Hereinafter we will inform you about which of your data we store when and why. This relates to the collection and processing of various data by Deutsche Messe AG in the following contexts:

- Collection and processing of personal data within the scope of initiating and realising business relationships, including data transfers (III.)
- Use of (online) services/offers of Deutsche Messe AG, including the purchase of event tickets and the registration as a professional visitor (IV.)
- Data processing in connection with the use of online services (V.)
- Use of cookies – our cookie guidelines (VI.)
- Data transfer to companies established outside the EU/EEA (VII.)

At the beginning of this data protection notice, we will provide you with additional statutorily required information (I.) and inform you about your rights (II.)

I. Who Is the Controller of the Data and How Can I Contact the Data Protection Officer?

Controller within the meaning of the GDPR is Deutsche Messe AG (DMAG), Messegelände, 30521 Hannover, Germany (Phone: +49 (0) 511 89-0; info@messe.de).

If you have any questions about data protection at Deutsche Messe, please contact our Data Protection Officer, Mr. Kai Viehmeier:

Kai Viehmeier Consulting GmbH

An der Straßenbahn 12

31157 Sarstedt

Phone: +49 (0) 5066 69 56 080

datenschutz@messe.de

II. Your Rights as a Data Subject

Every data subject has the following rights:

- right of access (Art. 15 GDPR)
- right to rectification of data (Art. 16 GDPR)
- right to erasure and/or "right to be forgotten" (Art. 17 GDPR)
- right to restriction of the processing of personal data (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR).

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You may at any time object to the processing of your personal data for marketing purposes – including profiling in connection with direct marketing – without giving reasons.

Moreover, you have a general right to object (cf. Art. 21 [1] GDPR). In this case, reasons must be given for the objection. To the extent data is processed on the basis of consent, such consent can be revoked at any time with future effect.

Should you wish to exercise your rights as a data subject, please refer to datenschutz@messe.de

Furthermore, you have the right to lodge a complaint with a supervisory authority against the data processing performed by us.

III. Scope of Data Collection and Data Processing, Purposes of Processing, Transfer of Data; Here: Business Contacts

1. Business Initiation/Support Regarding Business and Professional Development

For the purpose of business initiation, Deutsche Messe AG will collect and process personal data you provide within the scope of a business contact or in connection with a request, a delivery or performance, or other form of business contact. By business contact, we mean the collection of data at presentations of Deutsche Messe AG as well as at events and networking meetings. In addition, we will collect publicly available data, like information from company websites or publicly available directories (catalogues, lists of associations, etc.).

Apart from your contact details, the data collection will include further information provided by you in this context (in addition to the data on your business card, this usually extends to requests you make or further information you provide on the company you work for). Moreover, we will collect the data made available on the website of your employer. We will process such data to provide you and the company you work for with support regarding business and professional development in accordance with the objectives of Deutsche Messe AG.

We will involve service providers in the processing of such data. If your country of residence is not Germany, we will transfer the above-described data to the locally responsible subsidiary and/or sales partner of Deutsche Messe AG. Our aim is to provide support regarding business and professional development also via our subsidiaries/sales partners, to establish a long-term business relationship, and to inform about further relevant events of DMAG and its subsidiaries at their respective locations.

2. Performance of a Contract

For the purpose of contractual performance, we will collect and process core data (company

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name, contact person, address, phone number, e-mail address) as well as further data required for purposes of contractual performance and accounting, like order and performance data, correspondence data, payment data. This also includes the use of such data for the processing of complaints and warranty cases. Furthermore, the data may be made available to external auditors, tax advisors and lawyers working for Deutsche Messe AG.

3. Sanction List Check

Deutsche Messe is obliged to ensure that it does not make any funds or economic resources available to sanctioned persons or organisations. In this respect, it is subject to the obligation to compare the personal data of its business partner contacts with EU sanctions lists and carries out a comparison with US sanctions lists. This comparison is carried out in the legitimate interest of Deutsche Messe to avoid disadvantages or sanctions.

4. Deletion of Data

The data collected in connection with the ordering and delivery of services will be stored in accordance with the statutory retention periods pursuant to Secs. 146 et seq. German Revenue Code (AO) and/or Sec. 257 German Commercial Code (HGB) and deleted upon expiry of the respective retention periods. The personal data of other business contacts will remain stored as long as the respective person in its function is of relevance for our business purposes. This will be reviewed internally every 5 years. To the extent required for compliance with statutory retention obligations, the data will then be archived.

5. Legal Bases

The legal bases for the processing of personal data are:

- Art. 6 [1] b GDPR for delivery and performance
- Art. 6 [1] f GDPR for the processing of data of suppliers and other service providers to initiate business deals
- Art. 6 [1] f GDPR for the processing of data of other business contacts, including transfer to subsidiaries/sales partners
- For comparison with EU sanctions lists, Art. 6 [1] c, for comparison with US sanctions lists Art. 6 [1] f GDPR

IV. Scope of Data Collection and Data Processing, Purposes of Processing, Transfer of Data; Here: Use of (Online) Services/Offers of Deutsche Messe AG, Including the Purchase of Event Tickets and the Registration as a Professional Visitor/Registration as a Journalist

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The use of the online services offered by Deutsche Messe AG requires the setting up of a customer account (Account). This is the basis for Deutsche Messe AG to offer to its customers various services in order to make participation in the event as interesting and pleasant as possible. The online services offered by Deutsche Messe AG come as a comprehensive package. The legal basis for the setting up and allocation of user accounts is Art. 6 [1] b GDPR.

1. Booking of Trade Fair Participations, Including Online Booking System ("Exhibitor Shop")

If you wish to book a trade fair participation or further services via the Exhibitor Shop, you need to set up an account. Via this account, you can make required amendments/updates or book participations in further trade fairs. After the trade fair, you can deactivate your account at any time.

DMAG will process the personal data collected within the framework of booking trade fair participations for purposes of contractual performance, accounting and customer administration. In addition, the data collected in connection with the booking of trade fair participations will be used to process warranty cases or other complaints. The data may also be disclosed to external auditors or tax authorities for auditing purposes. In individual cases, the data may be disclosed to lawyers engaged by Deutsche Messe AG in connection with the assessment/assertion of legal claims.

