

Deutsche Messe AG offers a range of online services for registered users of its websites. It also offers a registration service for complimentary admission tickets. The registration processes for these services involve the creation of user accounts. Deutsche Messe Interactive GmbH, a subsidiary of Deutsche Messe AG, offers an additional service by which it brokers contacts between exhibitors and trade visitors. These two companies operate a "joint controllership," jointly collecting personal data in accordance with this Declaration of Consent.

This Declaration of Consent (for the Processing, Use and Transmission of Personal Data) applies to all persons who on or after 18 November 2011 complete a registration for which agreement to this Declaration of Consent is a prerequisite. In the case of persons who completed a registration prior to this date, this Declaration of Consent applies as from the date when the persons in question indicate their agreement to it. This Declaration of Consent can be revoked at any time, in which case the revocation will apply from the date of revocation forward.

Hannover, November 2011

Questions, suggestions or comments regarding data protection and the disclosure of personal data to third parties should be sent via e-mail to Deutsche Messe's Data Protection Officer at: datenschutz@messe.de.

COLLECTION OF DATA

The following is a list of services and the types of data that are collected, processed and used in relation to them.

CREATING A USER ACCOUNT

- Mandatory data:
e-mail address, form of address, given name, surname
- Voluntary data:
special title, job title, job function, job position, department, company, sector of industry, company size, postal address

USING EXCLUSIVE ONLINE SERVICES

All voluntary data provided by users – such as details of the companies they intend to visit during the fair – is collected and stored. Users can delete these data at any time.

USING THE MATCH & MEET SERVICE

The Match & Meet service enables its registered users to make contact with potential customers and cooperation partners via the websites of the trade fairs at which they are participating. Registered Match & Meet users can enter and store information about themselves personally and their company/organization online. This information can include a profile of their areas of interest and/or the products and services they provide. They can make this information visible to other registered Match & Meet users. If they do so, other registered Match & Meet users searching the database may identify them as potential customers or cooperation partners and send them contact or meeting requests. Users receiving such requests are free to accept or

decline them. Match & Meet users are free to deactivate the data visibility function at any time, thereby preventing other users from viewing the information they have provided.

- Mandatory data:
e-mail address, form of address, given name, surname, job function, job position, company, postal address, phone number, sector of industry, company size
- Voluntary data:
photo, special title, job title, fax number, mobile phone number, interest profile or products and services profile (product categories, highlight topics, contact goals), type of company

PARTICIPATING IN ONLINE SURVEYS

Voluntary disclosures by survey respondents concerning their areas of interest and their experience of the fair are collected and processed.

REGISTERING COMPLIMENTARY ADMISSION TICKETS

- Mandatory data:
e-mail address, form of address, given name, surname, job function, job position, company, postal address, sector of industry, company size
- Voluntary data:
special title, job title, phone number, fax number, mobile phone number

USING THE LEAD MANAGEMENT SERVICE

Deutsche Messe AG offers visitors a convenient option for giving approved exhibitors access to the data that were collected and stored in the Deutsche Messe AG database during registration of their tickets. Data can only be made available in this way to exhibitors individually approved by the visitor concerned. Approved exhibitors can access the visitor's data stored in the Deutsche Messe AG database by scanning the barcode on the visitor's ticket.

- Mandatory data:
e-mail address, form of address, given name, surname, job function, job position, company, postal address, sector of industry, company size
- Voluntary data:
special title, job title, phone number, fax number, mobile phone number

DECLARATION OF CONSENT

I hereby give my consent for Deutsche Messe AG/Deutsche Messe Interactive GmbH (joint controllership) to collect, process and use my personal data. In the event that I register a complimentary admission ticket, I hereby give my consent for my personal data to be communicated to the exhibitor who invited me (by sending me the ticket). In the event that I use the Lead Management service, I hereby give my consent for my personal data to be communicated to the relevant exhibitor(s). In addition, in the event that I register for the Match & Meet service, I hereby give my consent for my personal data to be made accessible to other registered Match & Meet users to the extent defined below.

