

# **Information in accordance with EU-General Data Protection Regulation (GDPR) for participating buyers in the HOME OF LUXURY by ITB**

Data privacy protection is a high priority at Messe Berlin GmbH. We have set out our general principles for the protection of your personal data in the Data Protection Policy of Messe Berlin GmbH, which you can find at [www.messe-berlin.de](http://www.messe-berlin.de). The use of your personal data, which you make available to us through your registration to the HOME OF LUXURY by ITB, only takes place for the purposes stated in this data protection information, which supplements the general Data Protection Policy.

**The following principles apply:**

## **1. Name of Controller**

Messe Berlin GmbH is controller and service provider responsible for data storage and processing. Further details and contact details can be found in our imprint. If you have any queries, requests or comments on the subject of data protection, please contact the Data Protection Officer of Messe Berlin GmbH by e-mail.

### **1.1 Management Board**

Dr. Christian Göke (Chairman), Dirk Hoffmann

### **1.2 Address of Controller**

Messe Berlin GmbH  
Messedamm 22  
14055 Berlin

GERMANY

[central@messe-berlin.de](mailto:central@messe-berlin.de)

### **1.3 Address of Data Protection Officer**

Data Protection Officer  
Messe Berlin GmbH  
Messedamm 22  
14055 Berlin

GERMANY

[datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)

## 2. Categories of personal data

The following personal data will be collected during your registration in the HOME OF LUXURY by ITB:

In order to submit your registration to participate in the HOME OF LUXURY by ITB, you will need to complete a questionnaire. In the course of this process, we are collecting your personal data, in particular: e-mail address, name, telephone number and position. We also collect your company's data (name, country and website).

The questionnaire also includes questions regarding the type of your company, the purchasing volume and the transaction volume. Moreover it includes questions which concern your professional interests in attending the HOME OF LUXURY by ITB, geographical interests, interests in products and services as well as your position's level of responsibility. Your complete data are required to enable us to evaluate your application.

After registration the evaluation process starts.

## 3. Purpose and legal basis of processing

### 3.1 Processing for application and evaluation

We process your personal contact data pursuant to Section 2 to establish, process and handle your **application** for the HOME OF LUXURY by ITB and performance of your relationship with Messe Berlin GmbH that probably initiates a contract (legal basis: Art. 6 para. 1 sentence 1 lit. b) GDPR).

Furthermore, we process your personal data regarding your professional interest in attending the HOME OF LUXURY by ITB during ITB Berlin, position's level of responsibility and geographical interests as well as the data of your company pursuant to Section 2 in order to **evaluate** your registration appropriately. There is a legitimate interest in this as the HOME OF LUXURY by ITB is known for selecting an exclusive and high quality group of buyers in the luxury travel industry and must ensure this quality feature of the service. The legal basis for this is Art. 6 para. 1 sentence 1 lit. f) GDPR. **Please note that you are entitled to this right of objection (see below "Your Rights").**

After the evaluation process, the candidates whose application cannot be considered will be informed by ITB Berlin by e-mail. The applicable candidates will also be informed via e-mail that confirms their participation in the HOME OF LUXURY by ITB.

### 3.2 Processing for the HOME OF LUXURY by ITB

We process your personal and company data pursuant to Section 2 to establish, process and handle your **participation** in the HOME OF LUXURY by ITB and

performance of your contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 para. 1 sentence 1 lit. b) GDPR).

For those who have joined the HOME OF LUXURY by ITB, the data collected in the questionnaire (Section 2) are automatically forwarded to Lobster Experience for Matchmaking purposes only, which is one of the free services included in the package for exhibitors and buyers of the HOME OF LUXURY by ITB. The purpose of this is to offer you a more efficient service and the best variety of suitable business contacts to meet during the pre-scheduled appointments in the HOME OF LUXURY by ITB and therefore establish new relevant business contacts. In the course of this service, we will send you e-mails to remind you of the HOME OF LUXURY by ITB. Your name, last name and company name will be visible to all suppliers and buyers who participate in the HOME OF LUXURY by ITB. Suppliers will not receive any further personal data.

