

IAA MOBILITY App

Privacy Policy for the IAA MOBILITY App

The protection of information related to you, such as your registration and profile information ("personal data"), is important to us. That is why we are providing the IAA MOBILITY App ("App") for the International Motor Show ("IAA") in Munich in accordance with the Applicable data protection laws, in particular in accordance with the EU General Data Protection Regulation ("GDPR").

App usage and data processing at a glance

Using our App and concluding the corresponding App usage agreement is voluntary. You can visit the IAA without using our App. The aim of our App is to enrich and facilitate your visit to the IAA.

Overview of the data categories and the data used in each case

Below you will find an overview of the data categories and the data used in each case, including an overview of the legal bases.

Data categories (alphabetical)	Data	Overview of the various legal bases
App usage data	<ul style="list-style-type: none"> - Geodata (current location for the function "What's nearby?") - Push notifications 	<p>App Usage Agreement (Art. 6 (1) b) GDPR);</p> <p>Overriding legitimate interest (Art. 6 (1) f) GDPR)</p>
Call-to-action data	<ul style="list-style-type: none"> - Email address of an App user - Surname - First name - Additional information, depending on the text input 	<p>App Usage Agreement (Art. 6 (1) b) GDPR)</p>
Consent to data transfer	<ul style="list-style-type: none"> - Data recipient (specific IAA exhibitor) - Processing purpose, as per consent (e.g. advertising) - Time of giving consent 	<p>Consent (Art. 6 (1) a) GDPR)</p>
Event data	<ul style="list-style-type: none"> - Email address of an App user (linking event data to profile data when registering for an event) - Event name 	<p>App Usage Agreement (Art. 6 (1) b) GDPR)</p>

	<ul style="list-style-type: none"> - Time / place of the event 	
Contact details	<ul style="list-style-type: none"> - Profile data (mandatory) - Networking data 	Consent (Art. 6 (1) a) GDPR)
Networking data (incl. chat and matchmaking)	<ul style="list-style-type: none"> - Area of responsibility - Company - Mobile phone number, work - Position - Profile picture - Phone number, work - Additional information, depending on the text input 	Consent (Art. 6 (1) a) GDPR); App Usage Agreement (Art. 6 (1) b) GDPR)
Test drive booking data (incl. purchase query)	<ul style="list-style-type: none"> - -Submitted confirmations - Information provided as part of the purchase request (optional) - E-mail address of an app user - Identifier (incl. IP address) to enable allocation - Mobile phone number (optional) - Street address - House number - Postcode (postcode) - Town/city - Country 	Contract for a test drive with the respective exhibitor (Art. 6 (1) b) GDPR) Overriding legitimate interest (Art. 6 (1) f) GDPR)
Profile data (mandatory master data; mandatory information)	<ul style="list-style-type: none"> - Email address of an App user - Surname - First name 	App Usage Agreement (Art. 6 (1) b) GDPR)
Profile data (optional)	<ul style="list-style-type: none"> - Area of responsibility - Selected interests & topics - Vehicle type - Vehicle purpose - Favorite IAA exhibitors - Company 	Consent (Art. 6 (1) a) GDPR); Overriding legitimate interest (Art. 6 (1) f) GDPR)

	<ul style="list-style-type: none"> - Information about a user, made available by the respective user (e.g. topics and interests) - Purchasing interest - Country - Mobile phone number - Position - Price category - Profile picture - Registration and participation in presentations (conference, events, workshops), events at the exhibition stand and / or public events as well as partner events; Appointments. - Phone number - Additional information (free text) 	
Registration data (mandatory)	<ul style="list-style-type: none"> - Mandatory information/Master data 	App Usage Agreement (Art. 6 (1) b) GDPR)
Ticket data (access and authorizations)	<ul style="list-style-type: none"> - Email address - Validity period - Surname - Roles (permissions) of the ticket - Ticket ID - First name 	App Usage Agreement (Art. 6 (1) b) GDPR)
Company affiliation	<ul style="list-style-type: none"> - Affiliation with an IAA exhibitor 	App Usage Agreement (Art. 6 (1) b) GDPR)

Overview of data storage and data transfers

What is saved on your device?	<ul style="list-style-type: none"> - App usage data - Geodata (current location)
What is transmitted from your device to our server ("backend")?	<ul style="list-style-type: none"> - Profile data (mandatory) - Profile data (optional)