1. CREATING A USER ACCOUNT

I hereby give my consent for the mandatory and voluntary data collected from me in the course of creating a user account to be used by Deutsche Messe for the purposes of enabling me to use online services such as complimentary admission ticket registration. I further give my permission for my user account details to be stored indefinitely. I acknowledge and understand that I can deactivate my user account at any time if I no longer wish it to be stored. I acknowledge and accept that these data will be used for commercial purposes in accordance with clause 7 of this Declaration of Consent.

2. EXCLUSIVE ONLINE SERVICES

(Mobile Fair Planner / Stored Items / Newsletter Service)

I hereby give my consent for the voluntary data I provide when using online services to be stored for the purpose of providing these services until the start of the next trade fair. I understand that before the next trade fair I will be notified by e-mail that these data are to be deleted. I acknowledge and accept that these data will be used for commercial purposes in accordance with clause 7 of this Declaration of Consent.

3. MATCH & MEET

I hereby give my consent for Deutsche Messe AG to use my mandatory and voluntary data for the purpose of enabling me to participate in the Match & Meet service if I so choose. I give my consent for my data to be stored and made accessible to other registered Match & Meet users whose profiles of interests match my profile of services or whose profiles of services match my profile of interests. In the event that I use the Match & Meet Onsite service, I further give my consent for my voluntary data to be stored in a Match & Meet Online calendar of appointments. I give my consent for my data to be used for advertising purposes in accordance with clause 7 of this Declaration of Consent.

4. ONLINE SURVEYS

I hereby give my consent for Deutsche Messe AG to store in my user account any voluntary information I may provide in the course of participating in an online survey. I acknowledge and accept that these data will be used for commercial purposes in accordance with clause 7 of this Declaration of Consent.

5. TICKET REGISTRATION

I hereby give my consent for Deutsche Messe AG to use for the purposes of complimentary ticket registration the mandatory data and any voluntary data I provide when registering a complimentary admission ticket. I further give my consent for the voluntary data together with the ticket registration date to be communicated to the exhibitor who invited me (by sending me the complimentary admission ticket). I hereby give my permission for the exhibitor to use this data for his or her present and future trade fair planning. I acknowledge and accept that these data will be used for commercial purposes in accordance with clause 7 of this Declaration of Consent.

6. LEAD MANAGEMENT

In the event that I choose to use the Lead Management Service, I hereby give my permission for Deutsche Messe to transmit my mandatory and voluntary data to exhibitors who – with my express permission, given on site at the show – scan my ticket in the interest of using said data. I give my consent for said exhibitors to retrieve such data from Deutsche Messe AG and to use it for the purpose(s) individually agreed upon.

7. USE OF PERSONAL DATA FOR ADVERTISING PURPOSES

I hereby give my consent for Deutsche Messe AG and Deutsche Messe Interactive GmbH, acting as joint controllers, to store the following types of data as a profile for internal purposes and to analyze and use the same for the purpose of targeted advertising communications to me on relevant topics and products in connection with trade fairs and/or exhibitors of interest.

- mandatory and voluntary data collected when creating a user account;
- mandatory and voluntary data collected when registering a complimentary admission ticket as well as the date of the ticket registration;
- mandatory and voluntary data collected when using the Match & Meet service;
- voluntary disclosures when participating in online surveys; and
- names of companies that I store in my Stored Items list and/or in my list of Confirmed Contacts.

I furthermore consent to the mathematical and statistical analysis of my personal data for advertising purposes (scoring). However, my e-mail address may be used for advertising purposes only with my express consent.

I also give my consent for my data to be updated and supplemented with additional data. Accordingly, I give my consent for Deutsche Messe AG and/or Deutsche Messe Interactive GmbH to collect data relating to me personally from public domain sources and to store these along with my personal data that are already under the control of Deutsche Messe AG/Deutsche Messe Interactive GmbH. I give my consent for Deutsche Messe AG/Deutsche Messe Interactive GmbH to analyze this newly collected data together with the data already under their control and to use the same for the purpose of targeted advertising communications to me on relevant topics and products in connection with trade fairs and/or exhibitors of interest.