

1. PRIVACY

1.1. Anonymous use

As a rule, you have access to all of Deutsche Messe's web pages without having to disclose personal information. However, from time to time we do need certain personal details, such as your name and address, so that we can optimize our service for you. In these cases we will expressly draw your attention to this requirement and ask – where necessary – for your consent.

1.2. Creating a user profile and use of online-services

Visitors have the option of using a special registration service provided by Deutsche Messe. This service is available both for trade shows organized by Deutsche Messe, as well as for hosted events staged by other organizers.

The user profile you create by your registration can be used for all Deutsche Messe event websites. The following fields are mandatory for all user categories whereas you can add further data voluntarily:

- Access data: e-mail address and password
- Personal details: form of address, first name and surname

After creating a user profile you may use various online-services like a ticket-registration (for professional visitors only), a fair planner, and the services “my stored items”, “my fair agenda” or the service “match and meet”.

In the case of a ticket registration we will process the following mandatory data: e-mail address, first name and surname, sector of industry, job function, country, street/house number, postcode and city. You may enter the following data voluntarily: company, department und position.

You are free to participate in online-surveys concerning your interests and experiences with regard to your visit of the fair.

When using online-services the personal data entered will be stored in your profile and processed to offer the services requested. In case of a participation in the service “match and meet” the names of those companies will be stored in a contact list or in a product list which the user has chosen.

Terms of Use, Privacy and Cookies

All personal data entered when creating a user profile or when using online-services will be processed with your consent.

Deutsche Messe will also process these data for advertising purposes with your consent. In addition, these mandatory data as well as voluntary data will be transferred to Deutsche Messe Interactive for advertising purposes as well. Details are outlined in the consent declaration.

Unfortunately you can not use these services like a ticket-registration offered by Deutsche Messe without agreeing to a consent declaration. You may buy a ticket at the entrance of the fair without any registration.

1.3. Journalists

In order to have access to special online-services for Journalists you have to register as well and to present documents to demonstrate your journalistic activities. We will process these data in order to offer further online-services for Journalists with your consent.

1.4. Right of revocation / deletion of data

You may revoke your consent declaration to a processing of personal data at any time.

You may at any time delete the user profile you have created and activated during online registration. To do this, simply access your profile online and click on "Delete Personal Profile" ("Profil löschen").

Data which have to be stored due to legal obligations will be blocked. A deletion of these data is not admissible.

Our personalized service relies on processing personal data you have provided. If you revoke your consent for a processing of your personal data, then we will no longer be able to provide personalized services.

1.5. Log file data

When having access to a Deutsche Messe website, we will automatically receive log file data. We process this data by using a pseudonym in order to optimise our website, for advertising purposes and for market research. You have the right to oppose to this by sending an email to the privacy officer of Deutsche Messe datenschutz@messe.de.

Terms of Use, Privacy and Cookies

1.6. Use of cookies

Cookies are ASCII files (cookie.txt) in which text information is collected during your online session and stored. Your browser determines where the cookies are stored on your hard disk. Cookies contain information that is sent back to the host server during your next online visit. They can be read only by the server that originally placed them on your hard disk.

Deutsche Messe and service providers acting on behalf of Deutsche Messe only employ session cookies that are absolutely necessary for providing user functionality, aiding users in navigating our websites or for gathering market statistics. Without activating the use of cookies you may not be able to use the complete functions of a website.

As a default setting, most browsers automatically accept cookies. You can deactivate this function at any time, and set your browser to notify you whenever a cookie is sent.

1.7. Security

Deutsche Messe processes your personal data on specially protected servers in Germany. Access is restricted to a small group of authorized persons who are empowered by Deutsche Messe to administer the technical, commercial and content-related aspects of the server.

1.8. Contacting Deutsche Messe about this Privacy Policy

If you have any questions or comments about this privacy policy, please contact:

Deutsche Messe, Privacy Officer, Messegelände, 30521 Hannover, Germany

datenschutz@messe.de

2. ADVERTISING FROM THIRD PARTIES

Some of Deutsche Messe's web pages contain advertising banners and buttons. This advertising is delivered by external ad servers. The data collected in connection with this online advertising (e.g. ad impressions, ad clicks) is used exclusively for statistical purposes, for the purpose of generating reports for our advertising clients.

Any advertising delivered to your computer may or may not contain cookies. Deutsche Messe has no influence on whether or not advertising cookies are sent.

3. COPYRIGHT

Text, layout, images, diagrams and functions on our websites are protected by intellectual-property law, including but not limited to copyright law and trademark law.

No page or part thereof may be used, reproduced, altered or distributed, whether in electronic or hard-copy form, without the express permission of Deutsche Messe.

Infringements will be prosecuted to the limits allowed under civil and criminal law.

4. DISCLAIMER

4.1. Content

Our web pages contain a wealth of information about Deutsche Messe Group, its activities and events as well as hosted events staged by other organizers. All content is carefully researched and regularly checked and updated. However, we make no warranty and accept no liability whatsoever that the information provided is accurate, correct, or up-to-date.

4.2. Error-free operation

We use only the very latest, high-performance web technology for our web pages. Notwithstanding this, we accept no liability whatsoever for any impeded availability or transmission of the content and data on our web pages

4.3. Links to other websites

Some of Deutsche Messe's web pages contain links to external websites. Although we take all reasonable care to check these sites, we have no direct control over their content. No link to an external website constitutes a recommendation or endorsement of the content or material on that website. Accordingly, we accept no responsibility or liability whatsoever for the content of external websites to which our web pages contain links. Likewise, we accept no responsibility for the content of external web pages that contain hyperlinks to our web pages.

Hannover, 18.03.2010