Deutsche Messe AG will transfer the core data (company name, contact person, address, and contact details like phone number and email address) to other companies within DMAG Group with its corporate seat in Hanover to ensure that identical core data are used and administrated by all group companies. This also includes the sharing of data updates of which we or one of our group companies becomes aware. Any updates will be made available to all other group companies involved. This helps us to simplify our internal processes and will save you the trouble of having to provide your core data again when contacting another group company. For an overview of our group companies please, go to www.messe.de

The mandatory information provided when setting up the customer account (name and address, company, contact person, trade fair and booth) will, to the extent required, be transferred to external service providers of Deutsche Messe AG who offer additional services in connection with the booth you have booked.

Pursuant to the German Trade Regulation Act (GewO), every event needs to be registered with the competent regulatory agency. To this end, the organiser has to submit to the regulatory agency a preliminary list of exhibitors prior to the event. In this context, personal data included

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in the corporate information of a company (sole proprietorships) may be disclosed to the regulatory agency.

Deutsche Messe is obliged to ensure that it does not make any funds or economic resources available to sanctioned persons or organisations. In this respect, it is subject to the obligation to compare the personal data of its customers (exhibitors, co-exhibitors, authorised representatives named by them and invoice recipients named by them) with EU sanctions lists and to carry out a comparison with US sanctions lists. This comparison is carried out in the legitimate interest of Deutsche Messe to avoid disadvantages or sanctions.

The data will be stored in accordance with the statutory retention periods pursuant to Secs. 146 et seq. German Revenue Code (AO) and/or Sec. 257 German Commercial Code (HGB) and deleted upon expiry of the respective retention periods.

Legal bases:

- Setting up and allocation of user accounts: Art. 6 [1] b GDPR
- Contractual performance including processing of complaints/warranty claims: Art. 6 [1] b GDPR
- Storage of data pursuant to AO/HGB and audits by tax authorities/auditors: Art. 6 [1] c GDPR
- Transfer of data pursuant to GewO: Art. 6 [1] c GDPR
- Transfer of data to service partners for the provision of services on behalf of Deutsche Messe AG: Art. 6 [1] b GDPR and/or Art. 6 [1] f GDPR
- Transfer of data to other group companies of Deutsche Messe AG: Art. 6 [1] f GDPR
- For comparison with EU sanctions lists, Art. 6 [1] c, for comparison with US sanctions lists Art. 6 [1] f GDPR

2. Purchase of Event Tickets

a. Setting up a User Account

The purchase of event tickets (tickets for trade fairs, symposiums, or other events) requires the setting up of a customer account. Via this account, you can also use further services and book further tickets. After the trade fair, you can deactivate such account at any time if you want to.

As an alternative to setting up your own customer account, you can also use your social media accounts on Facebook, Google, LinkedIn or Xing to purchase tickets, provided this is intended

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for the event in question. You will be forwarded to the site of the respective social media service, where you can log in with your user data. Such data will then be used for the setting up and allocation of your user account with Deutsche Messe AG.

If you use the social login via Facebook, Google, LinkedIn or Xing, the social network will transfer the following data to us:

- Facebook: name, first name, email address
- Google: name, first name, email address
- LinkedIn: name, first name, email address
- Xing: name, first name, email address

After login to the online ticket shop via your existing social media account with Facebook, Google, LinkedIn or Xing, you have the option to disconnect the link to the social media service.

We will store the data provided to us by the social media service as long as they are needed for the processing of the ticket purchase and the event. Deutsche Messe AG will not transfer any data to social networks. Nonetheless, due to the transfer of data to DMAG occasioned by you the social network may store your registration with DMAG. In such case, the respective social network will have sole responsibility for any data processing.

b. Purchase of Event Tickets incl. Guided Tours

Once you are registered for our online ticket shop, you can use this platform for the purchase of event tickets (tickets for trade fairs, conferences). Guided Tour tickets are available at the separate Guided Tour shop. Deutsche Messe AG will process the mandatory data provided by you and the data relating to the selected event for your ticket purchase to ensure entry to the selected events on the respective date(s). In addition, this data will be used to issue name badges for the trade fair visit/the conference attendance.

In the case of the purchase of a ticket for a Guided Tour, your specified data will be passed on to the exhibitors involved in the respective booked Guided Tour so that they can prepare their presentation in accordance with the individual composition of the tour participants in their interest specifically to the interests and needs of the individual participants and, if necessary, contact the tour participants in advance and afterwards with regard to specific questions. Insofar as a participating exhibitor has its registered office outside the scope of the GDPR and the EU Commission has not determined the adequacy of the level of data protection for the country in question in accordance with Art. 45 of the GDPR and there are also no guarantees in accordance with

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Art. 46 of the GDPR ("unsafe Third Country"), which results in possible risks for the use of the data, the data will only be passed on with your consent. You can revoke your consent to the transfer of data at any time with effect for the future by sending an email to datenschutz@messe.de.

The data about the ticket purchase will be used for accounting purposes and, where applicable, to process any warranty claims or complaints. Moreover, your data may be transferred to external auditors and/or tax authorities for auditing purposes or to lawyers engaged by Deutsche Messe AG in connection with the assessment/assertion of legal claims. The data about the ticket purchase will be stored in accordance with statutory retention periods pursuant to Secs. 146 et seq. German Revenue Code (AO) and/or Sec. 257 German Commercial Code (HGB) and deleted upon expiry of the respective retention periods.

Legal bases:

- Contractual performance including processing of warranty or other claims: Art. 6 [1] b GDPR
- Setting up and allocation of user accounts: Art. 6 [1] b GDPR
- For transmission in the context of a Guided Tour: To exhibitors from unsafe Third Countries: Art. 6 [1] a GDPR; to other exhibitors: Art. 6 [1] f GDPR
- Storage of data pursuant to AO/HGB and, where applicable audits by tax authorities/auditors: Art. 6 [1] c GDPR
- Disclosure to lawyers engaged by Deutsche Messe AG in connection with the assessment/assertion of legal claims: Art. 6 [1] f GDPR

3. Registration of Professional Visitor Tickets/Exhibitor Passes/Guest Tickets (Hereinafter Collectively "Professional Visitor Tickets")

Registration for professional visitor tickets requires the setting up of an own user account. Via this account, you can also benefit from further services offered in connection with the trade fair. Registration for professional visitor tickets only serves as an example for the services offered by Deutsche Messe AG in connection with your customer account. After the trade fair, you can deactivate such account at any time if you want to.

3.1 In connection with the registration for professional visitor tickets, Deutsche Messe AG will use the collected data to ensure entry to the trade fair for the professional visitor/exhibitor on the scheduled dates. In addition, the data will be used to issue name badges for the trade fair visit.

