corrections to the billing or shipping address in the order history. Our Customer Service will also gladly make such changes or corrections when you contact them. Naturally, you can always cancel the registration and delete your customer account.

## 15. Advertising purposes with established customers (Art. 6 para. 1 letter f EU-GDPR)

We have an interest in cultivating customer relationships with our exhibitors and visitors and providing you with information and offers about our own similar events and services. Therefore, the data transmitted upon submitting the application (company name, address, telephone/ fax number and e-mail address) is processed by us and possibly by our service partners so that we can send you event-related information and offers by e-mail, in accordance with Art. 6 para. 1 letter f EU-GDPR.

***If you do not want this, you can object to the use of your personal data for direct advertising purposes at any time; the same applies to profiling to the extent that it is related to direct advertising. When you notify your objection, we will no longer process your data for this purpose.***

***The objection can be notified without observing formal requirements and without indication of reasons and without incurring separate costs aside from customary transmission costs at standard rates. It should be directed to NürnbergMesse GmbH, Exhibition Centre, 90471 Nuremberg, or***

→ ***data@nuernbergmesse.de.***

## 16. Job application portal (Art. 6 para. 1 letter a, b EU-GDPR)

We are pleased with your interest in working for NürnbergMesse GmbH. We are well aware of the importance of your data and will process the personal data you provide in the application form only for the purpose of effectively and correctly handling the application process and communicating with you in connection with the application process. Your data will not be transferred to third parties without your consent.

When filling out the application form, you will be asked to submit personal data. In this respect, we observe the principle of data minimisation and data avoidance in that you only need to indicate the data we need to completely review your application materials, such as your curriculum vitae for example, or data which we are legally required to collect. This mandatory information is marked with an asterisk (\*). As a matter of technical necessity and for legal protection, your IP address will also be processed.

Last update: 09/2020

Without this data, we will unfortunately not be able to review your application materials and for this reason our application system will not permit you to upload your application materials. Naturally, you are at liberty to provide the voluntary information in the application form.

We employ appropriate safeguards to protect the security and confidentiality of your data as well as possible. Our application system will transmit your application documents to us in encrypted form.

We will store your data for the aforementioned purposes until the application process is completed and the related time periods have expired, and at the latest six months after you are notified of our decision. However, you will have the option of storing your application materials with us for a longer period of time and checking them against other vacant positions that match your profile.

You can provide the consent we need for this purpose by checking the box before uploading your application materials. In this case, we will store your data for 12 months. Naturally, you can always revoke your consent with future effect without indication of reasons by calling us at +49 9 11 86 06-0, sending us an e-mail at [data@nuernbergmesse.de](mailto:data@nuernbergmesse.de) or mailing us a letter to NürnbergMesse GmbH, Messezentrum, 90471 Nuremberg.

**→ Send request to [data@nuernbergmesse.de](mailto:data@nuernbergmesse.de)**

## 17. Automated decision-making

We do not employ purely automated processing procedures in making our decision.

## 18. Cookies (Art. 6 para. 1 letter f EU-GDPR / Art. 6 para. 1 letter a EUGDPR with consent)

Our web pages use so-called “cookies” in several places. They serve the purpose of making our offering more user-friendly, effective and secure. Cookies are small text files that are placed on your computer and stored by your browser (locally on your hard drive).

These cookies make it possible for us to analyse how users use our websites. They allow us to design the website contents to meet the needs of users, for example. Cookies also enable us to measure the effectiveness of a given advertisement and place it in accordance with the user’s topical interests, for example.

Most of the cookies we use are so-called “session cookies.” These are automatically deleted after your visit. Permanent cookies are automatically deleted by your computer when the corresponding period of validity has expired (usually after six months) or when you delete them yourself before the expiration of the period of validity.

Most web browsers accept cookies automatically. Usually, however, you can also change your browser settings if you would rather not send us the information. In this case, you will still be able to use the offerings of our website without restrictions (exception: configurators).

Last update: 09/2020

We use cookies to make your offering more user-friendly, effective and secure. We also use cookies so that we can analyse how users use our websites. They allow us to design the website contents to meet the needs of users, for example. Cookies also enable us to measure the effectiveness of a given advertisement and place it in accordance with the user's topical interests, for example.

