

Data protection information for online exhibitor registration for the IAA Mobility 2021

We take the protection of your personal data very seriously. Within the context of the IAA Mobility (called IAA in the following) the Verband der Automobilindustrie e. V. (VDA) works closely together with Messe München GmbH. This also applies to the processing of your personal data during the online exhibitor registration for the IAA (on the webpages of www.iaa.de), for which we are joint controllers according to Art. 26 DSGVO.

1. Contact data

Organizations responsible for data processing (controller):

Verband der Automobilindustrie e. V. (VDA)/
German Association of the Automotive Industry
Behrenstr. 35
D-10117 Berlin
Tel.: +49 30 897842-0
Fax: +49 30 897842-600
E-mail: info@vda.de

and

Messe München GmbH
Messegelände
81823 München
Tel.: +49 89 949-20720
Fax: +49 89 949-20729
E-Mail: datenschutz@messe-muenchen.de

(jointly in the following “we”).

Contact details for the data privacy officer of the VDA:

Datenschutzbeauftragter
Verband der Automobilindustrie e. V.
Behrenstr. 35
10117 Berlin
E-Mail: datenschutz@vda.de

Contact details for the data privacy officer of the Messe München GmbH:

Beauftragter für den Datenschutz
Messe München GmbH
Messegelände
81823 München
Tel.: +49 89 949-20045
Fax: +49 89 949-20069
E-Mail: datenschutz@messe-muenchen.de

2. The sources and data we use

We process only the personal data that are required for the specific purpose for which they are processed (cf. section 3 below).

We collect the data, that we have received directly from you (master data that you have entered in a contact form e.g. name, prename, company address etc).

In case you have been registered as a co-exhibitor by the main exhibitor or the organizer of a joint exhibition stand, then we receive your data from the main exhibitor. In that case we process master data, that have been entered into the online form by the main exhibitor on your (name, prename, company address etc.).

3. Why we process your data (purpose of processing) and the legal basis

The personal data mentioned above are processed by us in accordance with the provisions of the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG). The VDA represents and promotes the interests of the entire German automotive industry, in particular the common interests of its members in all areas of the transport business. We process your data for the preparation and running of the IAA, that gives a comprehensive overview on the international automotive sector and other mobility providers and – services. IAA is an international event covering mobility and automotive topics, where the participating companies and exhibitors have a variety of options to present their products, services and innovations to the public. This may be by setting up and running an exhibition stand or other formats. The IAA promotes contact and dialog with visitors (trade and private visitors) and among the exhibiting companies themselves. To this end, specialist events are also organized and information about the industry and statistics are made available. Furthermore, the IAA is a platform and a presentation space for many other mobility providers and – forms.

Data are collected, processed and used in order to fulfill these purposes, in particular:

a. Registration and executing business procedures

IAA registration is carried out online. To register, you must enter your data necessary for the exhibitor registration in a contact form. The data entered in the form are processed by us for the purpose of direct communication with you in the context of registration and for holding the exhibition at the IAA. The legal basis for the processing is Art. 6(1) b of the GDPR for the performance of a contractual obligation, if a business relationship existed with you or shall be entered into with you. In case you are acting for a third party, especially your employer, the processing of data is based on Art. 6 (1) f of the GDPR. Our legitimate interest is in the communication with the contact person of our business partner and in the performance of the contractual obligation.

b. Information/services associated with the event

After submitting your registration for the IAA, you will receive additional offers associated with the event (for example but not limited hereto from Messe München for the “shop for exhibitor services”, from JL Medien for the entry in the list of exhibitors and other trade fair media). These services serve to fulfill the purpose of the exhibitor’s contract detailed in section 3. The legal basis for the processing is Art. 6(1) b of the GDPR, if a business relationship existed with you or shall be entered into with you. In case you are acting for a third party, especially your employer, the processing of data is based on Art. 6 (1) f of the GDPR. Our legitimate interest is in the communication with the contact person of our business partner and in the performance of the contractual obligation.