Invitations from exhibitors: Since the costs for entry to the trade fair are borne by the exhibitor

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inviting the professional visitor, the data on ticket registration and use (core data and voluntary information, day of registration and use) will also be transferred to the exhibitor who issued the invitation. When using the registered ticket (with access to the event), the inviting exhibitor can send you a visitor welcome message to the e-mail address you provided when registering the ticket.

A subsequent transfer will only take place with your express consent if the inviting exhibitor has its registered office in a country outside the scope of the GDPR for which the EU Commission has not issued an adequacy decision in respect of the level of data protection pursuant to Art. 45 GDPR and for which there are also no guarantees pursuant to Art. 46 GDPR. In this case, the following risks exist in connection with the use of your data: Your personal data might be processed in a manner exceeding the actual purpose and could be obtained by third parties and you might not be able to implement your access rights in a sustainable way.

When registering for an EEW ticket, DEUTSCHE MESSE transfers the personal data provided during registration to DMG EVENTS pursuant to Article 6(1)(f) of the GDPR. The data is used for event organization, operational planning, and communication with visitors in connection with EEW.

You can revoke your consent to the transfer of data with effect for the future at any time by sending an e-mail to datenschutz@messe.de.

Legal basis:

- Setting up and allocation of user accounts: Art. 6 [1] b GDPR
- Contractual performance including processing of claims/warranty claims: Art. 6 [1] b GDPR
- For the transfer of data on ticket registration and use to the inviting exhibitor located within the scope of the GDPR / a safe Third Country: Art. 6 [1] f GDPR
- For the transfer of data on ticket registration and use to the inviting exhibitor located outside the scope of the GDPR/unsafe Third Country: Art. 6 [1] a GDPR

3.2 If you have expressly given your consent on the event registration page, your data collected during registration (master data and voluntary data) will also be processed by us as follows:

If you view content from an exhibitor or contact an exhibitor on the event website, we would like to enable the exhibitor in question to contact you and contact you for advertising purposes. For this reason, we transmit your registration data to the exhibitor concerned as an independent responsible party or to the agency designated by him for this purpose. This enables the exhibitor

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concerned to contact you via the communication channels you specified during registration (possibly once by e-mail, telephone or post) and to address you in an advertising manner on topics relating to the company's content or offers.

In this context, there is a possibility that the exhibitor has its registered office outside the scope of the GDPR or that there is no EU Commission adequacy decision on data protection according to Art. 45 GDPR / no guarantee according to Art. 46 GDPR. In this case, the following risks exist in connection with the use of your data: Your personal data might be processed in a manner exceeding the actual purpose and could be obtained by third parties and you might not be able to implement your access rights in a sustainable way.

You can revoke your consent to the forwarding of data for the purpose of contacting you at any time with effect for the future by sending an e-mail to datenschutz@messe.de.

Legal basis:

- For transmission of registration data to exhibitors for marketing purposes: Art. 6 [1] a GDPR

4. Use of Further Trade Fair Services

By setting up a user account, in particular when purchasing online tickets or registering for professional visitor tickets or exhibitor passes, trade fair attendees will get access to additional trade fair services offered by Deutsche Messe AG as part of a service package. This includes the following services:

- Networking
- Lead Management
- Digital Business Card
- Favourites Search
- Routing
- Name badges

The following data processings are carried out in connection with the individual services:

Networking

Deutsche Messe AG would like to connect visitors, exhibitors, experts and executives during their visit to an event and offers digital networking functions on the respective event website. Participation requires prior registration. Participation takes place with the data entered in the user's account.

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Networking allows you to search for other trade fair visitors who are also participating in networking. You can contact them, arrange appointments, chat with each other and make video calls. In addition, participants will automatically be suggested to you for networking, and you yourself may be suggested to other participants for networking.

Lead Management

If desired, Deutsche Messe AG will facilitate an easy transfer of the data stored in connection with the visitor's ticket registration to an exhibitor or to other companies/organisations/persons participating in the event (e.g., participants of a conference or forum, speakers, sponsors, etc.; hereinafter "event participants"). The event participant can scan the barcode on the ticket and will obtain the data stored with Deutsche Messe AG.

In this context, there is a possibility that the event participant has its registered office outside the scope of the GDPR or that there is no EU Commission adequacy decision on data protection according to Art. 45 GDPR / no guarantee according to Art. 46 GDPR. In this case, the following risks exist in connection with the use of your data: Your personal data might be processed in a manner exceeding the actual purpose and could be obtained by third parties and you might not be able to implement your access rights in a sustainable way.

Digital Business Card

Deutsche Messe AG enables companies/organizations/persons attending the event (visitors, exhibitor personnel, journalists, congress or forum participants, speakers, sponsors, etc., hereinafter referred to as "event participants") to digitally exchange the data stored with Deutsche Messe AG as part of the ticket registration process via smartphone using a digital business card. For this purpose, the event participant can - if desired in individual cases - generate a digital business card and retrieve the data stored during ticket registration from Deutsche Messe AG.

In this context, there is a possibility that the event participant has its registered office outside the scope of the GDPR or that there is no EU Commission adequacy decision on data protection according to Art. 45 GDPR / no guarantee according to Art. 46 GDPR. In this case, the following risks exist in connection with the use of your data: Your personal data might be processed in a manner exceeding the actual purpose and could be obtained by third parties and you might not be able to implement your access rights in a sustainable way.

Favourites Search & Routing

Users of or our website or app can add exhibitors, products and events to their favourites list. On the basis of such favourites list, an optimal route will be generated for the user, which can

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be processed and stored in the user account. If you have installed the trade fair app – and consented to the use of your location – the app can show your specific route and your location.

Legal basis:

- Contractual performance including processing of warranty claims or complaints: Art. 6 [1] b GDPR.

5. Processing of Personal Data by DMAG for Marketing Purposes

DMAG and service providers engaged by it (e.g. letter shops) will use your name and address for further purposes in connection with customer retention and customer recovery. This will include the delivery by post of information regarding further interesting products and services, because DMAG wishes to draw your attention to interesting offers and establish a long-lasting customer relationship.

Moreover, Deutsche Messe AG will use the mandatory data provided in connection with the use of its offers/services as well as voluntary information provided (see paragraphs 1-4 above) to personalise and constantly improve trade fair attendance for visitors and exhibitors and to provide future offers tailor-made to your interests. We use the data collected in connection with the use of our offers/services to provide you with the best possible support regarding your business development and to point out interesting options for trade fair visitors/exhibitors. Your data will be processed internally and in pseudonymised form in order to comply with your legitimate interest to ensure protection of your personal data. The data processing allows us to provide you with personalised offers (website, email, post).