Cookies are stored on the user's computer and transmitted from there to our website. As the user, therefore, you have full control over the use of cookies. You can deactivate or restrict the transmission of cookies by changing the setting in your Internet browser. Furthermore, already placed cookies can always be deleted using the Internet browser or other software programs. This is possible in all commonly used Internet browsers.

Please note that when you deactivate cookies, all the functions of our website may not be fully usable.

You can find additional information about the use of cookies and the possibility of objecting to the use of cookies

→ [here.](#)

## 19. User profiles / Web tracking processes

### WiredMinds

On this website, data is collected and processed in anonymised form for the purpose of continuously optimising and analysing our web offering. As part of this process, pseudonyms are generated for the purpose of preparing anonymised use profiles. Under certain circumstances, this may also include the use of cookies that also collect and store data in pseudonymous form. In no case is the data used to personally identify a visitor or linked with data about the source of a pseudonym.

#### **Objection link**

If you do not agree to this, click on the following link to object to the use of our visit data and completely block website tracking:

→ [Block website tracking with WiredMinds](#)

### ADITION

NürnbergMesse GmbH uses the ad server of the company ADITION technologies AG, Am Gatherhof 44, 40472 Düsseldorf.

#### **Why does ADITION use cookies?**

ADITION uses cookies to adjust and optimise the placement of advertisements purchased by customers of ADITION for the user. For example, this may involve the maximum frequency of

Last update: 09/2020

advertisements seen by the user. In individual cases, ADITION also uses stored cookie information for statistical surveys.

### ***What data is collected when ADITION uses cookies?***

ADITION does not store personal data such as names, e-mail addresses or other personal information when it uses cookies. All information is purely anonymised and includes technical information such as the frequency and display dates of advertisements, the browser being used and the installed operating system.

### ***How does ADITION handle data protection?***

In all its data collection processes, ADITION operates in strict compliance with German data protection laws. All stored data is stored on servers located in the territory of Germany. ADITION also meets all P3P (Privacy Preferences Project) standards.

In addition, ADITION points out that all ADITION employees are bound to uphold data secrecy. ADITION's customers are similarly bound by clauses in its General Terms and Conditions (GTCs) and separate data protection clauses.

### ***Cookie opt-out / How can I deactivate the collection of anonymised data by ADITION?***

The collection of anonymised data can be stopped by clicking on the following link. When you do this, ADITION will replace the current cookie with a new opt-out cookie. This opt-out cookie will delete all information stored to date, including the IP address, and prevent the further collection of anonymised information.

IMPORTANT NOTE: If this opt-out cookie is deleted, ADITION will no longer be able to tell that an opt-out has been performed. In this case, you will have to repeat the opt-out process..

**➔ Deactivate the collection of anonymised data by ADITION**

### ***How can cookies be completely deactivated?***

Commonly used Internet browsers are set by default to accept cookies as a rule. This setting can be changed in the browser's Internet options.

## **Google Adwords**

We use the offering of Google Adwords to bring attention to our attractive offerings with the aid of advertisements (so-called Google Adwords) on external websites. Based on data from advertising campaigns, we can determine the success of individual advertising measures. We do this in the interest of showing you ads that are of interest to you, making our website more interesting for you and ensuring the fair charging of advertising costs.

Google delivers these ads via so-called "ad servers". To this end, we use ad server cookies with which certain parameters of success measurements, such as the placement of ads or clicks by the user. If you come to our website from a Google ad, Google Adwords stores a

Last update: 09/2020

cookie on your PC. These cookies usually lose their validity after 30 days and are not meant to identify you personally. Analysis values such as the unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions) and opt-out information (indication that the user no longer wants to be targeted) are generally stored in this cookie.

These cookies allow Google to recognise your Internet browser again. If a user visits certain pages of the website of an Adwords customer and the cookie stored on his computer has not yet expired, Google and the customer can tell that the user clicked on the ad and was redirected to this page. A different cookie is assigned to every Adwords customer. Therefore, the cookies cannot be traced back to the web sites of Adwords customers. We ourselves do not collect or process any personal data in the aforementioned advertisement measures. We only receive statistical analyses from Google. Based on these analyses, we can determine which of our advertising measures are especially effective. We do not receive any data from the use of advertisements and in particular, we are unable to identify users on the basis of this data.

