

DECLARATION OF CONSENT FOR THE PERSONALIZATION OF OFFERINGS

Whether you are an exhibitor or visitor, the information that you provide to Deutsche Messe AG when using Deutsche Messe AG offerings is used to personalize and continually improve your trade fair experience. This information enables us to provide you with the best possible support for your business development activities and to inform you of options that may be of interest to you in relation to trade fair participation as a visitor and/or exhibitor. The purpose of the declaration of consent below is to enable us to continue to use the data that have been collected from you in relation to your use of Deutsche Messe AG offerings:

I hereby give my consent for Deutsche Messe AG to use the types of data described below for the purpose of personalizing the advice/information that I receive from Deutsche Messe AG.

- data regarding trade fair visits (number of visits, name of trade fair(s) visited, year of visit(s) and similar)
- data regarding ticket registrations (ticket type, trade fairs selected, date of ticket registration and similar)
- data regarding website visits (data collected by Deutsche Messe AG and attributable to you personally relating to pages viewed, topics viewed, number of page impressions, click behavior, downloads and similar)
- data regarding use of e-mails sent by Deutsche Messe AG (open rates, click-throughs to content from e-mails, e-mail forwards and similar)

I further give my consent for the above data to be used for the purposes of personalizing the advice/information I receive. This includes personalization of e-mail newsletters using data collected regarding my interests, personalization of Deutsche Messe AG websites viewed by me and use of information on my interests by the competent employees of Deutsche Messe AG for the purposes of providing further advice to me regarding trade fair participation as an exhibitor.

I understand that I can revoke this Declaration of Consent at any time, in which case the revocation will apply from the date of revocation forward.

Hannover, October 2016