We will stop using your name, address and other data collected upon prior use of our offers/services for marketing purposes – including profiling within the scope of direct marketing – if you have not used any of the offers/services of DMAG for a period of up to 7 years. After expiry of 5 years, we will continue to process your name, address, company affiliation, and status (professional visitor, exhibitor) as well as the last trade fair you attended for the purpose of direct mailings.

As a principle, your email address will only be used for marketing purposes if we have obtained your consent. With respect to recipients with registered seat in Germany, phone numbers will likewise only be used for marketing purposes if consent has been obtained. The following exemptions apply:

To the extent DMAG obtains your email address in connection with the sale of products/services, we will use your email address to promote similar own products. You are entitled to object

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to the use of your data for marketing purposes at any time; this will be pointed out to you upon collection of any data as well as in any marketing communications. Moreover, Deutsche Messe AG will use professional phone numbers, in particular of recipients in Germany, for commercial marketing purposes, to the extent this is based on presumed consent, e.g. within the scope of an existing business relationship.

The phone numbers of recipients outside Germany will be used in compliance with the statutory provisions applicable in the country where the recipient is established and only if the recipient has not objected to the use of its phone number for marketing purposes.

Legal bases:

- Data processing for marketing purposes, including profiling in connection with marketing purposes, and transfer for further marketing purposes: Art. 6 [1] f GDPR
- Telephone marketing: Art. 6 [1] a GDPR and Sec. 7 para. 2 no. 2 alt. 2 German Unfair Competition Act (UWG)
- Email marketing: Art. 6 [1] a GDPR and Sec. 7 para. 3 UWG

6. Transfer of Personal Data for Marketing Purposes to Media Cooperation Partners of DMAG

In the interest of exhibitors, we always seek to involve media companies in order to facilitate special publications and thus make the event known to a broad public. In this context, we would like to provide the media companies involved with the opportunity to contact you directly in order to inform you about the possibility of placing advertisements in these (special) publications and thus realise targeted advertising in a relevant environment.

Where DMAG in the context of a trade fair/an event cooperates with a media partner (e.g. a newspaper publishing company), DMAG will transfer the personal data (core data, including contact person but without email address) provided by the exhibitor upon registration to the respective media company in order to facilitate a direct contact for the above-mentioned purposes. Responsibility for any further data processing in this context lies with the respective media company.

Legal basis:

- Transfer of data to the media partners of an event: Art. 6 [1] f GDPR

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7. Transfer of Personal Data to Group Companies and Sales Partners of DMAG for Marketing Purposes

Where trade fair visitors are not based in Germany, DMAG will transfer the postal address provided upon setting up of the customer account (excluding email address, including name, company, industry, function and position) to the subsidiary and/or sales partner of Deutsche Messe AG locally responsible for the support of trade fair visitors. The aim is to establish a long-lasting business relationship between DMAG and trade fair visitors via its subsidiaries/sales partners and to point out further relevant events of DMAG and/or its subsidiaries at their respective locations.

Legal basis:

- Transfer of core data of trade fair visitors without residence in Germany to regional subsidiaries and sales partners of Deutsche Messe AG Group: Art. 6 [1] f GDPR.

8. Accreditation and Press ID for journalists for participation at trade fairs, sending of press releases

Deutsche Messe AG manages accredited journalists access to its trade fairs by means of Press IDs (e-tickets) for journalists. This requires accreditation and the creation of a user account for each journalist and undergo a check to determine whether you meet the requirements for accreditation as a journalist as per the Deutsche Messe AG accreditation policy (as amended).

After successful accreditation, Deutsche Messe AG will send a personalized Press ID (e-ticket) to the e-mail address stored in the user account. Deutsche Messe will use the email addresses supplied by accredited journalists during account creation to send them press releases and information on relevant trade fairs. This information may include invitations to press conferences.

The data disclosed during issuance and registration of eTickets/Press IDS of third-party events will be sent by Deutsche Messe AG to the organizers of certain third-party events hosted at Deutsche Messe AG's exhibition center in Hannover. This relates to EMO (organized by VDW) and EuroBLECH (organized by Mack Brooks Exhibitions/Reed Exhibitions).

The registration data provided in connection with each eTicket/Press ID will be analyzed by Deutsche Messe AG so as to identify the trade fair attended and the journalist's professional group (e.g., daily press, TV, radio, online, blog, etc.) with a view to sending the journalist targeted information and inviting the journalist to other events (e.g. tradeshow previews) based on his/her identified interests. For this reason, the journalist data disclosed during issuance and registration of eTickets/press passes will be stored for 6 years, at the end of which period it will be deleted.

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After expiration of this 6-year period, Deutsche Messe will also assess whether the data contained in the press account of the journalist concerned is still required and up to date.

Legal basis:

- The legal basis for registration and issuance of press passes and for the analysis of registration data for purposes, including the sending of other press information is Art. 6 [1] f GDPR.

9. Deutsche Messe AG press release mailing list

Deutsche Messe AG also offers a service whereby it sends out press releases to journalists. To receive press releases, journalists need to subscribe to Deutsche Messe AG's press release mailing list. By subscribing to the mailing list, you give your consent for Deutsche Messe AG to send you relevant Deutsche Messe AG press releases. Deutsche Messe AG will continue to send you such press releases until you revoke your consent.

Legal basis:

- Art. 6 [1] a GDPR

If you voluntarily disclose additional information (name, postal address) during registration, then Deutsche Messe AG will also have the right to send you invitations to other events (tradeshow opening ceremonies, etc.) by post. After expiration of six years, Deutsche Messe will assess whether the data so disclosed is still required and up to date.

Legal basis:

- Art. 6 [1] f GDPR

10. Subscription to E-Mail Newsletter

We will only send you marketing communications via email if we have obtained your prior explicit consent. Notwithstanding, we may process your email address for marketing purposes as described in paragraph 5.

Legal basis:

- Email marketing: Art. 6 [1] a GDPR

V. Data Processing in Connection with the Use of Online Services

Hereinafter we will explain what types of data processings are carried out in connection with the access to a website or the use of an app of Deutsche Messe AG.

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In addition, we draw your attention to Section IV, 3.2 (processing on a consent basis when viewing exhibitor content)

1. Processing of Data Upon Access to Our Website – Logfile Data

When you access our website/app, some pieces of general information will automatically be collected. This information (server logfiles) includes e.g. the type of your browser, the operating system you use, the domain name of your internet service provider and similar information. In addition, your IP address will be transferred and used for the purpose of providing the service requested by you. This information is technically required to accurately provide the contents of websites you call up and are inevitably collected when using the internet.

