

# DECLARATION OF CONSENT FOR PROCESSING OF PERSONAL DATA



As the organizer of EMO Hannover, the VDW (German Machine Tool Builders' Association) offers various online services for registered users. It also offers a registration service for complimentary admission tickets. Use of these services requires the prior creation of a user account. Deutsche Messe AG is contracted by the VDW to process the data collected during the above registration processes.

**This Declaration of Consent can be revoked at any time, in which case the revocation will apply from the date of revocation forward.**

If you have any questions, suggestions or comments regarding privacy, data protection or the disclosure of personal data to third parties, please send them via e-mail to [emo@vdw.de](mailto:emo@vdw.de)

Frankfurt am Main, 25 January 2017

## 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, title (Mr, Ms, Mrs, etc.), first name, last name
- **Voluntary personal data:**  
special title (e.g. Dr, Prof)

### USING ONLINE SERVICES (STORED ITEMS)

- "Stored Items" is where the data entered by users when using online services – such as details of the companies they intend to visit during the fair – is collected and stored. Users can change or delete these data at any time.

### REGISTERING COMPLIMENTARY ADMISSION TICKETS (TICKET REGISTRATION):

- **Mandatory data:**  
e-mail address, title (Mr, Mrs, Ms, etc.), first name, last name, industry, job function, job title, postal address (street name, building number, postal code, city and state/country)
- **Voluntary data:**  
special title (Dr, Prof, etc.), company name, company size, department

### USING THE LEAD MANAGEMENT SERVICE

The VDW offers visitors a convenient option for giving approved exhibitors access to the data that were collected and stored in the VDW 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 VDW database by scanning the barcode on the visitor's ticket.

- **Mandatory data:**  
e-mail address, title (Mr, Mrs, Ms, etc.), first name, last name, industry, job function, job title, postal address (street name, building number, postal code, city and state/country)
- **Voluntary data:**  
special title (Dr, Prof, etc.), company name, company size, department

# DECLARATION OF CONSENT FOR PROCESSING OF PERSONAL DATA



## Declaration of Consent

I hereby give my consent for the VDW 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).

### 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 the VDW for the purposes of enabling me to use online services such as online 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 give my consent for my data to be used for advertising purposes in accordance with clause 4 of this Declaration of Consent.

### 2. USING ONLINE SERVICES (STORED ITEMS)

I hereby give my consent for the information I voluntarily enter when using the online "Stored Items" list to be stored for the purpose of providing me with these online services. I understand that, unless I delete these data myself, they will be stored until just before the start of the next "EMO Hannover" trade fair, at which time they will automatically be deleted. I understand that shortly before the next "EMO Hannover" trade fair I will be notified by e-mail that these data are to be deleted. I give my consent for my data to be used for advertising purposes in accordance with clause 4 of this Declaration of Consent.

### 3. REGISTERING COMPLIMENTARY ADMISSION TICKETS (TICKET REGISTRATION)

I hereby give my consent for the VDW to use for the purposes of complimentary ticket registration the mandatory data and any voluntary data I provide when registering complimentary admission tickets (ticket registration). I further give my consent for the mandatory 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 give my consent for my data to be used for advertising purposes in accordance with clause 4 of this Declaration of Consent.

### 4. USE OF PERSONAL DATA FOR ADVERTISING PURPOSES

I hereby give my consent for the VDW to store the following types of data as a profile for internal purposes and to analyze and use the same for the purpose of sending 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 tickets as well as the date of ticket registration
- 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 separate consent.

I also give my consent for my data to be updated and supplemented with additional data. Accordingly, I give my consent for the VDW 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 the VDW. I give my consent for the VDW to analyze this newly collected data together with the data already under its control and to use the same for the purpose of sending targeted advertising communications to me on relevant topics and products in connection with trade fairs and/or exhibitors of interest.

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## 5. LEAD MANAGEMENT

In the event that I choose to use the Lead Management Service, I hereby give my permission for the VDW 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 interests of using said data. I give my consent for said exhibitors to retrieve such data from the VDW and to use it for the purpose(s) individually agreed upon.

## 6. ONLINE REGISTRATION FOR PRESS SERVICES

By registering online as a journalist, I give my consent for the details of my e-mail address, title (Mr, Mrs, Ms, etc.), first name and last name to be collected and stored indefinitely in a user profile created to enable me to access press services provided by the VDW. I acknowledge and understand that I can deactivate my user account at any time if I no longer wish it to be stored.

I give my consent for my data to be stored indefinitely. I acknowledge and understand that I can delete these data and deactivate my profile at any time if I no longer wish them to be stored. My e-mail address cannot be used for the purpose of sending me additional press releases without my separate consent.

I give my consent for my data to be stored indefinitely. I acknowledge and understand that I can delete these data at any time if I no longer wish them to be stored.

My e-mail address cannot be used by the VDW for the purpose of sending me additional press releases without my separate consent.

Frankfurt am Main, 25 January 2017