

# DATA PROCESSING POLICY

## 1. Name and contact details of data controller and company data protection officer

The data controller is FWTM Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG, represented by the management of the general partner Freiburg Wirtschaft Touristik und Messe Beteiligungs-GmbH Jens Mohrmann and Hanna Böhme.

The data controller can be reached as follows:

Address: Neuer Messplatz 3, 79108 Freiburg  
Telephone: +49 (0)761 3881-3101/-1101  
Fax: +49 (0)761 3881-3127  
Email: messe.freiburg@fwtm.de  
Website: www.fwtm.freiburg.de

The data protection officer for FWTM Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG is our certified data protection officer and attorney, Marc E. Evers.

Our data protection officer can be reached as follows:

Address: Weilerstr. 9, 79252 Stegen  
Email: datenschutz@datasekure.de

## 2. Collection and retention of personal data, and nature and purpose of the use of these data

### a. Collection of data in connection with event registration

When you or your company register with us for an event, we collect the following information:

- company data (company name, address, tax numbers etc., as well as other information regarding the implementation of the event)
- personal data (title, name, email address, telephone number) of managing directors, heads of sales and marketing, officers, contacts.

This data is collected to enable us to:

- identify you as one of our exhibitors;
- provide appropriate services for you;
- contact you;
- invoice you;
- process any liability claims or assert any claims against you.

Your data are processed at your request; in accordance with Article 6 para. 1 sentence 1 (b) GDPR, this processing is necessary for the aforementioned purposes in order to ensure adequate organization of the event and the mutual fulfillment of obligations.

The personal data collected by us will be retained until the end of the statutory retention period, after which they will be deleted, unless we are obliged to retain the data for longer in accordance with Article 6 para. 1 sentence 1 (c) GDPR due to retention and documentation duties arising from tax or commercial law (the German Commercial Code HGB, German Criminal Code StGB or Fiscal Code of Germany AO), or unless you have given your consent to retention beyond this period in accordance with Article 6 para. 1 sentence 1 (a) GDPR.

The contact person who enters personal data of other participants/participants is independently responsible for ensuring that there is a sufficient legal basis according to Art. 6 GDPR and accordingly permission from the persons entered.

### b. Use of data in connection with subscriptions to our email newsletter

When you subscribe to our newsletter, we will use the data which are necessary for this purpose or have been shared separately by you to regularly send you our email newsletter in accordance with your consent in accordance with Article 6 para. 1 sentence 1 (a), GDPR. You can unsubscribe from our newsletter at any time, either by sending us a message using the contact details given above, or by clicking on the "unsubscribe" link in the newsletter. After unsubscribing we delete your e-mail address, as far as you have not expressly consented to a further use of your data or we reserve the right to further data use, which is permitted by law and about which we inform you in this statement.

### c. Use of data for email advertising in the absence of a newsletter subscription, and your right to object

If we have obtained your email address in connection with the sale of a product or service and you have not objected, we reserve the right to regularly send you offers via email concerning products from our range which are similar to the item previously purchased. You can object to this use of your email address at any time by sending us a message using the contact details given above, or by clicking on the link provided for this purpose in the advertising email, without incurring any costs other than the transmission costs according to the basic rates. This serves to safeguard our legitimate interests, which are predominantly justified in the context of a weighing up of interests, in a promotional approach by our customers in accordance with Art. 6 para. 1 sentence 1 (f) GDPR.

### d. Use of data for postal advertising, and your right to object

Furthermore, we reserve the right to retain your name and surname, your postal address and – provided that we have received this additional information from you as part of the contractual relationship – your title, academic qualifications and professional title, industry description or trade name in databases or compiled lists, and to use this information for our own advertising purposes, for example to send interesting offers and information about our products by post. You can object to the retention and use of your data for these purposes at any time by sending us a message using the contact

details given above. This serves to safeguard our legitimate interests, which are predominantly justified in the context of a weighing up of interests, in a promotional approach by our customers in accordance with Art. 6 para. 1 sentence 1 (f) GDPR.

### e. Collection of images or videos of individuals at events

Photos and videos are taken during events held in the rooms and open spaces used by Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG. As such, photos or videos may be taken in which individual visitors or organisers can be recognised. These photos and videos are collected for the purpose of presenting the events in brochures and press reports and on social media channels and FWTM websites.

This serves the purposes of our legitimate and, on balance, overriding interests in depicting the event for advertising purposes and in addressing our customers pursuant to Article 6 para. 1 sentence 1 (f) GDPR. We never use the data collected for the purpose of drawing conclusions about you.

You can find further explanations of your rights regarding photo and video recordings under point 5. of this Privacy Policy.

## 3. Transfer of data to third parties

We will not transfer your personal data to third parties for any purposes other than those listed below.

