



67. IAA Nutzfahrzeuge
20. bis 27. September 2018
Hannover

NEW MOBILITY WORLD



Internationale
Automobil-Ausstellung

Data Protection Information from the German Association of the Automotive Industry (VDA)

The following data protection information refers to how we handle your data in the online Ticketshop and during registration for the IAA Commercial Vehicles 2018

Protecting your privacy

We take the protection of your personal data very seriously. It therefore goes without saying that we comply with the provisions of the data protection legislation and treat personal data as strictly confidential.

Our data protection practice complies with the EU's General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (Bundesdatenschutzgesetz, BDSG; amended version).

Below you can find out which of your data we store, when and why we do so. Furthermore, we inform you about your rights and provide additional mandatory information for you.

I. Contact data

The data controller in the meaning of the GDPR is the German Association of the Automotive Industry (VDA), Behrenstr. 35, D-10117 Berlin (tel.: +49 30 897842-0; info@vda.de).

If you have any questions about data protection at the VDA, you are welcome to contact our data protection officer by e-mail: datenschutz@vda.de or at the address above.

II. Your rights as a data subject

As a data subject you have the following rights:

Access to information, rectification, erasure, limitation of processing, objection, data portability, complaints

You have the right free of charge and at any time to obtain information about the origin, recipient(s) and purpose of your stored personal data in accordance with Article 15 of the GDPR. Furthermore, you have the right to rectification under Article 16 of the GDPR, to erasure under Article 17 of the GDPR, and to restriction of processing under Article 18 of the GDPR, the right to object to processing based on Article 21 of the GDPR, and the right to data portability based on Article 20 of the GDPR. In the case of the right to access to your information and the right to erasure, restrictions apply pursuant to Sections 34 and 35 of the BDSG. If you have questions about your legal data protection rights or other issues concerning your personal data, you may approach the responsible person/department and/or the VDA's data protection officer at any time (for contact details, see section I above). In the case of infringements of data protection

regulations, you are entitled to lodge a complaint with a competent supervisory authority in accordance with Article 77 of the GDPR in conjunction with Section 19 of the BDSG.

Withdrawal of consent

You can withdraw your consent given to us to data processing at any time by sending us an informal message via e-mail (for contact details, see section I above). Withdrawal of your consent applies solely to the future. Any processing of your data, which has already taken place on the basis of the consent you gave, before withdrawal of your consent, remains lawful.

Right to object under Article 21 of the GDPR

You can object to processing of your personal data for the purposes of advertising – including profiling related to direct marketing – at any time without giving reasons.

Furthermore, you have a general right to object (cf. Article 21(1) of the GDPR). In this case, reasons for the objection to data processing must be given.

III. Scope of data collection and processing, purposes, and forwarding of data to third parties

The IAA Commercial Vehicles is a specialist trade show primarily for professionals who visit the exhibition for reasons related to their business or work. Online ticket sales for the IAA Commercial Vehicles 2018 via the online Ticketshop offer trade visitors an opportunity to acquire an overall package consisting of various services that enable the exchanges necessary for a trade show and the information about the commercial vehicle market. This is intended to make a visit to the trade show as interesting, successful and pleasant as possible for you.

Alongside Internet ticket sales via the online Ticketshop, you can purchase a ticket for the IAA from one of the cash desks on the trade fair grounds at any time.

1. Purchase of tickets for events

Purchasers of online tickets for the IAA are required to create their own user account that they then are able use for further services and for booking additional tickets. You can deactivate this account – if you so desire – at any time after the event. You can use an online user account to purchase tickets for the IAA from the online Ticketshop. Furthermore, you can use your user account to review tickets already registered, and – for example if tickets are lost – to access a valid eTicket again. Your IAA user account can be re-used for the next IAA Commercial Vehicles (i.e. you will not have to create a new user account).

To ensure professional interaction during your visit to the show, it is still necessary for you to register. During registration, as part of the ticket purchasing process you will be asked to enter

some personal information about your professional background, which helps the specialist trade show to serve its purpose. The IAA tickets are personalized during registration and are not transferable. Therefore visitors to the exhibition cannot register a ticket for another person.

In addition, you have the option of obtaining a ticket for the IAA at the cash desks on the trade fair grounds at any time without creating a user account and registering.

2. Creating a user account

As a new customer, you can set up an IAA user account yourself by entering the following data:

Required information: E-mail address, form of address, first name, surname

You also have the option of using your social media account on Facebook, Google+, LinkedIn or Xing to purchase tickets. For registration, you are redirected to the relevant page of the social media service, where you can register using your user data. These data are then used for setting up and operating your user account.

