
The following Data Protection Notice relates to the handling of your data in the online Ticket Shop and when registering complimentary visitor tickets for EuroBLECH 2018. Last updated: July 2018.

Hereinafter we undertake to inform you about what data we store when and why. Moreover, we will inform you of your rights and provide additional information required by law.

I. Contact Details

The "controller" within the context of the GDPR is Mack Brooks Exhibitions Ltd. [Mack Brooks], Romeland House, Romeland Hill, St Albans, Herts, AL3 4ET, United Kingdom (TEL: +44 (0)1727 814400).

Please address questions relating to data protection to info@euroblech.com or the above address.

II. Your rights as a data subject

Every data subject has the following rights:

- Right of access (Art. 15 GDPR)
- Right to rectification of data (Art. 16 GDPR)
- Right to erasure or "right to be forgotten" (Art. 17 GDPR)
- Right to restriction of processing of personal data (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR).

You may object to the processing of your personal data for marketing purposes – including profiling in connection with direct marketing – at any time without stating a reason.

Moreover, you have a general right to object (cf. Art. 21 para. 1 GDPR). In this case, a reason must be given for the objection to the processing of personal data.

To the extent that data is processed on the basis of consent, such consent can be revoked at any time with future effect.

Should you wish to exercise your rights as a data subject, please contact info@euroblech.com.

Furthermore, in the case where data protection regulations have been breached, you have the right to file a complaint with a Data Protection Authority.

III. Scope of data collection, scope of data processing, purpose of processing, transfer of data to third parties

EuroBLECH is aimed at trade visitors, attending the event in a business or professional capacity. Usage of the available online services requires a customer account (Account) to be set up. The legal basis for setting up and providing user accounts is Art. 6 (1) b GDPR.

1. Purchase of event tickets

The purchase of event tickets for EuroBLECH requires an Account to be set up, which can be used again for additional services and to book additional tickets. Furthermore, via this Account, you can view tickets which have already been registered and retrieve e-tickets, in case of loss. After completion of your purchase, you can deactivate your Account at any time, if you so wish.

a. Setting up a user account

When setting up an Account, the following data will be collected:

Mandatory fields:

Email address, form of address, first name, surname, country

Optional fields:

Title, company name, job function, telephone number, mobile number, address (street, town/city, postcode)

b. Purchase of event tickets

Once you have registered for the online ticket shop, you can use this platform to purchase tickets for EuroBLECH. Tickets are personalized and, as such, non-transferable.

EuroBLECH is aimed at trade visitors, attending the event in a business or professional capacity. The following data will be collected:

Mandatory fields:

Email address, form of address, first name, surname, company name, industry sector, job function, country and address (street, town/city, postcode)

Optional fields:

Title, telephone number, mobile number

Mack Brooks Exhibitions Ltd will process the mandatory data provided, in order to grant entry to the event on the respective date(s). In addition, this data will be used to issue name badges for attending the event.

Data relating to the ticket purchase will be used for accounting purposes and, where applicable, to process any warranty claims or complaints. Moreover, your data may be transferred to external auditors and/or tax authorities for auditing purposes.

Legal bases:

- contractual performance, including processing of warranty or other claims: Art. 6 (1) b GDPR
- set-up and provision of user accounts: Art. 6 (1) b GDPR

2. Registration of complimentary visitor tickets and exhibitor passes (together “visitor tickets”)

Registration of complimentary visitor tickets requires a user account to be set up. Via this account, you can also benefit from additional services offered in connection with the trade fair.

When registering complimentary tickets, the data provided will be used in order to grant entry to the event on the respective date(s). In addition, this data will be used to issue name badges for attending the event.

The following data will be collected:

Mandatory fields:

Email address, form of address, first name, surname, company name, industry sector, job function, country and address (street, town/city, postcode)

Optional fields:

Title, telephone number, mobile number

Since the costs for entry to the event are borne by the exhibitor inviting the trade visitor, the data relating to the ticket registration will also be transferred to the exhibitor who issued the invitation (mandatory fields and optional fields).

Legal bases:

- set-up and provision of user accounts: Art. 6 (1) b GDPR
- contractual performance including processing of warranty or other claims: Art. 6 (1) b GDPR
- transfer of data to the exhibitor who issued the invitation: Art. 6 (1) f GDPR

3. Use of additional trade fair services

By setting up a user account, in particular when purchasing online tickets or registering complimentary visitor tickets or exhibitor passes, trade fair attendees will also be provided with access to the following additional trade fair services:

- Lead Management
- Name Badges

The following data processing procedures are carried out in connection with these individual services:

Lead Management / Name Badges

If desired, trade visitors can use the Lead Management service to transfer the data stored as part of their ticket registration to exhibitors or other relevant companies, organisations or individuals taking

part in the event (e.g. convention or forum participants, speakers, sponsors, etc. – hereinafter referred to as “Event Participants”). The Event Participant can scan the barcode on the relevant ticket or name badge in order to retrieve the stored data.