In accordance with our IT security concept, the generated logfile data will be stored for a period of 3 weeks to enable us to detect and analyse any attacks against our website.

Legal basis:

- Art. 6 [1] a GDPR

2. Processing of Data in connection with the use of our Website – Your Requests

If you send us a request via email or via our contact form, we will collect the data provided by you for processing and responding to such request. This information will remain stored for a period of up to two years for verification purposes.

Legal basis:

- Art. 6 [1] a GDPR

3. Product Recommendations in our Shop

Product recommendations in our Exhibitor Shop are determined on the basis of seasons and orders. To this end, Deutsche Messe AG engages an external service provider who carries out the required data processings on behalf of Deutsche Messe AG using pseudonymised data. Where recipients have objected to the use for marketing purposes – e.g. deactivation of trackings – only recommendations related to the respective product will be displayed in the Shop. The collected data will be evaluated for the purpose of product recommendations for a period of up to two years.

Legal basis:

- Art. 6 [1] a GDPR.

4. Integration of External Service Providers

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Linking with other services is a fundamental principle of the Internet. Therefore, we have integrated various external service providers into our website.

a. Integration of Social Plug-ins

To offer you means of interacting with your contacts and more easily share interesting information, our website uses the social plug-ins of various social networks, e.g. facebook.com and Instagram. The different plug-ins can be recognised by their respective network logos. We use a 2-click approach to ensure that access to our website as such will not trigger a transfer of data.

Only if you click on a plug-in, your browser will establish a direct connection with the servers of the respective network. The network transmits the content of the plug-in directly to your browser and your browser integrates such content into the website. To the extent, a network has its seat outside the EU/the EEA, we cannot exclude that your data will be transferred to and processed by a server outside the EU/the EEA. Since we have no influence on the amount of data collected by the networks through the plug-ins or the respective period of use, we hereby inform you according to our present knowledge:

When clicking on a plug-in, the respective network will receive the information that you have accessed the link included in our website. If you are logged into a network, such network can connect this information with your profile. If you do not want the network to collect information on your access to our website, you have to log out before calling up our site. In principle, however, it is possible that a network detects and stores your IP address, even if you are not registered with or logged into such network. Furthermore, we have no information regarding the deletion of data collected by the respective plug-in providers.

The plug-in provider will store the data collected about you as a user profile to be used for purposes of marketing, market research and the demand-oriented design of its website. In particular, this evaluation takes place (also for users not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of a user profile by service providers.

Legal basis:

- Art. 6 [1] a GDPR

Please refer to the privacy guidelines of the respective social network for information regarding the purpose, duration and scope of the data collection, the further processing and use of your data, your respective rights, and setting options to protect your privacy:

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- Facebook: http://www.facebook.com/policy.php
- Instagram: https://privacycenter.instagram.com/policy
- LinkedIn: https://www.linkedin.com/legal/privacy-policy
- XING: https://www.xing.com/app/share?op=data_protection
- TikTok: https://www.tiktok.com/legal/page/eea/privacy-policy/en
- X: https://x.com/privacy?lang=de

b. Use of Google Tag Manager

To deliver online marketing and to integrate our external partners we use the [Google Tag Manager]. This allows us to control the delivery of online advertisements. This tool does not use cookies, but still requires the transfer of IP addresses to Google, where the use of the Tag Manager will be analysed. We have activated a function that automatically anonymises IP addresses prior to their transfer to Google. The data collected will be deleted after two years. We would like to point out that data processing by Google may take place outside the EU/EEA. Google also processes your personal data in the USA and uses standard contractual clauses for this purpose. You can find information on this at

https://policies.google.com/privacy/frameworks?hl=en

Further information on data protection at Google can be found at

https://policies.google.com/privacy?hl=en

Legal basis:

- Art. 6 [1] a GDPR

c. Use of Google Maps

Our website uses Google Maps, a service offered by Google, Inc. This allows us to display interactive maps, to ensure easy traceability of the locations indicated on our website, and to facilitate convenient use of the map functions.

This application is retrieved directly from the Google servers. Google will therefore receive the IP-address currently assigned to you. When you access the function, Google will receive the information that you have called up our respective subsite. If, to what extent and for how long your IP address is stored and internally used by Google is beyond our knowledge.

We use the Google Places service (part of the Google Maps Platform) on our website to complete

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address fields in forms and facilitate data entry. The characters you type and the country derived from your IP address are transmitted to Google servers to generate suitable address suggestions. This transmission is anonymous and does not allow any conclusions to be drawn about your identity.

If you are registered with a Google service, Google can assign your visit to your user account. Even if you are not registered with Google or not logged in, it is possible that Google will store your IP address and use it for profiling purposes. Google will store the data collected about you as a user profile to be used for purposes of advertising, market research and/or the demand-oriented design of its websites. In particular, this evaluation takes place (also for user not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of a user profile by Google.

We would like to point out that data processing by Google may take place outside the EU/EEA. Google also processes your personal data in the USA and uses standard contractual clauses for this purpose. You can find information on this at

https://policies.google.com/privacy/frameworks?hl=en

Further information on data protection at Google can be found at

https://policies.google.com/privacy?hl=en

Legal basis:

- Art. 6 [1] a GDPR

d. Use of YouTube

Our website uses plug-ins of the website YouTube, which is operated by Google. The operator of the web pages is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, U.S.A.

When you visit one of our web pages that uses the YouTube plug-in, a connection will be established to the servers of YouTube. The YouTube server will receive information on which of our web pages you have visited. If you are logged into your YouTube account, YouTube will be able to assign your browsing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account. We use YouTube in the interest of presenting our online offers in an attractive way. We only collect information on the frequency of call-ups of the YouTube videos integrated in our website and will delete the respective data after 2 years. We would like to point out that data processing by Google may take place outside the EU/EEA.

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Google also processes your personal data in the USA and uses standard contractual clauses for this purpose. You can find information on this at

https://policies.google.com/privacy/frameworks?hl=en

Further information on data protection at Google can be found at

https://policies.google.com/privacy?hl=en

Legal basis:

- Art. 6 [1] a GDPR

e. Use of reCAPTCHA

To protect user enquiries via our internet contact form, online ticket registrations and subscriptions to our newsletter, Deutsche Messe AG uses the reCAPTCHA service of Google Inc. The legal basis is Art. 6 [1] f GDPR. The prompts of reCAPTCHA are used to discern whether an entry is made by a human being or, improperly, automated machine processing is used. The prompts include the transfer of IP addresses and any further data required by Google for the provision of reCAPTCHA. To this purpose, your entry will be transferred to and further used by Google. By using reCAPTCHA you agree that the recognition you have made will be incorporated in the digitalisation of old works. DMAG will not store any further data about your use of this service.