Due to the marketing tools in use, your browser automatically establishes a direct connection with the Google's server. We have no influence over the scope and further use of data collected from Google's use of this tool and therefore the following information reflects our current knowledge: Due to the integration of AdWords Conversion, Google receives the information that you have visited the corresponding part of our website or clicked on one of our ads. If you are registered for a Google service, Google can attribute the visit to your account. Even if you are not registered with Google or have not logged in, it is possible that the vendor may find out and store your IP address.

You can prevent your participation in this tracking process in different ways:

a) by changing the corresponding setting of your browser software; in particular, the suppression of third-party cookies means that you will no longer receive ads from third-party vendors;

b) by deactivating the cookies for conversion tracking by setting your browser in such a way that cookies from the domain "www.googleadservices.com" are blocked,

➔ <http://www.google.com/settings/ads>

this setting being deleted when you delete your cookies;

c) by deactivating the vendor's interest-themed ads that are part of the self-regulation campaign "About Ads" at the link

➔ <http://www.aboutads.info/choices>,

this setting being deleted when you delete your cookies;

d) by means of permanent deactivation in the browsers Firefox, Internet explorer or Google Chrome at the link

➔ <http://www.google.com/settings/ads/plugin>.

Last update: 09/2020

Please note that if you do this, you may not be able to fully use all the functions of this offering.

The legal basis for processing your data is Art. 6 para. 1 S. 1 letter f DS-GVO. You can find additional information about Google's data protection policies here:

→ <http://www.google.com/intl/de/policies/privacy>

and

→ <https://services.google.com/sitestats/de.html>

Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at

→ <http://www.networkadvertising.org>.

Google has subjected itself to the EU-US Privacy Shield, →

<https://www.privacyshield.gov/EU-US-Framework>.

## Google Remarketing

Besides Adwords Conversion, we also use the Google Remarketing application. This is a process by which we would like to address you again. By means of this application, we can place our advertisements in other websites after you visit our website. This is done by means of cookies stored in your browser that enables Google to collect and analyse information about your usage behaviour when visiting different websites. For example, Google can determine your previous visit to our website. According to its own statements, Google does not combine the data collected within the scope of remarketing with any personal data that Google may have stored. In particular, pseudonymisation is employed for remarketing, according to Google.

## Google DoubleClick

### Tracking

This website uses Google DoubleClick cookies (Floodlights). DoubleClick is a service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Cookies are small text files stored by a user's browser. They are used to analyse the use of this website. The collected data will be analysed only for statistical purposes and in anonymous form. Your browser is assigned a pseudonymous identification number (ID) for this purpose. DoubleClick cookies do not contain any personal data. You can block the use of cookies by downloading and installing the browser plugin available at <https://adssettings.google.com/anonymous?hl=en-GB> under the item for disabling DoubleClick. Alternatively, you can disable the DoubleClick cookies on the Digital Advertising page by clicking on <http://optout.aboutads.info/?lang=EN>

Last update: 09/2020

## Retargeting

This website uses Google DoubleClick cookies (Floodlights). DoubleClick is a service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Cookies are small text files stored by a user's browser. They are used to advertise products of the operator of this website (retargeting). In this regard, advertisements (e.g. advertising banners, text/image adverts, videos, etc.) can be displayed to the user on other websites at a later date. Your browser is assigned a pseudonymous identification number (ID) for this purpose. This means that all data are collected anonymously so that they cannot be traced to any particular individual. Users can block the retargeting function by changing the ad settings for Google Remarketing Tags or

→ **disabling the retargeting function.**

Alternatively, users can block the use of cookies by third-party companies by using the

→ **opt-out page provided by the Network Advertising Initiative.**

## Twitter Conversion Tracking

This website uses the Conversion Tracking online advertising programme from Twitter. The conversion tracking tag is set when a user clicks on an ad placed by Twitter. These tags do not serve to identify you personally. If a user visits certain pages on this website before the tag has expired, we and Twitter can see that the user clicked the ad and was forwarded to this page.