<p>Which personal data are transmitted to other IAA visitors if an authorized user takes part in the networking?</p>	<ul style="list-style-type: none"> – Profile data (mandatory) – Networking data
<p>Which personal data are transmitted to IAA exhibitors?</p>	<ul style="list-style-type: none"> – Call-to-action data – Event data – Depending on the specific consent, certain personal data can be transmitted – Test drive booking data (incl. purchase query) – Profile data (optional) – Master data – Ticket data (access and authorizations)
<p>What personal data is transferred to service providers in a third country?</p>	<ul style="list-style-type: none"> – Test drive booking data (incl. purchase query) – Event data

Below you will find an explanation of how we handle your personal data in this context.

1. Who is responsible? Who is the data protection officer?

Messe München GmbH, Messegelände, 81823 Munich is responsible for this App. You can find further information in the imprint of Messe München GmbH:

<https://messe-muenchen.de/de/impressum/>

You will find the contact details of our data protection officer below:

Messe München GmbH

Data protection officer

Messegelände

81823 Munich

Tel.: +49 89 949-20045

Fax: +49 89 949-20069

Email: datenschutz@messe-muenchen.de

2. What do we do with your personal data?

a) When you register for our App

Registration

You can download our App from the relevant platforms and register to use the App. We collect your master data for this.

Usage

In addition to using various functions (e.g. in-App messages, message center), our App enables you to receive push notifications about updates and new App functionalities. You can also receive push notifications from an event organizer via our App (e.g. reminder, information about the event).

The App is locked using the device password or a biometric password, such as a fingerprint. These personal data are only saved on your device. We don't have access to it. This also means that we do **not** process these personal data.

(1) Legal basis

We process your personal data to initiate, implement and complete the corresponding App Usage Agreement (Art. 6 (1) b) GDPR).

Your personal data are also processed on the basis of our overriding legitimate interest (Art. 6 (1) f) GDPR).

As part of the necessary balancing of interests, we have weighed your interests in confidentiality and our interests in the corresponding processing of your personal data. Your interest in confidentiality is thereby subordinate. Otherwise we would not be able to guarantee the IT security of our App and our platform.

(2) Recipient categories and third country transfers

We use service providers as part of the operation of our App. For this purpose, we transmit personal data to these service providers. These service providers are contractually obligated by us to exercise the same care when handling personal data as we do ourselves. For this purpose, we can also transfer personal data to service providers in third countries (see the section "Data transfer to third countries" below).

(3) Access to other Applications on your smartphone

If you grant the Appropriate authorization, the following Applications will be accessed:

- GPS (your location)
- Camera
- Photo gallery

b) When you create your profile

After you have downloaded the App and registered for it, you can create a profile. You will be asked for certain mandatory information when creating your profile. You can provide various other optional personal data and other voluntary information in your profile. This includes, for example, the specification of purchasing interest, various areas of interest or the selection of IAA topics.

The profile also offers the use of various functions:

- You can view your history via your profile. There you can, for example, see which events you have participated in at the IAA so far.
- You can create and manage your favorites via your profile. You can thereby, for example, more easily find events at the IAA that are particularly interesting for you. You can select, for example, connectivity, electrification and / or future fuels as subject areas.
- You can also indicate your interests, for example, automobility, micromobility & (E-)bikes and/or smart city / urban mobility. You can also enter certain IAA exhibitors as favorites in order to have quicker or more direct access to their information.
- You can, within the context of your purchasing interest, for example, specify which price categories are of interest to you, when you are planning a purchase and / or what purpose the vehicle should have (e.g. business, family, etc.).
- You can generate a QR code within the app. Such a QR code is your virtual business card, stored within the app. An IAA exhibitor can read such a QR code to obtain certain personal data from you. The corresponding individual data are described in the data category "Networking data". If you provide an IAA exhibitor with your QR code for scanning, this is like handing over an analogue business card.

(1) Legal basis

The processing of your mandatory information takes place for the purpose of initiating, implementing and completing the corresponding App Usage Agreement (Art. 6 (1) b) GDPR).

The processing of your optional profile data takes place on the basis of our overriding legitimate interest (Art. 6 (1) f) GDPR).