If you use the option of the social login via the social networks Facebook, Google+, LinkedIn or Xing, the following data will be transmitted by the social networks:

Facebook: first name, surname, e-mail address

Google+: first name, surname, e-mail address

LinkedIn: first name, surname, e-mail address

Xing: first name, surname, e-mail address#

Following your registration in the online Ticketshop via your existing social media account on Facebook, Google+, LinkedIn or Xing, you have the option of disconnecting the link with the social media services.

The data made available by the social networks are stored at the VDA and the DMAG for as long as they are needed for processing the ticket purchase and for managing the event. No data are forwarded to the social networks. Nevertheless, based on the transmission of data to the Ticketshop, which you triggered, the social network can record where you registered. This data processing is the sole responsibility of the respective social network.

The legal basis for creating and providing user accounts is Article 6(1) b of the GDPR.

3. Making purchases using an existing user account

When you log on through your existing IAA user account, your existing customer data are stored as purchaser data and are also stored for the purpose of selling tickets and managing the event.

The legal basis for providing user accounts is also Article 6(1) b of the GDPR.

4. Acquiring tickets for events and the registration of tickets

Following your registration in the online Ticketshop, you can purchase tickets for the IAA via this platform. Tickets for the Guided Tours can be purchased separately from the Guided Tour Shop. The tickets are personalized and not transferable.

The IAA Commercial Vehicles is a B2B event. To enable professional interaction during your visit, you are requested to enter some personal information about your professional background (ticket registration) during the ticket purchasing process. The VDA uses the registration for admitting visitors to the trade show grounds. Every registered visitor receives a name badge upon admission to the IAA exhibition grounds.

The following data are processed during registration of IAA tickets:

Required information: E-mail address, form of address, first name, surname, trade or private visitor, firm's name (for trade visitors), professional position, influence on purchasing/procurement decisions, postal address (street/no., ZIP code, city, country), sector

Voluntary information: Title, department, size of company

If you do not wish to register, during the IAA you can purchase a ticket from the cash desks at the entrances to the trade show grounds. In this case you will not receive a name badge.

You can use your ticket either in the form of a PDF file, or as a mobile or wallet ticket.

The VDA processes the data you have provided for the ticket purchase in order to fulfill the contract. This includes access to the event, creation of a name badge and the accounting and possible processing of warranty claims or other complaints. Furthermore, these data may also be forwarded to the external auditors and/or tax advisors for their consultation and examination purposes. The data concerning ticket purchase are stored in accordance with the statutory retention requirements pursuant to Sections 146 ff. of the Fiscal Code of Germany (Abgabenordnung, AO) and Section 257 of the German Commercial Code (Handelsgesetzbuch, HGB) and are deleted after expiry of the mandatory retention periods.

The legal basis for the data processing is Article 6(1) b of the GDPR and, for the retention of data pursuant to the AO/HGB and any examinations by the German Fiscal Office/auditors, Article 6(1) c of the GDPR. Whenever an inviting exhibitor bears the costs of guest tickets admitting trade visitors to the exhibition, the data concerning completed ticket registration will also be forwarded to the exhibitor that issued the invitation (standard data and voluntary data). The legal basis for this is Article 6(1) f of the GDPR.

5. Use of additional IAA services

Registered users also have the option of using the following trade show services as part of a service package (called “services” in the following):

The following data processing takes place during the individual processes:

- Exchange of contact details and lead management: For this service, the IAA ticket is associated with the data entered by the visitor in the user account. This enables exhibition visitors the rapid, simple and convenient transmission of their data stored at the VDA during ticket registration to an exhibitor, if they wish in the specific case. The exhibition visitor decides whether he/she will give the exhibitor the possibility of scanning the ticket's barcode on site and retrieving the stored information in order to use it for the purposes individually agreed with the visitor. Retrieval of mobile tickets: If the visitor so desires, the IAA ticket can also be retrieved as a paperless wallet/PassWallet ticket for a smartphone.
- Exclusive myIAA online services: Visitors using the IAA Commercial Vehicles App 2018 can, for the services it offers such as the mobile trade show planner, the watch list and search function, store data they have selected, such as companies that they intend to visit during the IAA. If you have installed the trade fair app, it can show you your route and your location – if you have agreed to the use of your location data.

The legal basis for processing data for the additional IAA services is Article 6(1) b of the GDPR.

IV. Processing of personal data by the VDA for advertising purposes

The VDA and the relevant contracted service providers use names and postal addresses for additional measures geared to customer retention and customer reactivation. This includes sending out further information about interesting products and services by regular mail. The VDA wishes in this way to draw its customers' attention to additional interesting offers and to achieve long-term customer retention.

