

# **Data Protection Regulations**

## **Igedo Exhibitions GmbH & Co. KG**

### **Last amended: 10/26/2023**

#### **1. General Information on Data Protection**

The Internet portal of Igedo Exhibitions GmbH & Co. KG is primarily a marketplace for the processing of business transactions. Although a great deal of information is also available to anonymous visitors, there is sometimes a need for us to obtain data from you which can be company or even person-related to provide you with the desired services. Our systems protect your data in accordance with internationally applicable data protection standards, the Data Protection Directive of the European Union, and national data protection regulations. Our goal is to make it possible for you to be certain of responsible and confidential treatment of your data. Encryption procedures are used for the secure transmission of payment data. This means that communication between your browser and our system cannot be read by other participants on the Internet. Personal data are used exclusively for the purposes explicitly stated in these data protection regulations or during later data collection. Our websites may contain links to websites of other providers. As we are not responsible for their information, we recommend that you study the information provided on such sites concerning data protection carefully. Each time content is requested from our Internet site, data (e.g., name of the file requested, date/time, data volume transferred) on this process are stored in a protocol file. In this way, we monitor user conduct throughout the entire website. Nevertheless, the bringing together of this information with data on individual users is only carried out with prior, written consent. Igedo Exhibitions GmbH & Co. KG classifies the entire use statistics based on the user's domain name, the browser type and the MIME type by reading out this information from the browser string (the information contained in the browser of every user). We monitor and list the search terms entered in the search engine by users; nevertheless, this tracing is never carried out in connection with individual users.

#### **1.1 Cookies**

We also use so-called session cookies. These enable optimization of communication times for incoming web inquiries. As a fundamental rule, our website can also be used without cookies, however this can result in restrictions with individual applications. Cookies are not used for the preparation of person-related use profiles.

Should you have any further questions or comments concerning our data protection concept or wish to have your personal data blocked for any form of use, kindly contact us by e-mail at the following address: [datenschutz@igedo.com](mailto:datenschutz@igedo.com)

Can the cookies be blocked?

You can choose whether cookies should be accepted or blocked. Most Internet browsers automatically accept cookies. As a rule, however, the settings of the browser used can be altered to reject specific cookies. If you do not wish cookies to be accepted, the majority of all Internet browsers enable (i) altering of the settings of the browser used such that you are always informed whenever a cookie is received and can then decide whether you wish to accept it or not, (ii) deactivation of existing cookies, or (iii) the setting of your browser such that cookies are automatically rejected.

You should however be aware that, if cookies are deactivated or rejected, specific functions or services on our sites may not be able to function correctly, as we are not then in a position to recognize you and to allocate you to your account(s) for the Igedo Company. In addition, the offers made to you when you visit our sites may not actually be relevant to you or tailored to your specific interests.

This is how to block or accept cookies on known Internet browser software:

Internet Explorer

[Firefox](#)

[Google Chrome](#)

[Apple Safari](#)

[Apple Safari](#)

## **2 Data Protection with special applications**

### **2.1 Online orders**

When you use our online order system, we receive necessary data from you for processing the ordering procedure and executing the agreed services. Data fields through which the data required for processing of the business transaction are collected, are always marked separately (with an asterisk). If you provide additional, voluntary data, for example on specialist interests, we can send you targeted specialist information even before an event. This means that, by entering this data, you yourself decide which data we receive from you on you and your company. In addition, we offer you the possibility of rectifying or altering the data collected during registration. These changes can be made simply by calling up your user profile, clicking on the "Edit" link and carrying out the alterations to your own data which are then displayed in the form. Users can alter this information at any time and as frequently as necessary.

### **2.2 Surveys**

We make it possible to participate in interactive surveys so that users can exchange their opinions with other users easily and discover the thoughts of our users on important subjects. Surveys are also used to enable even more precise adaptation of the content and services to our customer base. In this respect, we use a system which "marks" users following the casting of their vote, thus preventing them from voting more than once on a specific question. There is no correlation between this marking and information on individual users. We decide at our discretion whether to forward the demographic information accumulated in these surveys to the other users of the portal, but never your personal data.

### **2.3 Message Boards / Forums**

Message boards and forums enable lively, non-chaired conversations on a variety of topics. We require users to register on a personal and company basis to prevent misuse of this platform.

### **2.4 Electronic Newsletters**

We enable the ordering of electronic newsletters on various subject areas. We make it possible to order electronic newsletters on various topics. For this purpose, we collect personal data of those users who voluntarily register as subscribers. The data entered in the newsletter registration form is processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke your consent to the storage of the data, the email address and their use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter or here. The legality of the data processing procedures already carried out remains unaffected by the revocation. The data you provide for the purpose of receiving the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted after you unsubscribe from the newsletter. Data stored by us for other

purposes (e.g., e-mail addresses for the members' area and exhibitors' area or the receipt of registrations/tickets for the trade fairs) remain unaffected by this.