4. Order Processing

Mack Brooks Exhibitions Ltd has engaged Deutsche Messe AG and Aditus as service providers for the ticket purchasing and registration processes.

5. Processing of personal data by Mack Brooks Exhibitions Ltd for marketing purposes

Mack Brooks Exhibitions Ltd and service providers we engage will use the collected data for additional purposes in connection with customer retention and customer reactivation. This will include sending additional information regarding associated products and services, in order to make customers aware of interesting offers and establish a long-lasting customer relationship. By providing your contact details you agree to your data being used for administrative and information purposes within Mack Brooks Group.

You may opt out of use of your data for marketing purposes at any time.

6. Subscription to email newsletter

We will only send marketing communications to you via email if we have obtained your prior explicit consent. Notwithstanding, we may process your email address for marketing purposes as described in paragraph 5.

IV. Data processing in connection with the use of online services

1. Integration of external service providers

Linking with other services is a fundamental principle of the Internet. Therefore, we have integrated various external service providers into our ticket shop and ticket registration website.

a. Integration of social plug-ins

To offer you the means of interacting with your contacts and sharing interesting information more easily, our website uses the social plug-ins of various social networks, e.g. Facebook.com, Twitter.com, Google+ and Pinterest. The different plug-ins can be recognised by their respective network logos. We use a 2-click approach to ensure that merely accessing our website will not trigger a transfer of data.

Your browser will not establish a direct connection with the servers of the respective network unless you click on a plug-in. The network transmits the content of the plug-in directly to your browser and your browser integrates such content into the website. In cases where a network is based outside the EU/the EEA, we cannot rule out the possibility of your data being transferred to and processed by a server outside the EU/the EEA. Since we have no influence over the amount of data collected by the networks through the plug-ins, or the respective period of use, we hereby undertake to inform you according to our present knowledge:

When clicking on a plug-in, the respective network will be informed that you have accessed the relevant page on our website. If you are logged into one of the networks, the relevant network can connect this information with your profile. If you do not want the network to collect information on your access to our website, you will have to log out beforehand. In principle, however, it is possible that a network will detect and store your IP address, even if you are not registered with or logged into the network. Furthermore, we have no information regarding the deletion of data collected by the respective plug-in providers.

The plug-in provider will store the data collected about you as a user profile to be used for marketing and market research purposes and/or the demand-oriented design of their website. In particular, this analysis will take place (also for users not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of a user profile by the plug-in providers.

The legal basis for the use of plug-ins is Art. 6, para. 1 f GDPR. Please refer to the privacy policies of the respective social networks for information regarding the purpose, duration and scope of the data collection, further processing and use of your data, your respective rights and setting options to protect your privacy:

- Facebook: <http://www.facebook.com/policy.php>
- Twitter: <https://twitter.com/privacy?lang=en>
- Google+: <https://policies.google.com/privacy?hl=en&gl=de>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- XING: https://www.xing.com/app/share?op=data_protection

b. Use of Google Tag Manager

We use Google Tag Manager to deliver online advertising and to integrate our external partners, which allows us to control the delivery of online advertising. This tool does not use cookies but still requires the transfer of IP addresses to Google, where the use of Tag Manager will be analysed. We have activated a function which automatically anonymises IP addresses prior to their transfer to Google. The legal basis for this processing of data is Art. 6 para. 1 clause 1 f GDPR. The data collected will be deleted after two years.

c. Use of reCAPTCHA

To protect user enquiries via our online contact form, online ticket registrations and subscriptions to our newsletter, Deutsche Messe AG uses the reCAPTCHA service of Google Inc. The legal basis is Art. 6 para 1 clause 1 f GDPR. By means of this service it can be distinguished whether the corresponding input is of human origin or is created improperly by automated machine processing. The prompts include the transfer of IP addresses and any further data required by Google for the provision of the reCAPTCHA service. To this end, your input will be transferred to Google and will continue to be used by Google. By using reCAPTCHA, you agree that the recognition you have made will be incorporated into the digitisation of previous works. DMAG will not store any further data about your use of this service.

We have activated IP anonymisation on our website. Therefore, Google will shorten your IP address within the member states of the European Union and contracting states of the agreement of the European Economic Area. Only in exceptional cases will your full IP address be transferred to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to analyse your use of this service. The IP address transmitted by your browser via reCAPTCHA will not be merged with any other data held by Google. This data is subject to the separate data protection regulations of Google Inc. For further information on Google's privacy policy, please refer to: <https://policies.google.com/privacy?hl=en>.