E-mail addresses are only ever used for advertising purposes with separate consent. The following exceptions are made: if the VDA obtains your e-mail address in connection with the sale of products/services, we use the e-mail address for advertising our own, similar products. You can object at any time to the use of your personal data for advertising; you will be informed of this when data are collected and every time you are sent advertising material.

The following legal bases apply to processing for advertising purposes by the VDA:

- for the processing of data for advertising purposes including profiling related to direct marketing and transmission: Article 6(1) f of the GDPR
- for e-mail advertising: Article 6(1) a of the GDPR and Section 7(3) of the German Act Against Unfair Competition (Gesetz gegen den unlauteren Wettbewerb, UWG)

Subscription to an e-mail newsletter

The e-mail newsletter will be sent to you by the VDA after you have given your explicit consent.

The VDA may commission service providers to send out the e-mail newsletter. This company compiles anonymous statistics for the VDA regarding the accessing of newsletters. In this way, the VDA obtains an overview of the extent to which the newsletter has actually been opened and how many subscribers have looked at a product. These data are recorded solely in the form of statistics and are anonymous.

The legal basis for sending out the e-mail newsletter is Article 6(1) a of the GDPR.

V. Duration of storage

The period for which your data are stored depends on the purpose of the data processing. Accordingly, we store your data only for as long as is required for the purposes for which they are processed.

If the data are no longer required in order to fulfill the purpose, they are deleted regularly unless their further processing is required for the purpose of complying with retention obligations under commercial or taxation law, or in order to keep documentary evidence in compliance with limitation regulations.

VI. Information about data protection when using the IAA webpages

You can find information about our processing of your data and your rights arising from the data protection legislation when using the IAA webpages, at: <https://www.iaa.de/datenschutz/>.

VII. Commissioned processing

The VDA has commissioned Deutsche Messe and ADITUS to act as a service provider for processing ticket purchases. Your data are therefore forwarded solely for this purpose by the VDA to the service provider (commissioned processing). No other information is forwarded to third parties. This service provider is contractually obligated to follow our written data protection instructions and to guarantee compliance with the provisions of the EU's General Data Protection Regulation (GDPR) and of the BDSG. In all other cases we are permitted to forward data only to data recipients outside the VDA if this is required by legal regulations, if you have given your consent, and/or forwarding is permitted under the data protection provisions of the General Data Protection Regulation.

VIII. Processing of data when IAA Ticketshop webpages are accessed

Below we list which data processing takes place during a visit to the Ticketshop website /during registration.

1. Processing of data during a visit to the website – log file data

When our website/app is accessed, information of a general nature is recorded automatically. This information (server log files) contains items such as the type of browser, the operating system used, the domain name of your Internet Service Provider and similar items. Furthermore, the IP address is transferred and used for providing the service you desire. This information is technically necessary to supply correctly the website content you have requested and it is necessarily generated during use of the Internet.

The log file data generated are stored for a period of three weeks to enable identification and analysis of any attacks on our website. The legal basis for the data processing is Article 6(1) f of the GDPR.

2. Processing of data during use of the website – your enquiries

If you send us an enquiry by e-mail or via the contact form, we record the data you provide to us for processing and answering your enquiry. We store this information for verification purposes for a period of up to two years. The legal basis for the data processing is Article 6(1) f of the GDPR.

3. Integration of external service providers

The Internet lives from the linkages with other offers. So we, too, have integrated a number of external service providers into our website.

a. Integration of social plug-ins

Our website uses social plug-ins from various social networks, for example Facebook.com, Twitter.com, Google+ and Pinterest. These plug-ins serve to provide you with an opportunity for interacting with your contacts and the simple dissemination of interesting information. These plug-ins can be recognized by the respective logo in the network. We use a two-click solution so that merely visiting the website does not trigger transmission of data. Only if you click on this type of plug-in does your browser open a direct connection to the servers of the respective network. The content of the plug-in is transmitted via the network directly to your browser that then integrates it into the website. Therefore, if these networks are located outside the EU/EEA, we cannot exclude the possibility that your data are transmitted to a server outside the EU/EEA and processed there. We have no influence on the scope or period of use of the data collected by the respective network with the aid of this plug-in and we therefore provide you with information based on our understanding of the situation:

The integration of the plug-in provides the respective network with the information that you have called up the relevant page of our Internet site. If you are logged in to one of the networks, this network can attribute this information to your profile. If you do not wish the network to record information about your visit to our Internet site, you must log out in advance. However, the possibility still always exists that the network discovers and stores your IP address, even though you have not registered there, or have not logged in. We also have no information concerning deletion of the data collected by the plug-in provider.