We have activated IP anonymisation on our website. Therefore, Google will shorten your IP address within the member states of the European Union and contracting states of the agreement of the European Economic Area. Only in exceptional cases, will your full IP address will be transferred to a server of Google in the U.S.A. and shortened there. On behalf of the operator of this website, Google will use such information to analyse the use of this service. The IP address transmitted by your browser will not be merged with any other data of Google. The data is subject to separate data protection regulations of Google.

We would like to point out that data processing by Google may take place outside the EU/EEA. Google also processes your personal data in the USA and uses standard contractual clauses for this purpose. You can find information on this at

https://policies.google.com/privacy/frameworks?hl=en

Further information on data protection at Google can be found at

https://policies.google.com/privacy?hl=en

Legal basis:

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- Art. 6 [1] f GDPR

f. Integration of Amazon Chime

When using the Networking Service, it is possible to conduct these appointments as a video call. For this service, Deutsche Messe uses "Amazon Chime" from Amazon Web Services as a technical solution. "Amazon Chime" is a communication service that makes it possible to hold online meetings, chat and make calls. A video call is time-limited and restricted to 2 people who must make a prior appointment to do so.

For more details and information about Amazon Web Services' specific privacy policy, please visit:

https://aws.amazon.com/privacy/?nc1=h_ls

and

https://www.amazon.com/gp/help/customer/display.html?nodeid=468496

Legal basis:

- Art. 6 [1] a GDPR

g. Integration of Dealfront

Our website uses the technologies of Dealfront (Liidio Oy as part of Dealfront Group GmbH) to analyze visitor behavior. In this process, the IP address of a visitor is processed. This processing has the purpose of helping us understand which businesses (B2B) are visiting our site, by enriching IPs with associated information such as the company name or industry code. To do this, at the beginning of the visitor's session, their IP address and corresponding session data is matched against a large whitelist of known companies. Whenever we process website traffic data, this is based on our legitimate interest (Art. 6 [1] lit. f GDPR) in optimizing our products, services, sales and marketing. To prevent this processing activity, you (website visitor) may install and configure appropriate ad-blockers or use no-script-plugins in your browser. The data will be deleted as soon as it is no longer required for its intended purposes. Statutory retention obligations can lead to a longer retention period of the data in question. We have concluded a data processing agreement with Dealfront in order to ensure compliance with applicable data protection standards.

Legal basis:

- Art. 6 [1] a GDPR

VI. Use of Cookies – Our Cookie Guidelines

1. General Information on the Use of Cookies

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Our website uses so-called cookies. Cookies are small text files that are placed on your device and stored on your browser. Their purpose is to make our offer more user-friendly, more efficient, and more secure. We use temporary cookies that are automatically deleted when you shut down your browser (so-called "session cookies") as well as permanent ("persistent") cookies. You have the option to choose whether you want to allow the placing of cookies. You can adjust the settings of your browser accordingly. Your options are to accept all cookies, to be informed when cookies are placed, or to accept no cookies at all. If you opt for the third alternative, you may not be able to use our services fully.

Regarding the use of cookies, it is important to distinguish between indispensable cookies and cookies placed for further purposes (access quantification, marketing).

2. Cookies that are indispensable for the use of our Website

We use session cookies that are indispensable for the use of our website. These include cookies that enable us to recognise you when you visit our site for a single session. These session cookies help to make our site more secure, e.g. by ensuring safe operation of the shopping cart function and payment processes.

Legal basis:

- Art. 6 [1] b, f GDPR

3. Use of Cookies with your prior consent

Hereinafter, we provide you with an overview of the cookies we use if we have obtained your respective consent upon access to our website. These cookies are used for the purpose of analysing user behaviour and for marketing purposes. Respective opt-out options are included in each description.

Legal basis:

- Art. 6 [1] a GDPR

a. Use of Cookies to analyse usage behaviour (Tracking)

The use of tracking cookies allows us to "recognise" users when they revisit our website and to allocate usage events to an internal indicator (pseudonym). Thus, we can capture and analyse the repeated access to our website. We use the following tracking cookies:

econda Analytics

To improve and design our website in a demand-oriented way, information regarding access to

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our website will be collected and stored with the help of technologies by econda GmbH. Moreover, such data will be used to set up user profiles in pseudonymised form. To this purpose, cookies may be used to facilitate the recognition of internet browsers. All IP addresses will be masked immediately upon receipt.

Users of our website can object to this data collection and storage at any time with future effect via

https://www.econda.de/revocation-for-data-storage/?lang=en

The objection only applies to the device and the browser on which the cookie was placed; you might have to repeat the opt-out procedure on all of your devices. If you delete the opt-out cookie, your access data will again be transferred to econda.

Legal basis:

- For the storage of the cookie is consent pursuant: Art. 6 [1] a GDPR

Google Analytics

This website uses Google Analytics, a web analytics service of Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and facilitate an analysis of your use of our website. The information about your use of this website generated by the cookie is usually transferred to a Google server in the U.S.A. and stored there. Since we have activated IP anonymisation on our website, Google will shorten your IP address within the member states of the European Union and contracting states of the agreement of the European Economic Area. Only in exceptional cases, will your full IP address will be transferred to a server of Google in the U.S.A. and shortened there. Google uses this information on our behalf to analyse your use of this website, to compile reports on website activities and to provide additional services related to website and internet use. The IP address transferred by your browser in the context of Google Analytics will not be merged with other data of Google.

You can prevent the storage of cookies by adjusting the settings of your browser accordingly. Please note, however, that in such case you may not be able to use all functions of our website fully. Moreover, you can prevent the collection of data related to your use of the website generated by the cookie (including your IP address) and the processing of such data by Google by downloading and installing the browser plugin available at:

http://tools.google.com/dlpage/gaoptout?hl=en

We use Google Analytics to analyse and constantly improve the use of our website. The resulting

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statistics help us to improve our offer and make it more attractive for our users. We would like to point out that data processing by Google may take place outside the EU/EEA. Google also processes your personal data in the USA and uses standard contractual clauses for this purpose. You can find information on this at

https://policies.google.com/privacy/frameworks?hl=en

In addition, we have enabled Google Signals in Google Analytics to generate reports on demographic characteristics. The reports use data from interest-based advertising from Google and visitor data from third-party providers (e.g. age, gender and interests). The collected data does not allow a direct personal reference and can be deactivated via the ad settings in Google itself.