We send the newsletters for our events **FASHN ROOMS, Neonyt Düsseldorf** licensed by Messe Frankfurt Exhibition GmbH and **SHOES DÜSSELDORF** to the e-mail address specified in the newsletter. By providing the e-mail address, you will not receive unsolicited spam e-mails. The e-mails will be tailored to the trade fairs and will contain information on the event and subsequent events. This sending can be objected to at any time by clicking on the unsubscribe link in the newsletter, without incurring any costs other than the transmission costs according to the basic rates. After receipt of the objection, we will immediately stop sending the newsletter.

In connection with registration for our trade fairs, recipients who are in our visitor database because they have already attended one or more of our trade fairs will receive registration emails with their personal access data, which can be used to generate tickets directly. You can object to this sending at any time by clicking on the unsubscribe link in the registration email, without incurring any costs other than the transmission costs according to the basic rates. After receipt of the objection, we will immediately stop the mailings.

## **2.5 Prize competitions, loyalty programmes**

If we organize loyalty programs or prize competitions, all rules and information on the respective procedure and the use of personal data are stated clearly during the full period of the program. The information collected is also used for verification of the user identity and to inform the winners. Here too, the policy of Igedo Exhibitions GmbH & Co. KG is not to forward information on specific persons to third parties.

## **2.6 Google Applications**

### **2.6.1 Google Analytics**

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses so-called "Cookies", text files that are stored on your computer and that enable an analysis of your use of the website. As a rule, the information, generated by the cookie on your use of this website, is transmitted to a Google server in the USA and stored there. If the IP anonymisation on this website is activated, your IP address will however be shortened by Google beforehand within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on the website activities, and to provide the website operator with further services associated with use of the website and of the Internet. The IP address transmitted by your browser in the context of Google Analytics will not be brought together with other Google data. You can prevent storage of the cookies via a corresponding setting of your browser software. Nevertheless, we draw attention to the fact that, in this case, you may not be able to make full use of all functions of this website. You can also prevent the forwarding of the data, generated by the cookie and concerning your use of the website (including your IP address) to Google, as well as the processing of this data by Google, by downloading and installing the Browser-Plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>

## 2.6.2 Google Maps

Our websites can use the map service Google Maps via an API. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Use of the functions of Google Maps requires the storage of your IP address. As a rule, this information is transmitted to a Google server in the USA and stored there. The provider of this site has no control over this data transmission. The use of Google Maps is carried out in the interests of an appealing presentation of our online offers, and for the

purpose of easy location of the places indicated by us on the websites. This constitutes a justified interest as defined in Art. 6 (1) lit. f GDPR.

According to our knowledge, this involves at least the following data:

- date and time of the visit to the website concerned
- Internet address or URL of the website called up
- IP address
- (departure) address entered within the framework of the route planning.

Further information on handling user data can be found in the [Google data protection statement](#)

## 2.7 Social Media Plugins

### 2.7.1 Facebook

If you are a member of the Facebook social network, data on your visit to our Internet site(s) will automatically be forwarded to Facebook. Igedo Exhibitions GmbH & Co. KG has no control whatsoever over this. Further information on this subject can be obtained from the Facebook data protection notices. Our Internet presentation can use Social Plugins ("Plugins") of the social network facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The Plugins are marked with a Facebook logo or the suffix "Facebook Social Plugin". If you call up a website of Igedo Exhibitions GmbH & Co. KG containing such a Plugin, a direct connection to the Facebook servers will be established by clicking on the icon. The content of the Plugin will be forwarded directly to your browser by Facebook and incorporated into the website by the browser. The incorporation of the Plugins results in Facebook being informed that you have called up the corresponding page of our Internet presentation. If you are logged on to Facebook, Facebook can assign the visit to your Facebook account. If you interact with the Plugins, for example press the "Like" button or enter a comment, your browser will forward the corresponding information direct to Facebook, where it will be stored. The purpose and scope of the data collection, the further processing and use of the data by Facebook as well as your corresponding rights and setting options for the protection of your private sphere, can be found in the [Facebook data protection notices](#). If you do not want Facebook to collect data on you through use of the Plugin on our Internet presentation, you must log off from Facebook before visiting our Internet presentation.

