

# DATA PRIVACY INFORMATION FOR CUSTOMERS AND PROSPECTS

Data Protection Information Pursuant to Art. 13 and 14 of the General Data Protection Regulation (GDPR)



## 1. Controller and Data Protection Officer

The Controller responsible for the processing of personal data is:

Messe und Congress Centrum Halle Münsterland GmbH  
Albersloher Weg 32  
48155 Münster  
Tel.: 0251/6600-0  
Email: info@mcc-halle-muensterland.de

You can reach out Data Protection Officer at:

Uwe Drath  
c/o Messe und Congress Centrum Halle Münsterland GmbH  
Albersloher Weg 32  
48155 Münster  
Email: datenschutz@mcc-halle-muensterland.de

## 2. Type of Personal Data

We process your personal data exclusively within the scope of the statutory provisions. This includes the following categories of personal data: Master data (e.g. last name, first name, address), contract data (e.g. customer number, usage data, order data), credit check information, customer history and bank data.

## 3. Purpose and Legal Fundamentals for the Processing of Personal Data

### 3.1 Data Processing for the Purpose of Negotiating and Processing Contracts (Art. 6 Sect. 1 lit. b GDPR)

Data is processed upon your request and is necessary for the negotiation, performance and billing of your contract, e.g. the lease of premises, the performance of an event, exhibit, the delivery, billing of services and correspondence.

### 3.2 Data Processing Based on Your Consent (Art. 6 Sect. 1 lit. a GDPR)

If we have obtained consent for the processing of personal data for specific purposes (e.g. sending of a newsletter, customer magazine), the processing of data is legitimate based on this consent. Any consent given may be revoked at any time. This also applies to the revocation of declarations of consent you have given us prior to the effective date of the GDPR on May 25, 2018. The revocation of consent affects all future transaction and does not affect the legitimacy of the data processed until this revocation takes effect.

### 3.3 Data Processing Based on Legitimate Interests (Art. 6 Sect. 1 lit. f GDPR)

We process your data in a legitimate way to protect our legitimate interests. This also includes the use of your data for

- The assertion of legal entitlements and defense in litigation matters
- The safeguarding and exercising of our domiciliary right by implementing certain measures, including video surveillance to protect our customers and employees as well as the securing of evidence in the event of crimes and with the aim to prevent crimes.
- Actions aiming at the improvement and development of services and products with the aim of being able to offer you customized interactions with tailored services and products.
- In consultation with and to share data with credit reporting agencies (e.g. Schufa, Creditreform) to determine credit ratings and payment default risks, in particular if the requirements of § 31 BDSG-New apply.
- Postal advertising of our own, if you do not object to such activities.

## 3.4 Data Processing Based on Statutory Provisions (Art. 6 Sect. 1 lit. c GDPR) or in the Interest of the Public (Art. 6 Sect. 1 lit. e DS-GVO)

As a company we have to meet a large number of statutory mandates. Primarily these statutory requirements (e.g. tax laws, German Trade Law, BGB) make it necessary for us to process your data to meet the mandates of these laws.

Moreover, we may be required to disclose personal data in conjunction with government agency / court enforced measures for the purpose of gathering evidence, prosecuting crimes or enforce civil law based entitlements.

## 4. (Categories of) Recipients / Sharing of Personal Data / Countries Outside of the EU / EER

Within our company, only those individuals will have access to your data who need it to fulfill the abovementioned purposes.

It is also possible that service providers and agents commissioned by us may receive data for this purpose, if they provide guarantees that they have implemented suitable technical and organizational precautions that ensure that the processing of your data will be in compliance with the GDPR and warrant the protection of the rights of the affected data subjects.

Under these conditions, recipients of personal data may include: Third party data processing centers, support/maintenance organizations, EDP/IT applications, energy utilities, financial services, printing services, data eradication services, logistics companies, government agencies.

## 5. Duration of the Archiving or Deletion of Personal Data

We store your personal data for the abovementioned purposes (see 3. Purpose and Legal Fundamentals for the Processing of Personal Data). Your data will be processed for the first time as of the time of collection, if you or a third party share such data with us.

We will delete your personal data as soon as our contractual relationship with you has ended, we have met all mutual obligations and no further statutory retention periods or statutory justification grounds exist for the storage of your data. This includes, among other things, retention obligations arising from the German Trade Law (Handelsgesetzbuch = HGB) and the German Tax Code (Abgabenordnung = AO). This means that we will delete your personal data at the latest upon expiration of the statutory retention periods, which usually span 10 years after the end of the contractual term.

Within the scope of staying in touch with you, contact data and communications data will be archived and used if necessary for the respective purpose of communication or if it is practical as part of reasonable business practices.

If you subscribe to our newsletter or participate in sweepstakes we host, we will store and use your data accordingly until you unsubscribe from the newsletter or we cancel the publication of the newsletter. Your consent and the information about the information we have sent you in the past will be stored by us until potential omission entitlements at your end have expired. However, we will not use this data for the sending of other newsletters. The data processing details can be derived from the terms and provisions of the respective sweepstakes.

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### 6. Rights of Data Subjects / Your Rights

If you have questions or grievances related to data privacy, we encourage you to get in touch with our data protection officer (see contact information at the beginning of this document). Your rights comprise the following

- Right to rectification pursuant to Art 16 GDPR,
- Right to eradication pursuant to Art. 17 GDPR,
- Right to restricted processing pursuant to Art. 18 GDPR,
- Right to object pursuant to Art. 21 GDPR and the
- Right to transferability of data pursuant to Art. 35 GDPR.

Furthermore, you have the right to log a complaint with the competent supervisory agency (State Representative for Data Protection and Freedom of Information of North Rhine Westphalia, Kavalleriestr. 2-4, 40213 Düsseldorf).

#### 6.1 Right to Object

If we are exercising the right to process data in order to protect our legitimate interests (see 3.3 Data Processing Based on Legitimate Interests), you have the right to object to the processing of this data at any time for grounds arising from your special situation.

If you object to the processing of your personal data, we will no longer process your data, unless we are in a position to document that we have compelling protection worthy grounds for the processing of your data that outweigh your interests, rights and freedoms or if the processing aims at the claiming, exercising or defense of legal rights.

We may also process your personal data for direct advertising purposes. If you do not want to receive advertising, you have the right to object to such promotions at any time.

This also includes the right to object to the processing for advertising purposes.

To object, please submit your request with our customer service (contact information at the beginning of this document).

#### 6.2 Right to Revoke Consent

You may revoke any consent to the processing of your personal data that you have given us (see 3.2 Data Processing Based on Your Consent) at any time. Please remember that such a revocation will not be effective retroactively and will only affect future transactions.

To revoke your consent, please submit your request with our customer service (contact information at the beginning of this document).

### 7. Provision of Personal Data

In conjunction with our business relationship, you will have to provide personal data that is required for the initiation and processing of the business relationship and the fulfillment of the affiliated contractual obligations or data we are required to collect by law. Without this data, we will not be able to enter into a contractual relationship.

### 8. Automated Decision-making Tool

We do not deploy any automated decision-making tools pursuant to Art. 22 GDPR to establish and process a contractual relationship. We also do not collect or use probability or score values.

### 9. Data Sources

We process personal data we receive from our customers in conjunction with our business relationship.

If required for the rendering of our services, we also process personal data we receive from publicly accessible sources, e.g. debtor registers, registers of deeds, trade and association registers, the media or online in a permitted manner. Moreover, we use personal data we receive from third parties, such as credit rating agencies.

### 10. Change Clause

Given that our data processing activities are subject to change, we will also update our data privacy information from time to time.

Status May 2018