You can find out more in Twitter's data privacy policy at

→ **<https://twitter.com/privacy>.**

You can change your privacy settings on Twitter in your account settings at →

**<https://twitter.com/account/settings>.**

## Zemanta

This website uses the Zemanta Conversion Tracking online advertising programme. The conversion tracking tag is set when a user clicks on an ad within the Zemanta network. These tags do not serve to identify you personally. If a user visits certain pages on this website before the tag has expired, we and Zemanta can see that the user clicked the ad and was forwarded to this page. You can find out more about the data privacy policy and cookies of Zemanta Inc., 33 West 17th Street, 9th floor, New York NY 10010, USA, here:

→ **<http://www.zemanta.com/legal/privacy/>**

Opt-out setting:

→ **<https://www.zemanta.com/opt-out>**

Last update: 09/2020

## Dynatrace

Our website uses the analysis tool of the monitoring service Dynatrace LLC, 1601 Trapelo Road, #116 Waltham, MA 02451 USA. We use Dynatrace to ensure the performance of our website and to understand how users of our website navigate through it. Dynatrace records W3C response times, button clicks, link clicks, JavaScript errors, browser type and geographic region. This data helps us to continuously improve the performance of our website and to detect and solve functional problems. For this to work correctly and effectively, Dynatrace requires cookies.

By enabling your browser's do-not-track feature, you can ensure that no personally identifiable information is collected.

## Outbrain

This website uses the online advertising program Outbrain Conversion Tracking. The cookie for conversion tracking is placed when a user clicks on an ad in the Outbrain network. These cookies do not serve the purpose of personal identification. If the user visits certain pages of this website and the cookie has not yet expired, we and Outbrain can see that the user clicked on the ad and was taken to this page. Further information about the data protection and cookies of Outbrain Inc., 39 West 13th Street, 3rd floor, New York, NY 10011, can be found here:

→ <http://www.outbrain.com/legal/privacy>

You can find opt-out information at "Outbrain user types (including deactivation / opt-out)."

→ <https://www.outbrain.com/legal/#user-types>

## Taboola

This website uses the online advertising program Taboola Conversion Tracking. The cookie for conversion tracking is placed when a user clicks on an ad in the Taboola network. These cookies do not serve the purpose of personal identification. If the user visits certain pages of this website and the cookie has not yet expired, we and Taboola can see that the user clicked on the ad and was taken to this page. Further information about the data protection and cookies of Taboola Inc., 28 West 23rd St., 5th fl., New York, NY 10010, can be found here:

→ <https://www.taboola.com/privacy-policy>

You can find opt-out information at "Site Visitor Choices."

→ <https://www.taboola.com/privacy-policy#site-visitor-choices>



Last update: 09/2020

## LinkedIn Analytics and LinkedIn Ads

We use the conversion tracking technology and retargeting function of LinkedIn Corporation on our website.

With the aid of this technology, personalised ads on LinkedIn can be displayed to visitors to this website. This technology also makes it possible to generate anonymous ad performance reports and website interaction information. For this purpose, the LinkedIn Insight Tag is integrated into this website, which creates a connection to the LinkedIn server if you visit this website and are simultaneously logged in to your LinkedIn account.

You can find additional information about data collection and data use, as well as privacy protection possibilities and rights, at the LinkedIn data protection policy at

→ <https://www.linkedin.com/legal/privacy-policy>

If you are logged in to LinkedIn, you can always deactivate data collection at the following link:

→ <https://www.linkedin.com/psettings/enhanced-advertising>

## 20. Social media plug-ins of social networks / YouTube

We currently use the following social media plug-ins: Facebook, Google+, Twitter, Xing, LinkedIn, Instagram. We use what is known as a “two-click” solution for this purpose. This means that when you visit our website, normally no personal data is transferred to the plug-in provider at first. You can recognise the plug-in provider from the highlighting in the box above its initial letters or its logo. We give you the option of communicating directly with the plug-in provider by clicking on this button. Only when you click on the highlighted field and thus activate it will the plug-in provider receive the information that you have visited the associated page of our website. In the case of Facebook and Xing, the IP address is anonymised immediately after collection, according to information from the providers in Germany. When you activate the plug-in, your personal data is transmitted to the plug-in provider and stored there (with U.S. providers, in the United States). Because the plug-in provider particularly uses cookies to collect data, we recommend using your browser’s security settings to delete all cookies before you click on the greyed-out box.

