

Information pursuant to the EU General Data Protection Regulation (GDPR) for ITB Buyers Circle Members

Messe Berlin GmbH attaches great importance to data protection. This information notice informs you about the processing of the personal data which you have provided to us in connection with the ITB Buyers Circle. This notice supplements our General Data Protection Policy, which can be found at <https://www.messe-berlin.de/en/ExtraPages/DataProtection/>. For special cases of data processing there may be separate data protection notices.

1. Controller and data protection officer

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.de, is the entity responsible for the processing of the personal data (the so-called controller) within the meaning of the GDPR and service provider in connection with the ITB Buyers Circle. If you have any queries relating to data protection, please feel free to contact our group data protection officer (address: as above; e-mail: datenschutz@messe-berlin.de).

2. Categories and sources of personal data

The following personal data will be collected during your application for your ITB Buyers Circle profile: In order to submit your application to participate at the "ITB Buyers Circle", you will need to complete a questionnaire. In the course of this process, we are collecting your personal data, in particular: e-mail address, name, years in business, telephone number and position, as well as your company's data (name, founding year, address and website). The questionnaire also includes questions regarding the type and size of your company, the purchasing volume and the transaction volume and concerning your professional interests in attending ITB Berlin, geographical interests, interests in products and services as well as your position's level of responsibility. Your complete data are required to enable us to evaluate your application. If you do not answer all the questions, we will not be able to evaluate your application.

After registration the evaluation process starts. In order to simplify and accelerate the evaluation process, it would be advantageous to voluntarily provide us your LinkedIn profile via the associated LinkedIn link.

If you undertake the registration for or disclose the data of another person (third party), you must be entitled to provide such data and ensure that the person concerned has been sufficiently informed by you about the data processing as set out in this notice.

3. Purposes and legal basis of processing

3.1. Performance of the contract

We process your personal contact data pursuant to Section 2 to establish, process and handle your application for the "ITB Buyers Circle" and performance of your relationship with Messe Berlin GmbH (legal basis: Art. 6 (1) (b) GDPR).

Furthermore, we process your personal data regarding your professional interest in attending ITB Berlin, your position's level of responsibility and geographical interests as well as the data of your company pursuant to Section 2 in order to evaluate your registration appropriately. There is a legitimate interest in this as the "ITB Buyers Circle" is known for selecting an exclusive and high quality group of buyers in the industry and must ensure this quality feature of the service (legal basis: Art. 6 (1) (f) GDPR).

In case you have voluntarily provided us your LinkedIn profile via the associated LinkedIn link, the data of your profile will be used exclusively for the verification process, which includes the comparison of the data on your profile and your details on the questionnaire (Section 2) (legal basis: Art. 6 (1) (f) GDPR).

After the evaluation process, the candidates will be informed via e-mail about the outcome of the evaluation.

3.2. Processing for “ITB Buyers Circle”-membership

We process your personal and company data pursuant to Section 2 to establish, process and handle your **membership** of the “ITB Buyers Circle” and performance of your contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 (1) (b) GDPR). Before your membership expires, we will invite you by e-mail to reapply for the “ITB Buyers Circle”.

For those who have joined the ITB Buyers Circle, the data collected in the questionnaire (Section 2) are automatically forwarded to the ITB Berlin digital event platform. The purpose of this is to offer you a more efficient service and the best variety of suitable business contacts to meet during the ITB Berlin and therefore establish new relevant business contacts. In the course of this service, we will send you e-mails to remind you of ITB Berlin Updates. Detailed information about the data processing on the ITB event platform itself is provided by separate notice, available on the platform.

