



---

## Supplement to the privacy policy of Deutsche Messe AG regarding the digital visitor analysis "Fair Journey"

By registering for the **Fair Journey**, you consent to the collection, storage and processing of the following personal information:

- **Your barcode ID**
- **Your ticket ID**
- **Your visited zones at the exhibition center**
- **your nationality**
- **your department**
- **your role**
- **your industry**
- **your gender**

These data will be used to provide you with your personal fair journey and to create an anonymous statistical evaluation of the event. To view your trade fair Journey, you will receive a link by e-mail in the evening after your visit to the fair.

Following 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), Messengelände, 30521 Hannover, Germany (phone: +49 (0) 511 89-0; [info@messe.de](mailto:info@messe.de)).

For questions regarding data protection, please contact our data protection officer at [datschutz@messe.de](mailto:datschutz@messe.de) or at the above-indicated address.

### 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).



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.

Data Protection Notice of Deutsche Messe AG (DMAG)

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](mailto:datenschutz@messe.de).

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