(2) Balancing of interests

As part of the necessary balancing of interests, we have weighed your interests in confidentiality and our interests in the corresponding processing of your optional profile data. Your interest in confidentiality is thereby subordinate. Otherwise we would not be able to manage your optional profile data in order to provide information that is suitable for you.

(3) Recipient categories and third country transfers

We transmit your profile data to an IAA exhibitor when you register for an event of the respective IAA exhibitor.

We use service providers as part of the operation of our App. For this purpose, we transmit personal data to these service providers. These service providers are contractually obligated by us to exercise the same care when handling personal data as we do ourselves. For this purpose, we can also transfer personal data to service providers in third countries (see the section "Data transfer to third countries" below).

(4) Access to other Applications on your smartphone

If you grant the Appropriate authorization, the following Applications will be accessed:

- GPS (your location)
- Camera
- Photo gallery

c) When you create and manage Appointments with your profile

You can set up and manage your Appointments via your profile. You can thereby, for example, more easily find events at the IAA that are particularly interesting for you. You can also carry out the following registrations:

- Registration and participation in presentations (conference)
- Registration and participation in events at the exhibition stand
- Registration and participation in public events

If you register for an IAA event, we will transmit the required personal data to the respective IAA exhibitor. Registration is also used for admission management. If you take part in an IAA event, a list of participants will be created for the IAA exhibitor's own purposes.

(1) Legal basis

The processing of your corresponding personal data takes place for the purpose of initiating, implementing and completing the corresponding App Usage Agreement (Art. 6 (1) b) GDPR).

The transfer of your profile data (optional) to IAA exhibitors is based on your consent (Art. 6 (1) a) GDPR).

(2) Recipient categories and third country transfers

We use service providers as part of the operation of our App. For this purpose, we transmit personal data to these service providers. These service providers are contractually obligated by us to exercise the same care when handling personal data as we do ourselves. For this purpose, we can also transfer personal data to service providers in third countries (see the section "Data transfer to third countries" below).

(3) Access to other Applications on your smartphone

If you grant the Appropriate authorization, the following Applications will be accessed:

- Calendar function

d) When you save your ticket data in the App

You can store your IAA ticket digitally in the App if you have scanned the QR code of your IAA ticket or bought your IAA ticket via the App.

If you want to buy an IAA ticket via the App, you will be redirected to the website of our ticket shop via a link. Please note that separate privacy policies Apply to our ticket shop.

Once you have stored your IAA ticket in the App, you can digitally manage your trade fair access and access to individual events.

(1) Legal basis

The processing of your ticket data takes place for the purpose of initiating, implementing and completing the corresponding App Usage Agreement (Art. 6 (1) b) GDPR).

(2) Recipient categories

We use service providers as part of our ticket shop. For this purpose, we transmit personal data to these service providers. These service providers are contractually obligated by us to exercise the same care when handling personal data as we do ourselves.

(3) Access to other Applications on your smartphone

If you grant the Appropriate authorization, the following Applications will be accessed:

- Camera

Please note:

An IAA ticket can be purchased outside of the App.

You don't have to store your IAA ticket in the App. You can also visit the IAA if you have an IAA ticket without using the App.

e) If you give us your consent

When using the App, you can grant various types of consent (e.g. so that an IAA exhibitor can send you advertising by email and / or push advertising).

(1) Legal basis

Your consent is the legal basis for the respective data agreement (Art. 6 (1) a) GDPR; Section 7 (2) no. 2 of the German Act against Unfair Commercial Practices (UWG)).

(2) Recipient categories and third country transfers

In the context of your consent, you will be informed to which recipient we will send your personal data (e.g. to the IAA exhibitor who should send you advertising by email).

If a recipient is based outside the European Union ("EU") / the European Economic Area ("EEA"), there is usually a third country transfer (see below the section "Data transfer to third countries").

Please note:

Please note that you may have given an IAA exhibitor further consent without any connection to the App. A revocation of consent via the App only relates to consent that you have given via the App.

f) If you participate in networking via the App (incl. chat and matchmaking)

You can take part in networking via our App if you have purchased an IAA ticket for business professionals and registered it in the App. The "Networking" function is only available to business professionals. Business professionals can also use the chat function and contact other business professionals who use the App.