3.3. Making contact by e-mail or post for information and advertising purposes by Messe Berlin group companies

We process the personal data (Section 2) for the purpose of contacting you in order to provide you with information accompanying the “ITB Buyers Circle” and the ITB as well as other trade fairs and information on opening, side and subsequent events organized or held by Messe Berlin GmbH or other [Messe Berlin group companies](#) in Germany and abroad. For these purposes, we also transmit the personal data to other companies of the Messe Berlin group of companies. We also process the personal data for purposes of market research and online surveys. The processing is carried out on the basis of our legitimate interest in providing our ITB Buyers Circle members with information relevant to them and optimal support before, during and after the trade fair or event and in advertising identical and similar products or services from the trade fair portfolio of the Messe Berlin group of companies. We also process personal data for statistical purposes and for our public relations work. They are used for the optimal further development of the trade fair and informing the public about the composition of our trade visitors and ITB Buyers Circle Members. The basis for this processing is the legitimate interest of Messe Berlin to analyse the market served by Messe Berlin with the aim of constantly improving its own product range and in satisfying the public's interest in information (legal basis: Art. 6 (1) (f) GDPR).

3.4. Disclosure to “ITB Buyers Circle”-sponsors

If you have given us your consent within the scope of your application, we will disclose your personal data to the sponsors of ITB Buyers Circle 2021 (legal basis: Art. 6 (1) (a) GDPR).

4. Categories of recipients and international data transfers

The personal data published in the profile are visible to other participants of the ITB Buyers Circle. In order to carry out certain processing activities in connection with the ITB Buyers Circle (in particular hosting and IT support, platform and data management, performance monitoring, digital communication (e-mail, chat, video chat, video, streaming and screen sharing) and analysis) we make use of external service providers which process the personal data on our behalf (so-called “processors”).

If we carry out market research or online surveys together with a cooperation partner or exhibitor, they will receive the results of the survey (on an anonymized basis).

We also pass on the data to other companies within the Messe Berlin group of companies for the purposes stated in Section 3.3.

Many members of the ITB Buyers Circle, some processors and the above-mentioned technology provider, some companies of the Messe Berlin Group as well as cooperation partners, exhibitors and sponsors, are located in third countries outside the EU, which do not provide the same level of data protection as the EU, in particular due to the absence of a legal framework, independent supervisory authorities or data protection rights and remedies. We will only transfer personal data to those third countries if the European Commission ("EU Commission") has adopted a so-called adequacy decision in this respect (Art. 45 GDPR) or otherwise where appropriate safeguards in accordance with Art. 46 GDPR have been provided, in particular standard data protection clauses adopted by the EU Commission pursuant to Art. 46 (2) (c) GDPR and, where necessary, supplementary measures. A copy of the safeguards can be obtained upon request (e.g., by e-mail – for contact details see section 1 above). With respect to the data transfer to other members of the ITB Buyers Circle the transfer is necessary for the performance of a contract (Art. 49 (1) (b) GDPR) and with respect to the data transfer to the afore-mentioned technology provider as well as cooperation partners or exhibitors based on your explicit consent despite the lack of adequate data protection in the third countries outside the EU and the risks associated therewith.

5. Storage period

Stored personal data will be erased, once they are no longer needed for achieving the relevant purpose of their processing. In so far as the processing takes place on the basis of consent or a legitimate interest of Messe Berlin GmbH, the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation of your consent or your objection to the processing, unless the conditions for a statutory exception are met. Notwithstanding the foregoing, personal data which are subject to retention obligations under commercial or tax laws will only be deleted after the expiry of the statutory retention periods.

6. Your rights

To exercise your rights, you can contact the controller by mail or e-mail (contact details see section 1 above). Pursuant to Art. 12-21 GDPR, you can assert the following data subject rights at any time: the right to access, rectification and erasure of your personal data, the right to data portability and to restriction of processing. If you have given us your consent, you can revoke this consent at any time with effect for the future.

If the processing is based on legitimate interests, you have the **right to object** to the processing of your personal data, including profiling, for reasons relating to your particular situation.

Furthermore, you may object to the processing of the personal data and their use for marketing purposes at any time. In case of newsletters or other electronic marketing you can click the unsubscribe link or send a message to itb-buyerscircle@messe-berlin.de.

If you are of the opinion that the data processing violates data protection law, you have the right to lodge a complaint with the competent supervisory authority of your choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (*Bundesdatenschutzgesetz*)).