### **3.3 Contact with participants of the HOME OF LUXURY by ITB**

Furthermore, we use your personal data (Section 2) for the purpose of contacting you in order to provide you with information accompanying the the HOME OF LUXURY by ITB and ITB Berlin as well as other trade fairs and information on subsequent events. Subsequent events also include other trade fairs organised or held by Messe Berlin GmbH in Germany and abroad. For these purposes, we also forward your data to other companies within our corporate group. This is based on Art. 6 para. 1 sentence 1 lit. f) GDPR. The justified interest lies in the optimal support of our customers during and after the trade fair and the promotion of identical and similar products from the trade fair portfolio of the group of companies. **Please note that you are entitled to this right of objection (see below "Your Rights").**

### **3.4 Processing for statistical evaluations**

We also use your data – without disclosing the personal data - for statistical purposes and for our public relations work. They are used for the optimal further development of the trade fair and informing the public about the composition of our trade visitors and participants in the HOME OF LUXURY by ITB. The basis for this processing is the legitimate interest of Messe Berlin (Art. 6 para. 1 sentence 1 lit. f) GDPR) in optimally organising its trade fairs and in satisfying the public's interest in information. **Please note that you are entitled to this right of objection (see below "Your Rights").**

### **3.5 Disclosure to HOME OF LUXURY by ITB sponsors**

If you have given us your consent within the scope of your application, we will disclose your personal data to the sponsors of the HOME OF LUXURY by ITB 2020 (legal basis Art. 6 para. 1 sentence 1 lit. a) GDPR). The data will be used by them to offer you their own services and to invite you to exclusive meetings. **Please note that you are entitled to this right of revocation (see below "Your Rights").**

### **3.6 Invitation to online surveys**

We regularly invite our visitors to participate in voluntary online surveys in order to continuously improve our products and services and adapt them to your needs. In doing so, we will use the data provided in the registration process (Section 2.1) to contact you. The legal basis for this is Art. 6 para. 1 sentence 1 lit. f) GDPR. **Please note that you are entitled to this right of objection (see below "Your Rights").**

If you have given us your consent within the scope of the online survey, we process your personal data on the basis of Art. 6 para. 1 sentence 1 lit. a) GDPR. **Please note that you are entitled to this right of revocation (see below "Your Rights").**

### **3.7 Data Processing Agreement**

Our HOME OF LUXURY by ITB registration platform is managed by a service provider with whom we have entered into a data processing agreement.

## **4. Registration for another person (third party)**

If you disclose the data of another person (third party) in the registration process, we process the personal data of the third party you have provided (pursuant to section 2). The processing of this data is carried out for the purpose of the execution of the agreement on the basis of Art. 6 para. 1 sentence 1 lit. b) GDPR. You are responsible for ensuring that you are entitled to provide such data and that the person concerned has been sufficiently informed by you about the processing of the person's data by Messe Berlin GmbH.

## **5. Transfer of data to foreign countries**

The transfer of personal data of trade visitors to foreign representations and group companies in third countries only takes place if the European Commission ("EU Commission") has passed a resolution on the existence of an adequate level of protection (Art. 45 para. 3 GDPR) with regard to the third country or if guarantees are provided in accordance with Art. 46 GDPR. For our foreign representations in Andorra, Argentina, Canada, New Zealand, Switzerland and Uruguay, such a decision has been made by the EU Commission pursuant to Art. 45 para. 3 GDPR. For all other foreign representations and companies of our corporate group based in third countries we used standard contractual clauses approved by the EU Commission pursuant to Art. 46 para. 2 lit. c GDPR. In the last-mentioned case, you can obtain copies (e.g. by e-mail) from us on request.

## **6. Your rights**

You can assert these rights as a data subject: the right of access to, the right to erasure and rectification of your personal data and the right to restriction of processing. If you are of the opinion that any data processing has violated data protection law, you have the right to lodge a complaint with the relevant supervisory

authority. You can withdraw your given consent to the disclosure of your personal data for promotional purposes at any time and without the need to give reasons with effect for the future. To the extent that data processing is performed on the basis of legitimate interests, you have the right to object.

## **7. Storage period**

Personal data of the applicants that cannot be taken into account for participating in the HOME OF LUXURY by ITB will be immediately deleted as soon as the evaluation process is completed. The data of those who have joined the HOME OF LUXURY by ITB will be stored for one year. After one year your data will be deleted. In so far as processing is performed on the basis of Art. 6 para. 1 sentence 1 lit. f) GDPR, the data will be erased after we have received your objection and to the extent that processing takes place on the basis of Art. 6 para. 1 sentence 1 lit. a) GDPR after we have received your objection.