

Data protection policy and declaration of consent

The following Data protection policy refers to the data that you enter in the Koelnmesse GmbH Ticket Shop. Wherever the Ticket Shop enables the user to enter personal or business data (e-mail addresses, names, postal addresses), the user reveals such information on an expressly voluntary basis. All of the services provided may also be used and paid for without entering such data or by entering anonymous data or a pseudonym, insofar as this is technically possible and reasonable. The use of anonymized data or of a pseudonym could prevent the use of some specific services. Any risk arising from the use of such anonymized data or of a pseudonym is borne by the user registering.

The party responsible under the German Federal Data Protection Act is Koelnmesse GmbH, Messeplatz 1, 50679 Cologne.

Further information on data protection is accessible under the item "Security and data protection" which is to be found at the end of the Ticket Shop Registration page and on all other pages of Koelnmesse GmbH.

Our data protection policy

To ensure that we can successfully provide expert services, we strive to collect as much information as possible on our customers and business partners. At the same time, the protection of personal data is something we take very seriously. Our customers, business partners and employees should all be aware of Koelnmesse's policy with regard to personal data, and we give everyone the opportunity to influence how their data is collected, processed and used.

The Ticket Shop user account

Various data of the visitor are required in order to purchase an admission ticket from the Ticket Shop. Your data as collected in this context will be processed for the purpose of selling the admission ticket and the carrying out the transaction in the context of the respective event. This processing will be carried out according to the following declaration of consent.

Koelnmesse forwards your personal data to third parties if this is necessary to process your orders, organize your trade fair participation or invoice services.

For visitors to events organized by Koelnmesse, we forward trade visitor data to exhibitors, associations or other third parties only under the following conditions:

- The trade visitor has not objected or, if necessary, has given permission to have his/her data forwarded to exhibitors, associations or third-party companies
- Before forwarding data to exhibitors, associations or third-party companies based abroad, we always check to see if the data protection standards in the recipient's home country are comparable to those in Germany. If not, the recipient is obliged to contractually assure Koelnmesse that corresponding data protection standards will be met
or
- Koelnmesse sells a trade fair event to another company. As a result of such a sale, personal data that is directly related to the event may be forwarded to the buyer.
Koelnmesse does not sell or otherwise transfer your personal data to third parties for any other reason.
Our foreign representatives and our service partners in Germany and abroad are contractually obliged to fully comply with the pertinent data protection and data security regulations and guidelines. Koelnmesse checks to see that this obligation is met.

Declaration of consent to the processing of my data

The consent to the processing, use of and transfer of personal data is valid from the point in time at which consent to this data protection policy is granted. **This consent can be withdrawn with future effect at any time.**

Declaration of consent

I hereby consent to the collection, processing and use for the purposes specified above of my personal data as transferred to Koelnmesse GmbH in the course of my registration as a user of the

Koelnmesse GmbH Ticket Shop. My account may be stored for an unlimited time. Should I no longer wish my data to be stored, I can delete my account.

In the event of participation in the "Lead Tracking" service, I consent to Koelnmesse GmbH transferring my personal data (salutation, title, family name, given name, address, e-mail address and where necessary company, position, telephone number, fax number, marketing features) to the relevant exhibitors. I participate in Lead Tracking by allowing my admission ticket to be scanned by an exhibitor during the event. This exhibitor then receives my personal data, which he may use for the purposes individually agreed with me. My participation in this service is voluntary.

Insofar as I make use of vouchers during the purchase of admission tickets, my personal data may be transferred to the issuer of the respective voucher for marketing purposes.

I also consent to the internal storage of my personal data as entered during my registration in the Ticket Shop as a profile and its evaluation and use for promoting trade-fair-related and exhibitor-relevant topics and product information.

Furthermore I consent to the analysis of my data by Koelnmesse GmbH for advertising purposes (scoring) by means of mathematical and statistical processes. My e-mail address will, however, only be used for advertising purposes subject to my granting a separate consent.

Furthermore, I consent to Koelnmesse GmbH using my personal data to provide individual advice/information. This can take place by means of details of my visiting Koelnmesse GmbH events, details of my purchase of admission tickets, details of visits to Internet pages of Koelnmesse GmbH events and details of e-mail newsletters that I obtain from Koelnmesse GmbH. The customization can be carried out by Koelnmesse GmbH in e-mail newsletters and when Internet pages of Koelnmesse GmbH events are viewed.

I am aware that this consent can be withdrawn with future effect at any time.

(Status: January 2017)