The plug-in provider stores the data collected about you as usage profiles and uses them for the purposes of advertising, market research and/or the demand-driven design of its website. This type of evaluation is carried out particularly (also in the case of users who are not logged in) for presenting demand-driven advertising and in order to inform other users of the social network about your activities on our website. You have the right to object to the formation of these user profiles by the service providers.

The legal basis for the use of plug-ins is Article 6(1) f of the GDPR. Please refer to the data privacy policy of the respective social networks for information about the purpose, duration and scope of data collection, the further processing and use of your data, and your relevant rights and options for adjusting settings in order to protect your privacy:

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

b. Integration of the Google Tag Manager

We use the Google Tag Manager to deliver online advertising and to integrate external partners. This enables us to control the delivery of online advertising. This tool works without cookies, but nonetheless requires transmission of IP addresses to Google. The application and use of the Tag Manager are measured. We activate anonymization of the IP address before it is forwarded to Google. The legal basis for the data processing is Article 6(1) f of the GDPR. The data generated are deleted after a period of two years.

4. Cookie guidelines

a. General information about the use of cookies

Our website uses cookies. Cookies are small text files that are placed on your device and which your browser stores. They help to make our offers more user-friendly, more effective and more secure. We use both temporary cookies that are deleted automatically when you close your browser (session cookies), and persistent cookies.

You may choose whether to allow cookies to be placed on your device. You can change your browser settings. You can generally choose whether you accept all cookies, or you want to be informed when cookies are placed on your device, or never to allow cookies. If you choose this last option, you may not be able to make full use of our offers.

When cookies are used, a distinction should be made between essential cookies and those used for additional purposes (measuring access figures, advertising purposes).

b. Cookies that are essential for using the website

We use session cookies on our webpages, which are essential for the use of our webpages. They include cookies that enable us to recognize you while you visit the website during a single session. These session cookies help to make using our offer secure, for instance by enabling secure processing of the shopping cart function and the payment procedure. The legal basis for the data processing is Article 6(1) f of the GDPR.

c. Use of cookies with your consent

Below you will find an overview of the cookies that we use with your consent given when you begin to use the website (Art. 6(1) a of the GDPR). Whenever we inform you about the use of cookies you will also have the opportunity to opt out. These are cookies used for tracking usage behavior on our website and cookies that are used for advertising purposes.

d. Use of cookies for tracking usage behavior

The use of tracking cookies enables us to recognize users when they return to our website and therefore to attribute visitor events to an internal pseudonym. In this way, we can record repeat visits to our website and analyze them together. Specifically the following tracking cookies are used:

- econda Analytics

To enable demand-driven design and optimization of this website, technologies from the firm econda GmbH are used to record and store data about visits to this website, and to create from these data usage profiles using pseudonyms. For this purpose cookies may be used, which enable recognition of an Internet browser. IP addresses are rendered unidentifiable immediately after they have been received.

The legal basis for the storage of the cookie is declared consent (Art. 6(1) a of the GDPR). Additional evaluation of the data collected over a period of up to two years is based on Article 6(1) f of the GDPR.

Visitors to this website can object at any time to this processing and storage of data with effect for the future, via the document "Data protection information from the German Association of the Automotive Industry (VDA)".

The objection applies only to the device and the browser on which the cookie was placed; please repeat the procedure if necessary on all devices. If you delete the opt-out cookie, requests will once again be transmitted to econda.

- Facebook Ads conversion tracking

We use the online advertising program "Facebook Ads," including the conversion tracking feature. If you click on an ad installed by Facebook, a cookie is created on your computer for conversion tracking. These cookies become invalid after 30 days and do not serve to identify you personally. Facebook does not forward your private, personal information to advertising customers without your consent. Advertising customers receive such items as reports that list how many users have seen or clicked on an ad, but which do not provide information about who has seen or clicked on it. These reports contain only aggregated, public or non-personal data. If you visit certain pages of our website and the cookie has not expired yet, Facebook and we ourselves can recognize that you have clicked on the ad and were redirected to this website. Every customer of Facebook Ads receives a different cookie. This means there is no possibility that cookies can be traced via the websites of Facebook Ads customers. The information gathered with the aid of the conversion cookie is used to create reports listing how many users have seen an ad or clicked on an ad, but which do not provide any information about who has seen or clicked on it. These reports contain only aggregated, public or non-personal data. Furthermore, Facebook supports the option "Do Not Track (DNT)". If you have

activated the DNT option in your browser, Facebook does not link your account with the browser data in order to show you tailored ads. You can find further information about DNT and how you can activate this option in your browser here: <http://optout.aboutads.info>
Alternatively, you can adjust your personal Facebook settings here:
https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen#_=_