Also, after registration, you will receive event-related organizational information, e.g. in the form of a digital newsletter/information mail. This information serves the processing of the exhibitor's contract, in order to provide you with the required information about how the IAA is scheduled and held. The data are processed to perform a contractual obligation pursuant to Art. 6(1) b of the GDPR, if a business relationship existed with you or shall be entered into with you. In case you are acting for a third party, especially your employer, the processing of data is based on Art. 6 (1) f of the GDPR. Our legitimate interest is in the communication with the contact person of our business partner and in the performance of the contractual obligation.

c) Information about future IAA events

We will also inform you about future subsequent events, similar events and services related to the IAA. The legal basis for the processing of your data is Art. 6(1) f of the GDPR. Our legitimate interest is the advertising and marketing of future events.

d) Exhibitor lists

In order to fulfill the purpose of the exhibitor's contract, an event/exhibition that reaches the public at which the exhibitor participates, the VDA compiles a list of exhibitors containing the information provided by you during registration, and makes it available to relevant service providers in accordance with section 3b and to journalists. The processing of your data is based on Article 6 (1) f of GDPR. Our legitimate interest is in the public presentation of the event.

e) Processing based on consent

In some circumstances we process data based on your consent. The purpose of the data processing will follow from the content of the relevant declaration of consent. The processing of data in those cases is based on Article 6 (1) a GDPR.

4. Who receives the data

Access to your data within our companies are restricted to those persons and departments that need to access them in order to fulfill the purpose of the processing.

We only transfer your data to external recipients if there is a legal justification for this or you have consented to it. External recipients could be:

- Public authorities: public authorities and state institutions (e.g., social security institutions, financial authorities, public prosecutors, courts)
- Private bodies: Private bodies to which we transmit your personal data on the basis of legal justification or your consent (e.g. banks, lawyers, tax advisors)
- Processors: Service providers that we use to provide services. These processors are carefully selected by us and regularly reviewed to ensure that your privacy is maintained. The service providers may only use the data for the purposes specified by us

5. Will my data be transferred in a third country

In the context of the online exhibitor registration for the IAA, your personal data may be transferred to bodies whose registered office or place of data processing is not located in a Member State of the European Union or in another Contracting State of the Agreement on the European Economic Area.

Before transmitting, we ensure that, outside of exceptional cases permitted by law, the recipient either has an adequate level of data protection (e.g. through an adequacy decision

of the European Commission, through appropriate guarantees or the agreement of so-called EU standard data protection clauses of the European Commission with the recipient) respectively you have given your express consent.

You can obtain from us a copy of the concretely agreed regulations to ensure the appropriate level of data protection.

6. How long my data are stored for

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 purpose for which they are processed.

If the data are no longer required in order to fulfill the purpose, they are deleted regularly unless there is another legal basis for the further processing of the data or legal or contractual retention obligations.

In case we process your data on the basis of your consent, we will store the data until your consent is revoked. In the event of a revocation, we will delete your personal data, unless their further processing is permitted in accordance with the relevant legal provisions.

7. Your rights arising from data protection

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

You have the right at any time and free of charge to obtain information about the origin, recipient(s) and purpose of your stored personal data in accordance with Art. 15 of the GDPR. Furthermore, you have the right to rectification under Art. 16 of the GDPR, to erasure under Art. 17 of the GDPR, to restriction of processing under Art. 18 of the GDPR, the right to object to processing based on Art. 21 of the GDPR, and the right to data portability based on Art. 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. You can address questions at any time about any aspect of your data privacy rights to the controllers or their data protection officers. You can find the contact details of the controllers and of the data protection officers under clause 1.

In the case of infringements of data protection regulations, you are entitled to lodge a complaint with a competent supervisory authority in accordance with Art. 77 of the GDPR in conjunction with Section 19 of the BDSG.

Withdrawing consent

You can withdraw your consent given to us for the purpose of data processing at any time by sending us an informal message to datenschutz@vda.de or datenschutz@messe-muenchen.de (for further contact details, see section 1 above). Withdrawal of your consent applies solely to the future. Any processing of your data, which has already taken place on the basis of your consent, before withdrawal of your consent, remains lawful.

Right to object against processing of data for the purpose of direct marketing

You can object to a processing of your data for the purpose of advertising – including profiling in connection with direct marketing – at any time without giving a reason. If you object to the processing, your personal data will not be used for that purpose anymore.

Case by case right of objection

You have the right for reasons resulting from your special situation, at any time to object to the processing of data, based on Art. 6 (1) f GDPR (data processing based on weighing of interests). If you object, we will not process your data anymore unless we can document compelling reasons worthy of protection, which outweigh your interests, rights and liberties or the processing services the assertion, execution or defense of legal claims.

You can assert your rights as a data subject either against VDA or against Messe München GmbH. As a rule, you will receive information from the body, where you raised your claim.

This information necessary according to § 13 and 14 GDPR are made available to the data subject jointly by us.

Status as of November 2020