

## Information About Data Collected in the Ticket Shop

### 1. Name and contact details of responsible party and Data Protection Officer

Responsible party:

Karlsruher Messe- und Kongress GmbH  
Festplatz 9  
76137 Karlsruhe, Germany

Phone: +49 (0)721 3720 0

E-mail: [info@messe-karlsruhe.de](mailto:info@messe-karlsruhe.de)

Data Protection Officer at above address:

Torsten-Harald Scholz

Phone: +49 (0)721 3720 2000

E-mail: [datenschutzbeauftragter@messe-karlsruhe.de](mailto:datenschutzbeauftragter@messe-karlsruhe.de)

### 2. Nature and purpose of personal data processing

The Karlsruher Messe- und Kongress GmbH uses your data including information about your company or organisation for the purpose of organising and conducting the event and in connection with your attendance at the event.

When you purchase or register a ticket, a user account is automatically created in the ticket store. This allows you to view and, if necessary, change the data you have entered. You can access your user account via a one-time password, which will be sent to the e-mail address you have provided.

The data will also be used for the purpose of providing you with services or products you request and for the purpose of transferring information (also via email) about the event as well as about thematically related events of the Karlsruher Messe- und Kongress GmbH.

Should you be invited by an exhibitor, the information you provide will be forwarded to the exhibitor and, if necessary, stored in the database of the inviting exhibitor. The data collected here serve the purpose of registering you for the event and informing the exhibitor of your attendance at the event.

The data processing is carried out on the basis of fulfilling a contract, pursuant to Article 6(1)(b) of the European Union's General Data Protection Regulation

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(GDPR), as well as on the basis of legitimate interests of the data controller to transfer information (also via email) about the event as well as about thematically related events of the Karlsruher Messe- und Kongress GmbH, pursuant to Article 6(1)(f) of the GDPR.

The data collected will be deleted once the purpose has been fulfilled where the data is not subject to any other statutory retention and documentation obligations, pursuant to Article 6(1)(c) of the GDPR, unless you have given your consent to the retention of your data for other purposes, pursuant to Article 6(1)(a) of the GDPR.

#### **Note on the use of the lead tracking service**

During the event, all exhibitors will be offered a lead tracking service with which the individual exhibitor scans the barcode on your admission ticket and thus – similar to a business card – receives your contact details. In detail, we process the following data:

Company name, title, first and last name, function, postal address, country, telephone number(s), email address as well as any other details you may have provided about interests and/or your company.

In individual cases, you can make a specific decision on the disclosure of your data by offering your admission ticket to the respective exhibitor for scanning. There will be no unnoticed recording of data without your consent. In accordance with the international character of the trade fair (or congress), exhibitors are also represented who are based outside the European Union and therefore outside the scope of the European data protection laws. Here, too, you can object or agree to the transfer of your data in individual cases by withdrawing or offering your admission ticket for scanning.

### **3. Disclosure of data to third parties**

Your personal data will not be transferred to third parties (except in the case of the aforementioned exhibitor).

#### 4. Rights of the data subject

You have the following rights:

**The right to withdrawal:** You have the right to withdraw the consent you have provided at any time, pursuant to Article 7(3) of the GDPR. In consequence, we will cease the data processing based on this consent with future effect. You can send the withdrawal to [ds-abmelder@messe-karlsruhe.de](mailto:ds-abmelder@messe-karlsruhe.de), for example.

**The right of access:** You have the right to obtain information from us about the personal data of yours that we process, pursuant to Article 15 of the GDPR. In particular, you have the right to obtain information about the purposes of the processing; the categories of personal data concerned; the categories of recipient to whom your personal data have been or will be disclosed; the envisaged period for which your personal data will be stored; the existence of the right to rectification, erasure, restriction of processing or to object to such processing; the right to lodge a complaint; the source of your personal data where these are not collected from you; the existence of automated decision-making, including profiling, and, if applicable, meaningful information concerning the details of such processing.

**The right to rectification:** You have the right to obtain from us without due delay the rectification of inaccurate personal data of yours we store or the right to have incomplete personal data of yours completed, pursuant to Article 16 of the GDPR.

**The right to erasure:** You have the right to obtain from us the erasure of personal data of yours we store, pursuant to Article 17 of the GDPR, unless processing is necessary for exercising the right of freedom of expression and information; for compliance with a legal obligation; for reasons of public interest; or for the establishment, exercise or defence of legal claims.

**The right to restrict processing:** You have the right to obtain restriction of processing of your personal data, pursuant to Article 18 of the GDPR, where you contest the accuracy of the personal data; the processing is unlawful and you oppose the erasure of the personal data; we no longer need the personal data for the purposes of the processing, but we need the data for the establishment, exercise or defence of legal claims; or you have objected to processing pursuant to Article 21 of the GDPR.

**The right to data portability:** You have the right to receive the personal data of yours which you have provided to us in a structured, commonly used and machine-readable format and have the right to transmit those data to another data controller, pursuant to Article 20 of the GDPR.

**The right to lodge a complaint:** You have the right to lodge a complaint with a supervisory authority pursuant to Article 77 of the GDPR.

## 5. Right to object

Unless the processing of your personal data is necessary for the purposes of the legitimate interests pursuant to Article 6(1)(f) of the GDPR, you have the right to object, on grounds relating to your particular situation, at any time to the processing of your personal data, pursuant to Article 21(1) of the GDPR.

Where personal data are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such purposes, pursuant to Article 21(2) of the GDPR.

You can address your objection to [ds-abmelder@messe-karlsruhe.de](mailto:ds-abmelder@messe-karlsruhe.de), for example. You incur no additional costs besides the transmission costs at the basic rates.

Upon receipt of your objection, we will no longer process your personal data for such purposes, pursuant to Article 21(3) of the GDPR.