Insofar as this is required in accordance with Article 6 para. 1 sentence 1 (b) GDPR for the organization of the event with you or for the protection of legitimate interests according to Art. 6 para. 1 s. 1 lit f GDPR or we are legally obliged to do so according to Art. 6 para. 1 s. 1 lit c GDPR, your personal data will be transferred to third parties. This includes, in particular, the processing by service providers employed by us, the transfer of these data to co-organisers and their representatives, as well as to companies or their representatives in the following fields:

- 1) Stand construction, service, technology, fittings
- 2) Ticketing, Registration
- 3) The media/publishers/communications/the internet
- 4) Authorities and other groups

These third parties may only use the transferred data for the purposes stated. Furthermore, we have – to the extent required by law – concluded a commissioned processing agreement with all of our service providers pursuant to Art. 28 GDPR and a joint data processing agreement with our co-organizer Solar Promotion GmbH pursuant to Art. 26 DGP (for more details, see below). As part of these contracts, our service providers as well as Solar Promotion GmbH are also regularly audited by our data protection officer.

## 4. Rights of data subjects

### You have the right:

- to withdraw the consent once given to us at any time, in accordance with Article 7 para. 3 GDPR. This means that we will not be allowed to continue the data processing for which the consent was originally given;
- to request information about your personal data which are processed by us, in accordance with Article 15 GDPR. In particular, you may request information about the processing purposes, the category of personal data, the categories of recipients to whom your data have been or are disclosed, the planned retention period, the existence of a right to correction, erasure, restriction of processing or objection, the existence of a right to make a complaint, the origin of your data, if they were not collected by us, and the existence of automated decision-making including profiling and any significant information regarding details of this;
- to request the immediate correction or completion of your personal data which are stored by us, in accordance with Article 16 GDPR;
- to request the erasure of your personal data which are stored by us, in accordance with Article 17 GDPR, insofar as the processing of these data is not required in order to exercise the right to freedom of expression and information, in order to fulfill a legal obligation, for reasons of public interest or in order to establish, exercise or defend legal claims;
- to request a restriction on the processing of your personal data, in accordance with Article 18 GDPR, insofar as you contest the accuracy of the data, the processing of the data is unlawful but you oppose their erasure and we no longer require the data but you require them for the establishment, exercise or defense of legal claims, or you have filed an objection against the processing of the data in accordance with Article 21 GDPR;
- to receive the personal data which you have provided to us, in a structured, commonly used and machine-readable format, or to request the transmission of these data to another controller, in accordance with Article 20 GDPR, and
- to lodge a complaint with a supervisory authority in accordance with Article 77 GDPR. As a general rule, you may lodge a complaint with the supervisory authority with jurisdiction over your habitual residence or place of work.

## 5. Right to object

Provided that your personal data are being processed on the basis of legitimate interests in accordance with Article 6 para. 1 sentence 1 (f) GDPR, you have the right to object to the processing of your personal data, in accordance with Article 21 GDPR, provided that there are reasons for this resulting from your particular situation.

To use your right to object, simply send an email to the address shown above.

## INFORMATION ON THE JOINT RESPONSIBILITY PURSUANT TO ART. 26 PARA. 2 SENTENCE 2 OF THE GENERAL DATA PROTECTION REGULATION (GDPR)

Information on the joint responsibility of Solar Promotion GmbH, Kiehnlestr. 16, 75172 Pforzheim, Germany – hereinafter referred to as “SP” – and Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG, Neuer Messplatz 3, 79108 Freiburg, Germany – hereinafter referred to as “FWTM” – pursuant to Art. 26 Para. 2 Sentence 2 of the General Data Protection Regulation (GDPR)

### What is the reason for this joint responsibility?

The parties work together on the organization of exhibitions, conferences and other events on the basis of multiple cooperation agreements. The purpose of the parties' cooperation is the collaborative organization of events.

#### For the events

- The smarter E Europe
- Intersolar Europe
- ees Europe
- Power2Drive Europe
- EM-Power Europe
- GETEC

(hereinafter jointly referred to as “Events”)

SP and FWTM act as close collaboration partners. The parties have agreed on a division of the responsibility for data processing into different domains.

### How are personal data processed and by whom?

- (1) SP is the primary manager of the CRM system, where contact details of event visitors (hereinafter referred to as “visitors”) are processed.
- (2) FWTM is the primary manager of the “exhibitor system,” where contact details of event exhibitors (hereinafter referred to as “exhibitors”) are processed.

### What have the parties agreed?

Within the scope of their joint responsibility under data protection law, SP and FWTM have agreed which party is to fulfill which obligations pursuant to the GDPR. This relates in particular to ensuring the rights of the data subjects and meeting the requirements to provide information pursuant to Articles 13 and 14 GDPR.

The responsibilities are divided between the parties in accordance with the parties' respective domains (hereinafter referred to as “Domains”) as defined in [Appendix 1 et seq.](#), i.e. each party is responsible for the tasks described in [Appendix 1 et seq.](#) / for the relevant processing activities up to any handover points stated.