Further information on data protection at Google can be found at

https://policies.google.com/privacy?hl=en

Legal basis:

- For the storage of the cookie is consent pursuant: Art. 6 [1] a GDPR

b. Use of Cookies for Marketing Purposes

We use cookies for marketing purposes, e.g. to display interest-based ads to the visitors of our website. In addition, these cookies are used to limit the frequency of display and evaluate the efficacy of ads. By tracking which websites are accessed and which products are clicked on, we can gather information about usage patterns and are thus able to display interest-based advertisements. The respective information will be shared with third parties. In such cases, the cookies will be set directly by our advertising partners.

The following cookies are set:

Facebook Ads Conversion Tracking

We use the online advertising programme "Facebook Ads" and related conversion tracking. When you click on an ad placed by Facebook, a conversion tracking cookie will be placed on your computer. These cookies expire after a period of 30 days and are not used for personal identification. Without your consent, Facebook will not disclose your private personal information to advertisers. For example, advertisers will receive reports listing the number of users who have seen or clicked on an ad, but such reports do not contain information about who has seen or clicked on an ad. The reports only contain aggregated public or non-personal data. If you access certain of our webpages and the cookie has not yet expired, Facebook and we can tell that you clicked on the ad and were redirected to the respective page. Every Facebook Ads customer

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receives a different cookie, which ensures that cookies cannot be traced through the websites of Facebook Ads customers. The information collected via the conversion cookie is used to compile reports listing the number of users who have seen or clicked on an ad without providing information about who has seen or clicked on an ad. The reports only contain aggregated public or non-personal data. Moreover, Facebook supports the "Do Not Track (DNT)" option. If you activate the DNT option on your browser, Facebook will not match your account to browser-related information in order to display tailored ads to you. For further information on DNT and on how to enable this option on your browser, please see

http://optout.aboutads.info.

Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice. Alternatively, you can go to

https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen#_=_

to adjust your personal Facebook settings.

Legal basis:

- Art. 6 [1] a GDPR

Facebook Custom Audiences

We use the remarketing function "Custom Audiences" of Facebook, Inc. ("Facebook"), facilitating the display of interest-based ads ("Facebook Ads") to users of our website when accessing the social network Facebook. Upon access to our website, a tracking pixel will be placed on your browser. Your access to the website will be transmitted to Facebook and – if available – assigned to your Facebook user account. Facebook will set a cookie to mark the end device used by the user. The legal basis for the storage of the cookie is consent pursuant to Art. 6 [1] a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice.

Logged-in users can deactivate the function "Facebook Customs Audiences" at

https://www.facebook.com/settings/?tab=ads#_=_

For further information on data processing by Facebook, please go to

https://www.facebook.com/about/privacy/

Legal basis:

- Art. 6 [1] a GDPR

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X Ads conversion tracking

We use the online marketing programme "X Ads", including the conversion tracking function. When you click on an advertisement run by X, a conversion-tracking cookie will be placed on your computer. These cookies remain valid for a period of 30 days and do not serve the purpose of identifying individuals. X will not transfer your private or personal information to advertising clients without your consent. Instead, advertising clients will e.g. receive reports containing details on how many users have viewed a certain ad or clicked on it, but not containing any information about who viewed or clicked on an ad. Such reports merely contain aggregated, public or non-personal data. If you call up a certain page of our website and the cookie is still valid, we and X can detect that you have clicked on the ad and that you were forwarded to such page. Each client of X Ads obtains a different cookie; this ensures that cookies cannot be tracked via the websites of X Ads clients. The information collected via the conversion cookie is used to compile reports containing details on how many users have viewed a certain ad or clicked on it, but not containing any information on who viewed or clicked on an ad. These reports merely contain aggregated, public or non-personal data. Moreover, X supports the "Do Not Track (DNT") option. If you activate the DNT option on your browser, X will not associate browser-related information with your account for the purpose of displaying personalised advertisements. For further information on DNT and on how you can activate this option on your browser, please refer to

http://optout.aboutads.info

The legal basis for the storage of the cookie is consent pursuant to Art. 6 [1] a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice. Alternatively, you can adjust your personal X settings at

https://X.com/personalization

Legal basis:

- Art. 6 [1] a GDPR

Google Remarketing

In addition to AdWords tracking, we also use Google Remarketing, a retargeting function that allows us to display interest-based advertisements beyond our own advertising space. With the help of this function, we can display our advertisements to you on other websites you visit based on the services/products you previously called up on our website. A "recognition" cookie stored on your browser allows Google to record your interest in certain products during your visit to

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our website and to display respective targeted advertisements on other websites you call up. According to Google, the data collected within the scope of remarketing will not be merged with any personal data about you stored by Google; in particular, remarketing data will be used in pseudonymised form. We use this function for purposes of interest-based advertising and targeted promotion regarding our products. The legal basis for the storage of the cookie is consent pursuant to Art. 6 [1] a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice.

We would like to point out that data processing by Google may take place outside the EU/EEA. Google also processes your personal data in the USA and uses standard contractual clauses for this purpose. You can find information on this at

https://policies.google.com/privacy/frameworks?hl=en

Further information on data protection at Google can be found at

https://policies.google.com/privacy?hl=en

If you do not wish to be shown interest-based advertisements, you can deactivate respective cookies on your browser or go to

https://www.google.com/settings/ads/onweb/

to prevent the further use of cookies by Google.

Legal basis:

- Art. 6 [1] a GDPR

Google DoubleClick

This website uses the online marketing tool DoubleClick by Google. DoubleClick uses cookies to display relevant advertisements to users, to improve campaign performance reports, or to prevent that a user is shown the same ads more than once. Google uses a cookie ID to track which ads are placed via which browsers and can thus prevent that they are displayed more than once. In addition, DoubleClick may use cookie IDs to detect so-called conversions in relation to ad requests. For example, a user sees a DoubleClick ad and later, using the same browser, visits the advertiser's website to make a purchase. According to Google, DoubleClick cookies do not contain any personal information.

By implementing this tool, your browser will automatically establish a connection to a Google

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server. Please note that in this context data processings outside the European Union / the European Economic Area may occur. We have no influence on how the data is handled and further used by Google. The legal basis for the storage of the cookie is consent pursuant to Art. 6 [1] a GDPR. Any further evaluation of the collected data lies within the responsibility of the service provider and is based on its respective data protection notice.