You can activate Networking & Matchmaking in your profile. We will then compare your interests with those of other business professional users.

If you have activated Networking & Matchmaking, you will be shown other business professional users of the App and you will be shown to other business professional users of the App. Visible data are your area of responsibility, company, surname, position and first name. A specific search for business professional users is not possible.

(1) Legal basis

Your consent is the legal basis for the data agreement in the context of Networking (Art. 6 (1) a) GDPR).

(2) Recipient categories

We will make your personal data available to other IAA Networking participants when there is a match.

We use service providers as part of the networking function. For this purpose, we transmit personal data to these service providers. These service providers are contractually obligated by us to exercise the same care when handling personal data as we do ourselves.

(3) Profiling

We use an algorithm for matchmaking, which determines the similarity of your interests with the interests of other business professional visitors to the IAA and shows this to you in rank order of the respective similarity.

Please note that we create profiles within the framework of Networking & Matchmaking. These are based on the details of your interests. In doing so, we compare your interests with those of other IAA Networking participants. You will then see a list of other IAA Networking participants. Therein, in descending order, you will find IAA Networking participants with whom you share most interests. The more your selected interests match the interests of other IAA Networking participants, the more these users will be suggested to you as possible contacts.

g) If you use a call-to-action function

You can use a call-to-action function via our App. In this case, we will transmit your call-to-action data to the respective IAA exhibitor so that they can respond to your respective request. You can, for example, use the following functions via the respective details page of an IAA exhibitor:

- Request a brochure.
- Subscribe to a newsletter.
- Make an Appointment request.

(1) Legal basis

The processing of your call-to-action takes place for the purpose of initiating, implementing and completing the corresponding App Usage Agreement (Art. 6 (1) b) GDPR).

(2) Recipient categories and third country transfers

We transmit your call-to-action to the IAA exhibitor on whose details page you use a corresponding function. For this purpose, we can also transfer personal data to IAA exhibitors in third countries (see the section "Data transfer to third countries" below).

h) If you book a test drive with an IAA exhibitor

You can book test drives offered by an IAA exhibitor. We do not offer such test drives ourselves. When arranging a test drive via our app, you have the option of taking part in a survey ("purchase query"). Participation in this purchase enquiry is optional.

The booking of the test drive takes place with the respective IAA exhibitor. This respective IAA exhibitor can access the test drive booking data through our backend. We provide the respective IAA exhibitor with your test drive booking data if you wish to book a test drive.

(1) Legal basis

The processing of your test drive booking data is carried out for the purpose of initiating, executing and processing the corresponding contract for the performance of a test drive between you and the respective IAA exhibitor (Art. 6 para. 1 lit. b) DSGVO).

The processing of your optional test drive booking data for participation in the purchase enquiry is based on our overriding legitimate interest as well as on the overriding legitimate interest of the respective IAA exhibitor (Art. 6 para. 1 lit. f) DSGVO).

(2) Balancing of interests

Within the framework of the necessary balancing of interests, we have weighed up your interest in confidentiality and our interests, as well as the interests of the respective IAA exhibitor with whom you wish to book a test drive in the corresponding processing of your optional test drive booking data. Your interest in confidentiality takes a back seat. We would otherwise not be able to process your optional test drive booking data to enable your participation in the purchase survey. By asking you as part of the purchase enquiry, the respective IAA exhibitor can better tailor its products and services to customer needs.

(3) Recipient categories and third country transfer

We transfer your test drive booking data to the IAA exhibitor with whom you wish to arrange a test drive. For this purpose, we may also transfer personal data to IAA exhibitors in third countries (see the section "Data transfer to third countries" below).

We also use service providers based in the USA, a third country, to process your test drive booking data. We transfer personal data to these service providers for this purpose. These service providers are contractually obliged by us to exercise the same care in handling personal data as we do ourselves.

i) If you use the App as an IAA exhibitor

You can also use our App as an IAA exhibitor. In this case, we process additional personal data relating to your company affiliation.

The following functions are available to you as an IAA exhibitor:

- View a list of all events (title, location, time, speaker) of your own company at a glance.
- See a list of all test drives of your own company at a glance.
- The App can be used to control admission at events organized by your own company. This means that an IAA exhibitor can scan a visitor's ticket and thus determine whether the visitor is registered for this event and can be admitted. In this case, the visitor is one of the participants in the respective event. An IAA exhibitor can use this to create a list of participants.