We have no influence over what data are collected or how the data are processed, and we also do not know the full extent of data collection, the purposes of processing or the storage periods. We also have no information about the erasure of collected data by the plug-in provider.

The plug-in provider stores the data collected about you in the form of usage profiles and uses them for purposes of advertising, market research and/or designing its websites to meet user needs. Such an analysis is particularly performed (even for users who are not logged in) to present relevant advertisements and to inform other users of the social network about your activities on our website. You have the right to object to the formation of these user profiles,

Last update: 09/2020

but to exercise that right, you must contact each plug-in provider. With these plug-ins, we give you the opportunity to interact with the social networks and other users so that we can improve our own site and make it more interesting for you as the user. The legal basis for the use of plug-ins is Art. 6(1) sentence 1 letter f of the DS-GVO.

Data are transferred regardless of whether you have an account with the plug-in provider and are logged in to it. When you are logged in to the plug-in provider, your data that we have collected are directly associated with your account with the plug-in provider. If you activate the button and follow the link to the page (for example), the plug-in provider will also store this information in your user account and publicly share it with your contacts. We recommend that you should always log out after using a social network, and especially before activating the button, because in this way you can keep information from being associated with your profile with the plug-in provider.

You can find out more about why and how the plug-in providers collect and process data in those providers' data privacy policies, which are listed below. There you will also find additional information about your rights and setting options to protect your privacy.

#### **Addresses of plug-in providers and URLs with their privacy policies:**

##### **Facebook Inc**

Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA;



additional information about data collection:

→ <https://www.facebook.com/help/186325668085084>

and

→ <https://www.facebook.com/privacy/explanationhttps://www.facebook.com/policy.php>

Facebook complies with the EU-US Privacy Shield,

→ <https://www.privacyshield.gov/EU-US-Framework>

##### **Google Inc.**

Google Inc., 1600 Amphitheater Parkway, Mountainview, California 94043, USA;

→ <https://www.google.com/policies/privacy/partners/?hl=de>

Google complies with the EU-US Privacy Shield,

→ <https://www.privacyshield.gov/EU-US-Framework>

Last update: 09/2020

## **Twitter**

Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA;

→ <https://twitter.com/privacy>

Twitter complies with the EU-US Privacy Shield,

→ <https://www.privacyshield.gov/EU-US-Framework>

## **Xing AG**

Xing AG, Gänsemarkt 43, 20354 Hamburg, DE;

→ <http://www.xing.com/privacy>

## **LinkedIn Corporation**

LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA;

→ <http://www.linkedin.com/legal/privacy-policy>

LinkedIn complies with the EU-US Privacy Shield,

→ <https://www.privacyshield.gov/EU-US-Framework>

## **Instagram**

Instagram, LLC Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA;

→ <http://instagram.com/about/legal/privacy/#>

## **YouTube**

Our website includes links to videos from the external video platform YouTube. The associated plugins are operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. By default, only inactivated images from the YouTube channel are embedded and do not provide an automatic connection to YouTube's servers. Consequently that operator receives no user data when you view these Web pages.

You can decide for yourself whether YouTube videos should be activated. Your consent for the necessary data to be transferred to the operator (including the Internet address of the current page and the user's IP address) will only be given when you approve for the video to play by clicking "Play."

To store the setting that a user wishes, we set a cookie that contains these parameters. When we set these cookies, we do not store any personal data – the cookies contain only anonymized data to adjust the browser. Then the videos will be active and you can play them. If you want

Last update: 09/2020

to inactivate automatic loading for YouTube videos, you can change your Web browser's settings to reject cookies or limit their acceptance.

You can find out more about data protection on YouTube in YouTube's data privacy policy at:

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

## 21. About data protection on Facebook

NürnbergMesse GmbH maintains a Facebook page. To the extent that we have control over how your data are processed, we make sure the applicable data protection regulations are obeyed.