We would like to point out that data processing by Google may take place outside the EU/EEA. Google also processes your personal data in the USA and uses standard contractual clauses for this purpose. You can find information on this at

https://policies.google.com/privacy/frameworks?hl=en

Further information on data protection at Google can be found at

https://policies.google.com/privacy?hl=en

If you do not wish to receive any interest-based advertising, you can deactivate the respective use of cookies by Google at

https://www.google.de/settings/ads

For further information on DoubleClick by Google, please refer to

https://marketingplatform.google.com/about/enterprise/

and for general information of data privacy at Google got to

https://www.google.de/intl/de/policies/privacy.

Alternatively, you can visit the website of Network Advertising Initiative (NAI) at

www.networkadvertising.org

Legal basis:

- Art. 6 [1] a GDPR

Adform

On our website we use conversion tracking and retargeting technology provided by Adform A/S Wildersgade 10B, 1. Sal 1408 Copenhagen, Denmark ("Adform"). We use the technology to measure, track and, where necessary, optimize the effectiveness of the ads we place via Adform. An example of optimization is where we make changes so that users are not shown the same ads multiple times. To enable this, Adform places a cookie on your device as soon as you click on an ad (e.g. an advertising banner) placed via Adform. The cookie contains an ad ID and has a

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lifespan of 60 days, after which it expires. It does not contain any information (such as full IP address, first or last name, physical address, e-mail address, etc.) that can be used to identify you personally. The ad ID tells us which ad you clicked on in order to get to our website. Deutsche Messe will not under any circumstances combine or match the ad ID with any of your personal data. The cookies used by this website do not contain any information that can be used to personally identify users.

Once your browser accepts an Adform cookie, it uses the conversion tracking tool to automatically establish a direct connection to the Adform server. We have no influence over what information Adform collects via the conversion tracking tool or how it is subsequently used. We therefore advise you that, to the best of our knowledge, whenever you access part of our website or click on one of our ads, the Adform cookie informs Adform that you have accessed that particular part of our website or clicked on that particular ad.

The use of retargeting technology enables us to show ads specifically to users of our website who have shown interest in our website and/or products on a previous occasion. With retargeting, ads are shown on the basis of a cookie-based analysis of previous user behavior. The cookies used are temporary cookies with a lifespan of 60 days.

If you do not wish to be shown targeted ads by Adform, you have the right to withdraw consent for (opt out of) the collection and storage of cookie data at any time

https://site.adform.com/privacy-center/platform-privacy/opt-out/

If you withdraw consent, no further data will be collected from that point on.

The legal basis for the processing of your personal data in relation to the Adform conversion tracking tool is Art. 6 [1] a GDPR. The legitimate interests in processing your data are the above-stated marketing and optimization purposes.

The data that we collect and store is deleted as soon as it is no longer necessary for our purposes.

You will find further information on Adform's privacy policy at

https://site.adform.com/privacy-center/platform-privacy/product-and-services-privacy-policy/

You have the right to withdraw consent for (opt out of) Adform data collection and processing at any time at

https://site.adform.com/privacy-center/platform-privacy/opt-out/

If you withdraw consent, no further data will be collected from that point on.

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Legal basis:

- Art. 6 [1] a GDPR

Outbrain

We also use the retargeting service offered by Outbrain Inc., 39 West 13th Street, 3rd floor, New York, NY 10011, U.S.A. With the help of this function, we can display interest-based advertisements to the users of our website and on other websites using Outbrain. When calling up our website, a tracking pixel will be stored on your browser. When you visit other websites using the Outbrain function, the tracking pixel establishes a connection to your device and you will be shown personalised advertisements based on the websites you previously visited. The legal basis for the storage of the cookie is consent pursu-ant to Art. 6 [1] a GDPR. The further evaluation of the collected data for a period of up to two years is based on Art. 6 [1] a GDPR. Outbrain has stated that it acts in compliance with European data protection regulations and that model clauses are implemented as a safeguard for data transfers to the U.S. For further information on the services offered by Outbrain please refer to the privacy policy of Outbrain at

https://www.outbrain.com/legal/privacy#privacy-policy/

You can also call up this link if you wish to revoke your consent.

Legal basis:

- Art. 6 [1] a GDPR

Ligatus

We also use the remarketing service provided by Ligatus GmbH, Hohenstaufenring 30-32, D-50674 Köln, Germany. With the help of this function, we can display interest-based advertisements to the users of our website and on other websites using Ligatus. When calling up our website, a tracking pixel will be stored on your browser. When you visit other websites using the Ligatus function, the tracking pixel establishes a connection to your device and you will be shown personalised advertisements based on the websites you previously visited. The legal basis for the storage of the cookie is consent pursuant to Art. 6 [1] a GDPR. The further evaluation of the collected data for a period of up to two years is based on Art. 6 [1] a GDPR. Ligatus has stated that it acts in compliance with German data protection regulations. For further information on the services offered by Ligatus, please refer to the data privacy policy of Ligatus at

https://www.ligatus.com/de/privacy-policy/

If you wish to revoke your consent, please go to

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https://www.ligatus.com/en/privacy-policy#cookie_status

Legal basis:

- Art. 6 [1] a GDPR

AdAnt Media GmbH

Advertising performance measurement: This Website is using the Customer Action Analysis (CAAN®), an advertising performance measurement of AdAnt Media GmbH, based on pixel technology. The interest in this analysis results are based on Art. 6 [1] f DSGVO. During use of this measurement, there is no saving of new or local cookies and no passing on to server outside Germany. The CAAN is verifying exclusively already existing cookies and evaluating these for analysis purposes of advertising effects, completely anonymous. There is expressly no merging of sensitive personal data of this site that allow a personal identification.

You can permanently opt out of this measurement here. Please notice that you have to opt out again once you've deleted your cookies.

Legal basis:

- Art. 6 [1] f GDPR

VII. Transfer of Data to Companies Outside the EU/EEA

As explained in this data protection notice, Deutsche Messe AG will in some cases transfer personal data to companies that are based in countries outside the EU/EEA, e.g. the transfer of contact data to subsidiaries and/or sales partners of Deutsche Messe AG where visitors/companies are based abroad.

Where data is transferred to controllers outside the EU/EEA, Deutsche Messe AG will provide for an adequate level of data protection by concluding EU model clauses, unless the exemptions of Art. 49 GDPR apply, or the EU commission has decided that the recipient country provides for an adequate level of data protection.

Hannover, November 2026

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