

Deutsche Messe AG offers an accreditation for journalists as well as a simple online registration for journalists to receive access to the press-only website areas offered by Deutsche Messe AG. The registration processes for these services involve the creation of user accounts.

This Declaration of Consent (for the Processing, Use and Transmission of Personal Data) applies to all persons who on or after 4 December 2012 complete a registration for which agreement to this Declaration of Consent is a prerequisite. In the case of persons who completed a registration prior to this date, this Declaration of Consent applies as from the date when the persons in question indicate their agreement to it. This Declaration of Consent can be revoked at any time, in which case the revocation will apply from the date of revocation forward.

Hannover, December 2012

Questions, suggestions or comments regarding data protection and the disclosure of personal data to third parties should be sent via e-mail to Deutsche Messe's Data Protection Officer at: datenschutz@messe.de.

COLLECTION OF DATA

The following is a list of services and the types of data that are collected, processed and used in relation to them.

CREATING A USER ACCOUNT FOR JOURNALISTS

- **Mandatory data:**

e-mail address, form of address, given name, surname, indication whether freelancer or staff writer, media sector, editorial office/publishing company, postal address, phone number

When creating a user account for journalists Deutsche Messe AG needs a secure identification by supplying a proof of journalistic status

- **Voluntary data:**

special title, job position, job function, fax number, mobile phone number

ORDERING A PRESS ID

- **Mandatory data:**

e-mail address, form of address, given name, surname, date of birth, indication whether freelancer or staff writer, media sector, editorial office/publishing company, postal address, phone number

When ordering a Press ID Deutsche Messe AG needs a secure identification by supplying a proof of journalistic status

- **Voluntary data:**

special title, job position, job function, fax number, mobile phone number

When indicating your mobile phone number, this number will be made available to exhibitors on request only in order to contact you at the Exhibition Grounds

USING EXCLUSIVE ONLINE SERVICES

All voluntary data provided by users – such as details of the companies they intend to visit during the fair – is collected and stored. Users can delete these data at any time.

USING THE MATCH & MEET SERVICE

The Match & Meet service enables its registered users to make contact with potential customers and cooperation partners via the websites of the trade fairs at which they are participating. Registered Match & Meet users can enter and store information about themselves personally and their company/organization online. This information can include a profile of their areas of interest and/or the products and services they provide. They can make this information visible to other registered Match & Meet users. If they do so, other registered Match & Meet users searching the database may identify them as potential customers or cooperation partners and send them contact or meeting requests. Users receiving such requests are free to accept or decline them. Match & Meet users are free to deactivate the data visibility function at any time, thereby preventing other users from viewing the information they have provided.

- **Mandatory data:**
e-mail address, form of address, given name, surname, job function, job position, company, postal address, phone number, sector of industry, company size
- **Voluntary data:**
photo, special title, job title, fax number, mobile phone number, interest profile or products and services profile (product categories, highlight topics, contact goals), type of company

REGISTERING COMPLIMENTARY ADMISSION TICKETS

- **Mandatory data:**
e-mail address, form of address, given name, surname, job function, job position, company, postal address, sector of industry, company size
- **Voluntary data:**
special title, job title, phone number, fax number, mobile phone number

DECLARATION OF CONSENT

I hereby give my consent for Deutsche Messe AG to collect, process and use my personal data. In the event that I register a complimentary admission ticket, I hereby give my consent for my personal data to be communicated to the exhibitor who invited me (by sending me the ticket). In addition, in the event that I register for the Match & Meet service, I hereby give my consent for my personal data to be made accessible to other registered Match & Meet users to the extent defined below. If my accreditation is for an event being hosted by Deutsche Messe AG but staged by a third-party organizer, or if I am taking advantage of services being offered to journalists in connection with such a hosted event, I hereby give my consent for my personal data to be made available to the third-party organizer of the event.

1. CREATING A USER ACCOUNT FOR JOURNALISTS

I hereby give my consent for the mandatory and voluntary data collected from me in the course of creating a user account to be used by Deutsche Messe for the purposes of enabling me to use press services. I further give my permission for my user account details to be stored indefinitely. I acknowledge and understand that I can deactivate my user account at any time if I no longer wish it to be stored. My e-mail address may be used for sending press-briefings only with my express consent.

2. ORDERING A PRESS ID

I hereby give my consent for the mandatory and voluntary data collected from me in the course of ordering a Press ID to be used by Deutsche Messe for the purposes of enabling me to use press services. I further give my permission for my user account details to be stored indefinitely. I acknowledge and understand that I can deactivate my user account at any time if I no longer wish it to be stored.

3. EXCLUSIVE ONLINE SERVICES

(Mobile Fair Planner / Stored Items / Newsletter Service)

I hereby give my consent for the voluntary data I provide when using online services to be stored for the purpose of providing these services until the start of the next trade fair. I understand that before the next trade fair I will be notified by e-mail that these data are to be deleted.

4. MATCH & MEET

I hereby give my consent for Deutsche Messe AG to use my mandatory and voluntary data for the purpose of enabling me to participate in the Match & Meet service if I so choose. I give my consent for my data to be stored and made accessible to other registered Match & Meet users whose profiles of interests match my profile of services or whose profiles of services match my profile of interests. In the event that I use the Match & Meet Onsite service, I further give my consent for my voluntary data to be stored in a Match & Meet Online calendar of appointments.

5. TICKET REGISTRATION

I hereby give my consent for Deutsche Messe AG to use for the purposes of complimentary ticket registration the mandatory data and any voluntary data I provide when registering a complimentary admission ticket. I further give my consent for the voluntary data together with the ticket registration date to be communicated to the exhibitor who invited me (by sending me the complimentary admission ticket). I hereby give my permission for the exhibitor to use this data for his or her present and future trade fair planning.

6. HOSTED EVENTS

I hereby give my consent for Deutsche Messe AG to forward my mandatory and optional data to the third-party organizer in charge of any event being hosted by Deutsche Messe AG for which I have requested accreditation or for which I am taking advantage of services being offered to journalists.