### What impact does this have on data subjects?

Notwithstanding their joint responsibility, the parties shall fulfill the data protection obligations in accordance with their respective competences for the individual Domains as follows:

- Within the scope of the parties' joint responsibility, FWTM is responsible for ensuring the rights of data subjects pursuant to Art. 7 Para. 3, 15, 16, 17, 18, 20, 21 GDPR with regard to exhibitors and its own suppliers. In all other cases (for visitors and conference attendees, potential exhibitors, speakers and its own suppliers), SP is responsible for ensuring the rights of data subjects pursuant to Art. 7 Para. 3, 15, 16, 17, 18, 20, 21 GDPR.
- SP and FWTM shall provide the data subjects in their respective Domains of responsibility with the necessary information pursuant to Art. 13 and 14 GDPR in a precise, transparent, understandable and easily accessible form and in clear and simple language at no cost to the data subjects.
- Rights pertaining to data protection should primarily be asserted with the party that is responsible for the relevant Domain pursuant to the agreement on joint responsibility.
- If a data subject asserts one of his or her rights with one of the parties within the scope of the parties' joint responsibility, this party shall forward the claim to the other party without delay insofar as the data subject's claim concerns processing conducted by said other party.
- Data subjects shall receive a reply from the body that is responsible for the relevant Domain pursuant to the agreement on joint responsibility.

### Appendix 1: Cooperation regarding the data of visitors and conference participants as well as potential visitors and conference participants

#### Shared purposes of data processing:

- Sale of (online) tickets to visitors (“print@home”)
- Organization of exhibitions, conferences (workshops, seminars, presentations, etc.)
- Customer service including complaint handling
- Collection of invoiced sums and enforcement of legal claims
- Marketing and advertising, market research
- On-site sale of event tickets at ticket machines (“terminals”)
- Ticket checks at exhibition events
- Collection and evaluation of visitor profiles (areas of interest, occupational status, etc.)

#### Shared resources for data processing:

- Online ticket shop [www.messe-ticket.de/FWTM](http://www.messe-ticket.de/FWTM)
- CRM system
- Vivenu (for GETEC)

#### Data subjects:

- Event visitors including conference participants and members of the press
- Speakers (conferences only)
- Potential clients

#### Roles and tasks of SP:

- Ticket sales
- Setup and maintenance of a CRM system
- Visitor advertising

#### Roles and tasks of FWTM:

- Technical registration of visitors, setup of ticket shop at [www.messe-ticket.de/FWTM](http://www.messe-ticket.de/FWTM)
- Lead tracking (if applicable and with customer consent)
- Ticket sales for GETEC

### Appendix 2: Cooperation regarding the data of exhibitors and sponsors

#### Shared purposes of data processing:

- Organization of the exhibition
- Rental of (exhibition) booth space
- Customer service including exhibitor support and complaint handling
- Advertising and marketing
- Information on and sale of additional exhibition participation offers (sponsorship, catalogs, award entries, presentations at conferences and as part of the accompanying program, etc.)

#### Shared resources for data processing:

- ERP system
- CRM system
- Registration system
- Content management system

#### Data subjects:

- Employees of the exhibiting companies including media partners and sponsors
- External points of contact for the exhibiting companies (e.g. employees of agencies)
- Potential exhibitors

#### Roles and tasks of SP:

- Exhibitor support (customer service) regarding sales and marketing
- Exhibitor data management
- Advertising to exhibitors (for FWTM exhibitions, insofar as this is allowed by Section 7 of the German Act against Unfair Competition, UWG)
- Newsletters with information on the content and organization of events

#### Roles and tasks of FWTM:

- Collection, modification (if necessary) and management of exhibitor data, in particular via the creation of registration documents and online ordering systems for exhibitors
- Exhibitor support with regard to (exhibition) equipment and logistics, organization
- Exhibitor registration
- Information provision and support for the exhibitors and their points of contact with regard to the online store (<https://portal.TheSmarterE.com>)
- Newsletters with information on the content and organization of events

### Appendix 3: Websites for joint exhibitions such as Intersolar Europe, ees Europe, Power2Drive Europe and EM-Power Europe

#### Shared purposes of data processing:

- Maintenance of a uniform website appearance and uniform offers and information for (potential) event visitors and (potential) exhibitors
- Provision of and links to company and third-party offers in conjunction with the events (ticket shop, Exhibitor-Cockpit, Online Service Center (OSC), newsletter registration, Messe München, etc.)

#### Shared resources for data processing:

##### Websites:

- Solar Promotion GmbH
- [www.TheSmarterE.de](http://www.TheSmarterE.de)
- [www.intersolar.de](http://www.intersolar.de)
- [www.ees-europe.com](http://www.ees-europe.com)
- [www.PowerToDrive.de](http://www.PowerToDrive.de)
- [www.EM-Power.eu](http://www.EM-Power.eu)

##### FWTM

- [www.getec-freiburg.de](http://www.getec-freiburg.de)

#### Data subjects:

- Website visitors

#### Roles and tasks of SP:

- Website design, creation and maintenance, query handling
- Selection of CMS and assignment of access rights
- Analysis of user behavior, e.g. via the use of cookies

#### Roles and tasks of FWTM:

- Query handling