The processing of these personal data takes place for the purpose of initiating, implementing and completing the corresponding App Usage Agreement (Art. 6 (1) b) GDPR).

j) When we anonymize your personal data

We anonymize your personal data in order to evaluate it for statistical purposes.

(1) Legal basis

The processing of your personal data in the context of such an anonymization takes place on the basis of our overriding legitimate interest (Art. 6 (1) f) GDPR).

(2) Balancing of interests

As part of the necessary balancing of interests, we have weighed your interests in confidentiality and our interests in corresponding anonymization. Your interest in confidentiality is thereby subordinate. Otherwise we would not be able to achieve such anonymization. The GDPR does not apply to anonymous data.

(3) Recipient categories

We use service providers for the anonymization process. For this purpose, we transmit personal data to these service providers. These service providers are contractually obligated by us to exercise the same care when handling personal data as we do ourselves.

k) If we sell our App

We reserve the right to sell our App. We can thereby transfer your personal data to a third party in the future, in compliance with the respective data protection requirements. We will inform you about this with a notice period of at least 30 days with reference to the consequences for further use of our App.

(1) Legal basis

The processing of your personal data in the context of such a sale is based on our overriding legitimate interest. In order to process such a transaction, it may be necessary for us to transfer your personal data to a third party.

(2) Balancing of interests

As part of the necessary balancing of interests, we will weigh your interests in confidentiality and our interests in a corresponding sale before we carry out the corresponding data processing.

3. How long do we keep your personal data?

You can manage your profile via the App. You can delete your profile data via this profile management function.

We delete your personal data if the respective purpose of storage no longer applies and no statutory provision requires storage (e.g. a retention obligation according to the tax code and / or the commercial code). If deletion is not possible in individual cases, processing will be restricted.

4. What rights do you have as a data subject?

In order to exercise your rights and to revoke your consent, please use the above contact details.

- a) You have the right to request information about all personal data that we process from you at any time.
- b) If your personal data is incorrect or incomplete, you have the right to correct and supplement it.
- c) You can request the erasure of your personal data at any time, unless we are legally obligated or authorized to further process your data.
- d) If the legal requirements are met, you can request that the processing of your personal data be restricted.

e) You have the right to object to the processing if the data processing is carried out for the purpose of direct advertising or profiling. If the processing is carried out on the basis of a balance of interests, you can object to the processing, stating reasons that arise from your particular situation.

f) If the data processing takes place on the basis of your consent or within the framework of a contract, you have the right to transfer the data you have provided, provided that this does not affect the rights and freedoms of other people.

g) If we process your data on the basis of a declaration of consent, you have the right at any time to withdraw this consent in whole or in part with effect for the future. The processing carried out before a withdrawal remains unaffected by the revocation.

For technical reasons, a revocation of consent via the App only relates to consent that you have given via the App.

h) You also have the right to lodge a complaint with a data protection supervisory authority at any time if you are of the opinion that data processing has occurred in violation of Applicable law.

We inform all recipients to whom we have disclosed personal data of any correction or deletion of your personal data or a restriction of the corresponding processing, unless this proves to be impossible or involves a disproportionate effort. We will inform you of the recipients that Apply to you if you request this.

5. In what other context do we create automatic profiles?

We do not create automatic profiles outside of matchmaking in the context of Networking.

6. Data transfer to third countries

In some cases, personal data will be transmitted to IAA exhibitors and service providers in third countries (see the relevant note in our data protection information). Third countries are countries outside the EU and outside the EEA. The USA is also among these third countries.

In the USA there is no comparable level of data protection as in Europe. In particular, it is possible that government agencies access personal data without us or you knowing about it. Prosecution may not offer good prospects of success.

The legal basis for such data transfer is in principle your consent (Art. 49 (1) sentence 1 a) GDPR) or the fulfillment of a contract (Art. 49 (1) sentence 1 b) GDPR).

7. Data security

We take suitable technical and organizational security measures to protect the personal data processed by us against accidental or intentional manipulation, loss, destruction or against unauthorized access. All data transfers between your device and a server when using the App are encrypted ("end-to-end encryption").
