



## PRIVACY POLICY

### Introduction

Hereinafter we will inform you about which of your data we store when and why. This relates to the processing of various data by Deutsche Messe RUS, including the data collected upon access to our website, and the use of cookies. Moreover, we will inform you about your rights and provide further legally required information.

We take the protection of our user's ("**User/you/your**") personal data very seriously and strictly comply with applicable data protection laws and regulations. In this privacy policy below ("**Privacy Policy**") we provide you with an overview of what data we collect for what purpose and how we ensure the protection of the data.

The controller is Limited liability company Deutsche Messe RUS, Staropetrovsky proezd 11 b.1,125130, Moscow, Russia, represented by the General Director Svetlana Fedoseeva, organized under the laws of Russian Federation, (INN (TIN) 7707742458, OGRN 1117746074764), hereafter ("**we/us/our/DMRUS**").

The representative of the Controller within the meaning of the GDPR on the territory of European Union is Deutsche Messe AG (DMAG), Messegelände, 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 representative at [datenschutz@messe.de](mailto:datenschutz@messe.de) or at the above-indicated address.

Applicable legal provisions are in particular those of the regulation (EU) 2016/679 of the European Parliament and Council of 27 April 2016, repealing the directive 95/46/EC, on the protection of individuals with regard to the processing of Personal Data, on the free movement of such data ("General Data Protection Regulation", GDPR), The Federal Law of the Russian Federation «On personal data protection» of 27.07.2006 N 152-FZ

### **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.**

Please read the following information regarding the Privacy Policy carefully. In case you have further questions, please do not hesitate to contact us at any time at [info@messe-russia.ru](mailto:info@messe-russia.ru).

### Information Collection

We collect several different types of information for various purposes to provide and improve our Service to you. While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally, identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City.

We may also collect information how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information. We use Analytics and Customization cookies. These cookies collect information that is used either in aggregate form to help us understand how our Website is being used:

- Google Analytics
- Yandex Metrika.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

### Information Use Purpose

DMRUS uses the collected data for various purposes:

#### **Booking of exhibition space**

DMRUS will process the personal data collected within the framework of booking exhibition space for purposes of contractual performance, accounting and customer administration.



DMRUS will transfer the core data (company name, contact person, address, and contact details like phone number and email address) to other affiliate companies based in Hannover within DMAG Group 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. In addition, the data collected in connection with the booking of exhibition space will be used to process any warranty claims or complaints. Your data may also be transferred to external auditors and/or tax authorities for auditing purposes. The data 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.

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 commissioned by DMRUS who offer additional services in connection with the booth you have booked.

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,
- transfer of data to other group companies of DMRUS: Art. 6 (1) f GDPR,
- transfer of data to service partners for the provision of services on behalf of DMRUS: Art. 6 (1) b GDPR and/or Art. 6 (1) f GDPR.

#### **Visitor ticket purchase**

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. 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,
- storage of data pursuant to AO/HGB and, where applicable audits by financial authorities / auditors: Art. 6 (1) c GDPR.

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

Since the costs for entry to the trade fair are borne by the exhibitor inviting the professional visitor, the data related to the ticket registration will also be transferred to the exhibitor who issued the invitation (core data and voluntary information).

Legal bases:

- 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,
- transfer of core data to the exhibitor who issued the invitation: Art. 6 (1) f GDPR.

#### **Marketing purposes**

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

Moreover, DMRUS will use the mandatory data provided in connection with the use of its offers / services as well as voluntary information provided to personalize and constantly improve trade fair attendance for visitors and exhibitors and to provide future offers tailor-made to your interests. We process 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 pseudonymized 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 personalized offers (website, email, post).

We will basically stop processing your personal 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 DMRUS for a period of up to 5 years with this exception: in the following two 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 only.



As a principle, your email address will only be used for marketing purposes if we have obtained your consent.

There are the following exemptions: to the extent DMRUS 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 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.

Legal bases:

- data processing for marketing purposes, including profiling in connection with marketing purposes, and transfer: Art. 6 (1) f GDPR,
- telephone marketing: Art. 6 (1) a GDPR,
- email marketing: Art. 6 (1) a GDPR.

Transfer of personal data to group companies and sales partners of DMRUS for marketing purposes: where trade fair visitors are not based in Russia, DMRUS will transfer their postal address provided upon setting up of the customer account (excluding email address, including name, company, industry, function and position) to the company and/or sales partner locally responsible for the support of trade fair visitors. The aim is to establish a long-lasting business relationship between DMRUS and trade fair visitors via its subsidiaries / sales partners and to point out further interesting events of DMRUS and/or its subsidiaries.

Legal bases:

- transfer of core data to regional subsidiaries and sales partners of DMRUS Group: Art. 6 (1) f GDPR.

Subscription to email 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 bases:

- email marketing: Art. 6 (1) a GDPR.

Applicable legal provisions are in particular those of the regulation (EU) 2016/679 of the European Parliament and Council of 27 April 2016, repealing the directive 95/46/EC, on the protection of individuals with regard to the processing of Personal Data, on the free movement of such data ("General Data Protection Regulation", GDPR).

### **Recipient(s) of Data**

We as well as external service partners receive your data for processing those the purpose of providing our services. We may need to share your information with our service providers and agents. Generally, we require that third party organizations who handle or obtain personal information as service providers acknowledge its confidentiality and undertake to respect an individual's right to privacy and comply with data protection principles including this Privacy Policy.

### **Transfer of Data outside of the EU**

In course of data processing by us data may be transferred to third countries, i.e. countries outside the EU. This may happen via implementation of third party providers such as cloud services and external service partners which process data on our behalf.

### **Your Rights**

You have the right to withdraw your consent relating to the use of data according to this Privacy Policy at any time with effect for the future. In the event of withdrawal, the stored data shall not be processed anymore and shall be deleted without hesitation. However, such data may, for example, still be used if these are still necessary for ceasing the contractual relationship.

You are entitled to access the data stored by us and are also entitled to amend or rectify your data if such data are incorrect.

You are entitled to request the erasure of your data. However, this shall not apply, in particular, if the processing is necessary to exercise the right to freedom of expression and information, to fulfill a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims.

You are entitled to receive information about the stored data (in a structured, current and machine-readable format) at any time and to request the correction or deletion of the data in case of incorrect data storage.

The user or data subject has the right to demand that we immediately correct any incorrect Personal Data concerning him/her. Taking into account the purposes of processing, the data subject has the right to request the completion of incomplete Personal Data, including by means of a supplementary declaration. For this purpose, you can contact [info@messe-russia.ru](mailto:info@messe-russia.ru) at any time.

### **Automated Decision making („profiling“)**



In general, we do not process any data via “profiling” or in form of automated decision making via the Website or Platform. However, such profiling may happen by third-party providers through the Website. We will inform you about such fact in the Privacy Policy (if possible).

**Period for Storing Data; Deletion**

The data are deleted if such data are no longer necessary for the purpose of processing.