### 2.7.2 LinkedIn

Our Internet presentation can use Social Plugins ("Plugins") of the social network "LinkedIn", operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA The Plugins are marked with a LinkedIn logo. If you call up a website of Igedo Exhibitions GmbH & Co. KG containing such a Plugin, a direct connection to the LinkedIn servers will be established by clicking on the icon. The content of the Plugin will be forwarded directly to your browser by LinkedIn and incorporated into the website by the browser. The incorporation of the Plugins results in LinkedIn being informed that you have called up the corresponding page of our Internet presentation. If you are logged on to LinkedIn,

LinkedIn can assign the visit to your LinkedIn account. If you interact with the Plugins, for example forward a Tweet or enter a comment yourself, your browser will forward the corresponding information direct to LinkedIn, where it will be stored. The purpose and scope of the data collection, the further processing and use of the data by LinkedIn as well as your corresponding rights and setting options for the protection of your private sphere, can be found in the [LinkedIn data protection notices](#). If you do not want LinkedIn to collect data on you through use of the Plugin on our Internet presentation, you must log off from LinkedIn before visiting our Internet presentation.

### **2.7.3 XING**

Our Internet presentation can use Social Plugins ("Plugins") of the social network xing.com ("XING"), operated by XING AG, Gänsemarkt 43, 20354 Hamburg. Plugins are marked with a XING logo or the suffix "XING Social Plugin". If you call up a website of Igedo Exhibitions GmbH & Co. KG containing such a Plugin, a direct connection to the XING servers will be established by clicking on the icon. The content of the Plugin will be forwarded directly to your browser by XING and incorporated into the website by the browser. The incorporation of the Plugins results in XING being informed that you have called up the corresponding page of our Internet presentation. If you are logged on to XING, XING can assign the visit to your XING account. If you interact with the Plugins, for example enter a comment, your browser will forward the corresponding information direct to XING, where it will be stored.

The purpose and scope of the data collection, the further processing and use of the data by XING as well as your corresponding rights and options for the protection of your private sphere, can be found in the [XING data protection notices](#). If you do not want XING to collect data on you through use of the Plugin on our Internet presentation, you must log off from XING before visiting our Internet presentation.

### **2.7.4 You Tube**

Various sites of Igedo Exhibitions GmbH & Co. KG contain so-called embeddings of videos on YouTube.com (YouTube). YouTube is a service offer of Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. The Plugins are marked with a YouTube logo. If you call up a website of Igedo Exhibitions GmbH & Co. KG containing such a Plugin, a direct connection to the Google servers will be established by clicking on the icon. The content of the Plugin will be forwarded directly to your browser by Google and incorporated into the website by the browser. The incorporation of the Plugins results in Google being informed that you have called up the corresponding page of our Internet presentation.

If you are logged on to YouTube, Google can assign the visit to your YouTube account. If you interact with the Plugins, for example enter a comment, your browser will forward the corresponding information direct to Google, where it will be stored.

The purpose and scope of the data collection, the further processing and use of the data by YouTube as well as your corresponding rights and options for the protection of your private sphere, can be found in the [Google data protection notices](#). If you do not want Google to collect data on you through use of the Plugin on our Internet presentation, you must log off from Google before visiting our Internet presentation.

### **2.7.5 Instagram**

Functions of the Instagram service may be incorporated into our sites. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA. If you are logged on to your Instagram

account, you can link the content of our sites to your Instagram profile by clicking on the Instagram button. This enables Instagram to assign your visit to our sites to your user account. We draw attention to the fact that, as provider of the sites, we have no knowledge of the content of the data transferred or of their use by Instagram. Further information can be found in the [Instagram data protection statement](#).

## **2.8 Additional visitor services**

### **2.8.1 Igedo Exhibitions GmbH & Co. KG Social Sign-in**

Description of the application: Social Sign-in or Social Login is an application used for the registration process in a protected area. During registration with a social media profile, the user administration of the Igedo Exhibitions GmbH & Co. KG website automatically stores the information available on the user. A new user profile is created at the same time. When you log on with the social network identifier, the API retrieves the personal data from the network, and transfers these to the database of Igedo Exhibitions GmbH & Co. KG. Thanks to the connection to the social network, Igedo Exhibitions GmbH & Co. KG automatically receives the data required for a registration process in the respective system.

## **3. Controller**

### **3.1 Name of the controller:**

Igedo Exhibitions GmbH & Co. KG

### **3.2 Management**

Philipp Kronen and Ulrike Kähler

### **3.3 Address of the controller:**

Emanuel-Leutze-Str. 8, 40547 Düsseldorf

### **3.4 Address of the Data Protection Officer:**

Michael Heidt, Igedo Company GmbH & Co.KG, heidt@igedo.com, Tel.: +49 (0)211 4396 535

### **3.5 Purpose of the collection, processing, or use of data**

The purpose of Igedo Exhibitions GmbH & Co. KG is the promotion of business through the organisation of trade fairs and exhibitions in Germany and abroad, and through all activities associated with the trade-fair and exhibition business. To fulfil this purpose, we provide trade-fair and exhibition facilities that we use for events. The data is collected, processed, and used for the performance of the declared purposes of the company, in particular for the processing of the respective business transaction, for quality assurance and improvement of our trade-fair events, including the provision of information to our customers - insofar as these are professional visitors - before and after the event as well as concerning future events of Igedo Exhibitions GmbH & Co. KG.