V. Our cookie policy

1. General information on the use of cookies

Our website uses cookies. Cookies are small text files that are placed on your device and stored on your browser. Their purpose is to make our services more user-friendly, more efficient and more secure. We use temporary cookies that are automatically deleted when you shut down your browser (so-called "session cookies"), as well as permanent ("persistent") cookies.

You have the option to choose whether you want to allow cookies; you can adjust the settings of your browser accordingly. Your options are to accept all cookies, to be informed when cookies are placed, or to accept no cookies at all. If you opt for the latter, you may not be able to make full use of our services.

Regarding the use of cookies, it is important to distinguish between indispensable cookies and cookies placed for additional purposes (access quantification, marketing).

2. Indispensable cookies for the use of our website

We use session cookies that are indispensable for the use of our website. These include cookies which enable us to recognise you when you visit our site for a single session. These session cookies help to make our site more secure, e.g. by ensuring secure operation of the shopping cart function and payment process. The legal basis for this processing of data is Art. 6 para. 1 clause 1 f GDPR.

3. Use of cookies with your prior consent

Hereinafter, we are providing an overview of the cookies we use if we have obtained your respective consent when accessing our website (Art. 6 para. 1 clause 1 a GDPR). These cookies are used for the purpose of analysing user behaviour and for marketing purposes. Respective opt-out options are included in each description.

a. Use of cookies to analyse user behaviour (tracking)

The use of tracking cookies allows us to recognise users when they revisit our website and to match usage events to an internal indicator (pseudonym). In this way, we can capture and analyse repeated access to our website. We use the following tracking cookies:

Econda Analytics

To improve and design our website in a demand-oriented way, information regarding access to our website will be collected and stored with the help of technologies by econda GmbH. Moreover, this data will be used to set up user profiles in pseudonymised form. To this end, cookies may be used to facilitate the recognition of Internet browsers. All IP addresses will be masked immediately upon receipt.

The legal basis for the storage of cookies is the consent pursuant to Art. 6 para. 1 clause 1 a GDPR. Subsequent analysis of the collected data for a period of up to two years is based on Art. 6 para. 1 clause 1 f GDPR.

Users of our website can object to this data collection and storage at any time with future effect via the document “Data Protection Notice of Deutsche Messe AG” on the relevant website of Deutsche Messe AG.

The objection only applies to the device and the browser on which the cookie was placed; you might have to repeat the opt-out procedure on all of your devices. If you delete the opt-out cookie, your access data will be transferred to econda again.

Google Analytics

This website uses Google Analytics, a web analytics service of Google Inc. (“Google”). Google Analytics uses “cookies”, text files which are stored on your computer and facilitate an analysis of your use of our website. The information about your use of this website generated by the cookie is usually transferred to a Google server in the USA and stored there. Since we have activated IP anonymisation on our website, Google will shorten your IP address within the member states of the European Union and contracting states of the agreement of the European Economic Area. Only in exceptional cases will your full IP address be transferred to a Google server in the USA and shortened there. Google uses this information on our behalf to analyse your use of this website, to compile reports on website activities and to provide additional services relating to website and Internet use. The IP address transferred by your browser in the context of Google Analytics will not be merged with other data held by Google.

You can prevent the storage of cookies by adjusting your browser settings accordingly. Please note, however, that in such a case you may not be able to use all the functions of our website to their full extent. Moreover, you can prevent the collection of data relating to your use of the website, generated by the cookie (including your IP address), and the processing of such data by Google by downloading and installing the browser add-on available at: <https://tools.google.com/dlpage/gaoptout?hl=en>.

We use Google Analytics to analyse and constantly improve the use of our website. The resulting statistics help us to improve our services and make them more attractive for our users. For the exceptional cases where personal data is transferred to the USA, Google has accepted the provisions of the EU-US Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the storage of cookies is the consent pursuant to Art. 6 para. 1 clause 1 a GDPR. Subsequent analysis of the data collected by the means of Google Analytics can take place for a period of up to two years, in accordance with Art. 6 para. 1 clause 1 f GDPR.

For additional information, please also refer to <https://tools.google.com/dlpage/gaoptout?hl=en>;
for general information on Google Analytics and data protection please visit
<https://policies.google.com/privacy?hl=en&gl=de>.

VI. Transfer of data to companies outside the EU/EEA

Where data is transferred to controllers outside the EU/EEA, where necessary for business purposes, we or the relevant member of the Mack Brooks Group will do so in accordance with the UK Data Protection Act 1998.

St Albans, July 2018