

## Data protection information for exhibitors

Data protection has a high priority at the VDRK e. V. In the data protection declaration of the VDRK e.V., which you can find at [www.vdrk.de](http://www.vdrk.de), we present our general principles for the protection of your personal data. The use of your personal data, which you make available to us in your stand registration, is only for the purposes specified in this data protection information specified purposes, which supplement the general data protection declaration.

**The following principles apply:**

### 1. Name of the responsible body

The VDRK e. V. is the body and service provider responsible for data storage and processing. For more information and contact options, please refer to our imprint.

#### Managing director

Dipl.- Betriebswirt Ralph Sluke

### Address of the responsible body

VDRK e.V. | Wilhelmshöher Allee 253-255 | 34131 Kassel | Germany | [info@vdrk.de](mailto:info@vdrk.de)

### 2. Type of personal data

The following types of data are collected when registering for a stand: company name and the name of the contact person, the street and house number, the postcode and town, the country, the telephone number, the fax number, the e-mail address, company details and billing data.

### 3. Purposes and legal bases

3.1 We process your personal data for the establishment and execution of the contractual relationship between your company and the VDRK e.V. (Legal basis: Art. 6 Para. 1 S. 1 lit. b GDPR)

3.2 Furthermore, we use your personal data for the purpose of establishing contact, in order to provide you with information accompanying the trade fair and references to subsequent events. The legitimate interest lies in the optimal support of our customers before, during and after the trade fair and the promotion of the same and similar products from the trade fair portfolio of the group of companies. Please note that you have the right to object in this regard (see "Your rights" below).

3.3 Furthermore, we use your personal data to provide you with offers for services accompanying the trade fair, such as stand construction services, catering, facility services and hostess services. The legitimate interest lies in comprehensive support from a single source to improve the trade fair and ensure quality. Please note that you have the right to object in this regard (see "Your rights" below).

3.4 If you have given us your express consent, we will pass on your data to the third parties named in the declaration of consent for the purpose of sending you advertising information in order to provide you with additional services in connection with your trade fair appearance. The legal basis for this is Article 6 Paragraph 1 Clause 1 Letter a GDPR. Please note that you have the right to object in this regard (see "Your rights" below).

3.5 A trade fair directory is part of the service package from the contract. You can find more information on this on the trade fair website. In order to carry out the services contained therein; we forward your data to service providers with whom we conclude order processing contracts. If a print catalog or guide is created, the information you have collected separately or entered independently can be changed and deleted at any time in the print catalog or guide, online in the shop and the app. The data processing takes place to carry out your contractual relationship with the VDRK e.V. (Legal basis: Art. 6 Para. 1 S. 1 lit. b GDPR).

If a print catalog is created for the trade fair or a trade fair app is installed and you have given us your express consent, our service providers will provide you with the print catalog and, if applicable, the app in accordance with Section 3.4. some additional services for your company's trade fair presence in these media. The legal basis for this is Article 6 Paragraph 1 Clause 1 Letter a GDPR. In some cases, we also market additional services in

accordance with Section 3.3 ourselves or through service providers we use who act on our behalf (e. g. in the case of services for the app). In the latter case, we conclude order processing contracts. Please note that you have the right to object in this regard (see "Your rights" below).

#### **4. Your rights**

You can assert the following data subject rights: The right to information, deletion, and correction of your personal data, as well as the right to restriction of processing. If you believe that the data processing violates data protection law, you have the right to lodge a complaint with the competent supervisory authority. Consent to the transfer of your personal data for advertising purposes can be revoked at any time and without giving reasons with effect for the future. If the processing is based on legitimate interests, you have the right to object.

#### **5. Duration of storage**

The personal data, insofar as they were processed for the establishment of contracts, are stored for the duration of the statutory commercial and tax retention periods. Insofar as the processing takes place on the base of Article 6 Paragraph 1 Clause 1 Letter f GDPR, the data will be processed after receipt of your objection and insofar as it is based on Article 6 Paragraph 1 Clause 1 Letter a GDPR, deleted after receipt of your revocation.