Personal data are not forwarded to third parties for advertising purposes. The data stored on the visitor badge, declared by you here, can be read by third parties upon presentation of the visitor badge, and thus stored and used. The data protection terms and conditions of the third party shall apply accordingly in such cases.

As a general rule, the legal bases of our data processing are as follows:

If you issue us with your express consent (Art. 6 (1) GDPR), e.g., if you would like us to contact you direct or if you subscribe to our Newsletter. For the fulfilment of our contractual obligations (Art (1b) GDPR), e.g., if you place an order via our Ticket Shop. As a company, we are subject to various legal obligations (Art. 6 (1c) GDPR). We also process data on the basis of a justified interest of ourselves or third parties (Art. 6 (1f) GDPR). These include Data processing for the purpose of requirements-oriented design of the website.

### **3.6 Contact Form**

If you send us inquiries via contact form, your information as per the inquiry form, including your contact data stated therein, will be stored by us for the purpose of processing the inquiry and in case of follow-on questions. We do not forward these data without your consent. The processing of the data entered in the contact form is therefore carried out exclusively on the basis of your consent (Art. 6 (1) lit. a GDPR). You can revoke this consent at any time. An informal email notification to [datenschutz@igedo.com](mailto:datenschutz@igedo.com) is sufficient in this respect. The revocation shall not affect the legality of the data processing measures carried out up until the revocation. The data entered by you in the contact form will remain with us until such time as you request their erasure, revoke your consent to storage, or the purpose of the data storage ceases to apply (e.g., when processing of your inquiry has been completed). Mandatory statutory provisions - in particular, periods of keeping - shall remain unaffected.

### **3.7 Forwarding to third parties**

To enable us to process your data for the above-mentioned purposes, we may forward your data to companies of Igedo Exhibitions GmbH & Co. KG or to selected partner companies. Where necessary, we have concluded an order data processing contract with the recipients. These services include for example catalogue entries, ticketing, mailshots, stand-building services, chauffeur, and collection services. We can also forward your data if necessary for fulfilment of our service offers. This can involve the following partners: transport companies (for orders), banks and payment service providers, credit-rating checks, Forwarding is also possible if we are obliged to forward to public bodies, for example by order of a court.

### **3.8 Security of our website**

This site uses SSL or TLS encryption for security reasons, and to protect the transmission of confidential information, for example orders or inquiries that you send to us as site operator. An encrypted connection is recognisable by the fact that the address line of the browser changes from "http://" to "https://," and by the lock symbol in your browser line. When the SSL or TLS encryption is activated, the data that you send us cannot be read by third parties

### **3.9 Server Log files**

The provider of the sites automatically collects and stores information in so-called server log files. These are automatically forwarded to us by your browser. These are:

- browser type and browser version
- operating system used
- referrer URL
- host name of the computer making access

- IP address
- time of the server inquiry

These data are not brought together with other data sources. The basis for the data processing is Article. 6 (1) lit f GDPR.

### **3.10 Your rights concerning the blocking / erasure of the data / complaint**

You have the right to free information at any time concerning the origin, recipients, and purpose of your stored personal data. You also have a right to demand the rectification, blocking or erasure of these data, as well as a right of data portability. If you have issued us with consent, you can revoke this for the future. You can contact our Data Protection Officer at any time for this purpose, and also concerning further questions on the subject of data protection by sending an e-mail to: [datenschutz@igedo.com](mailto:datenschutz@igedo.com).

You also have a right to complain to the responsible supervisory authority. The law contains a wide range of regulations concerning keeping requirements and deadlines. Upon expiry of these deadlines, the corresponding data are erased as a routine procedure. Excepted from this are data required for the processing of the respective business transaction with Igedo Exhibitions GmbH & Co. KG, and in particular for informing customers before and after an event as well as concerning future events. The data of customers who no longer wish to receive corresponding information will be erased.

### **3.11 Amendments to the present data protection regulations**

Igedo Company GmbH and Co. reserves the right to amend these security and data protection measures if this becomes necessary as a result of technical developments or changes to statutory regulations. In these cases, we shall also adapt our data protection notices accordingly. Kindly therefore note the respective current version of our data protection statement.

## **4. Rights of objection**

Naturally, every one of our customers is at liberty to indicate purposes for which his/her personal data should not be used. Should you no longer wish your data to be used for a specific purpose, you can object to farther-reaching use of your data at [datenschutz@igedo.com](mailto:datenschutz@igedo.com).