Below, you can find the most important information about data protection law as it applies to our company websites.

### **Name and address of data controller for business**

In addition to NürnbergMesse GmbH, the following is a data controller for the company's Web pages under the terms of the EU General Data Protection Regulation (GDPR) and other provisions of data privacy law:

- Facebook  
(Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland)

However, if you use the Facebook platform and its functions, you do so at your own risk. This especially applies to using interactive functions (e.g., Comment, Share, Like).

We would also like to point out that in these cases your data may be processed outside the territory of the European Union. We should point out that US providers certified under the "Privacy Shield" have agreed to comply with EU data protection standards.

### **Purpose and legal basis**

We ourselves maintain the fan pages to communicate with those pages' visitors and to keep them informed about our latest developments.

We also gather data for statistical purposes, so that we can refine and optimise content and make our services more attractive. The social networks process the necessary data for this purpose (e.g., total number of page visits, page activities and data provided by visitors, interactions) and make them available. We have no influence over how these data are generated or presented.

Your personal data will also be processed for market research and advertising purposes by the Facebook providers, *and by NürnbergMesse GmbH as well*. It may thus happen that user profiles may be developed from your usage and the interests that usage indicates. These profiles may be used for such purposes as displaying ads that presumably match your interests, both on and off the platforms. As a rule, cookies are stored on your computer for

Last update: 09/2020

such purposes. Irrespective of those cookies, your user profiles may also store data that are not gathered directly on your devices. Such data may also be stored and analysed across multiple devices, especially – though not only – if you are a registered member and have logged into the platform.

Other than the above, we do not gather or process any personal data.

NürnbergMesse GmbH will process your personal data on the basis of our legitimate interest in effectively providing information and communication under Art. 6 (1) (f) of the EU GDPR.

If your consent is requested for data processing – in other words, if you indicate your consent by confirming on a button or the like (“opt in”) – your data will be processed on the basis of Art. 6 (1) (a) and Art. 7 of the EU GDPR.

### **Your rights / Right to object**

If you are a Facebook member and do not want the network to gather data about you by way of our page and to link those data with the member data the network has stored for you, you must:

- log out of the network before visiting our fan page,
- delete the cookies on your device, and
- close and restart your browser.

However, once you log in again, the network will again be able to recognise you as a particular user.

For a detailed discussion of the various ways in which your data are processed and how you can object to that processing (“opt out”), please see the information in the following links:

➔ <https://www.facebook.com/about/privacy/>

➔ **Facebook Opt out**

and

➔ [youronlinechoices.com](https://youronlinechoices.com)

➔ **Privacy Shield**

Overall, you have the following rights concerning how your personal data are processed: a right of access; a right to rectification; a right to erasure; a right to restrict processing; a right to object to processing; a right to data portability; a right to lodge a complaint with a supervisory authority about unlawful processing of your personal data.

However, as NürnbergMesse GmbH does not have full access to your personal data, you should assert your rights directly to the provider of the social media. These providers have access to their users’ personal data, and they are the ones who can take the appropriate measures and provide information.

Last update: 09/2020

Nevertheless, we will of course be happy to assist you if you need help. Please contact

→ [datenschutz@nuernbergmesse.de](mailto:datenschutz@nuernbergmesse.de).

### **Further information**

### **Notes on copyright**

If you wish to publish pictures, text, maps, videos, music, etc. on our site, you should be aware that you may thereby assign all rights of use to the network. This may ultimately have legal consequences for you if you yourself are not the author of the materials or do not hold the rights to them.

## **22. Links to other companies**

Our website contains clearly recognisable links to the websites of other companies. When we link to the websites of other companies, we have no influence over their content, and therefore can also assume no responsibility or liability for that content. Each provider or website operator is responsible for the content of their own websites.

The linked pages were checked for potential legal violations and recognisable infringements at the time when the links were placed. No unlawful content was recognisable at the time when the links were placed. However, we cannot be reasonably expected to permanently monitor the content of linked websites unless there are concrete indications of a legal violation. If we discover a legal violation, the associated links are removed immediately.