Ticket shop Data Privacy Statement

General Notice

The following notice provides a simple overview of what happens to your personal data when you visit our ticket shops. Personal data are any data by means of which you can be personally identified. For detailed information on the subject of data protection, please refer to our Data Privacy Statement set out below this text.

1. General information on data collection on our website

Who is responsible for data collection on this website?

The data processing on this website is carried out by the website operator. For the website operator's contact details, please refer to the Site Notice on this website.

How do we collect your data?

On the one hand, your data are collected as a result of you communicating these data to us. Such data may include, for example, data that you enter in a contact form.

Other data are automatically collected by our IT systems when you visit the website. These data primarily include technical data (e.g. your web browser, your operating system or the time when you accessed the website). These data are automatically collected as soon as you enter our website.

What do we use your data for?

Some of the data are collected to ensure the faultless provision of the website. Other data may be used to analyse your user behaviour.

What rights do you have regarding your data?

You have the right to obtain, free of charge, at any time access to information on the origin, recipients and purpose of your personal data stored. Additionally, you have the right to obtain rectification, blocking or erasure of these data. For this or for any other questions relating to data protection, you may contact us at any time at the address given in the Site Notice. Furthermore, you have the right to complain to the relevant supervisory authority.

Analysis tools and tools from third-party providers

When you visit our website, your surfing behaviour may be statistically evaluated. This is done primarily using cookies and so-called analysis programmes. As a rule, the analysis of your surfing behaviour will be performed anonymously; it will not be possible to trace your surfing behaviour back to you. You may opt out of this analysis or prevent it by not using certain tools. For details about this, please refer to our Data Privacy Statement under the heading "Analysis Tools and Advertising". You may opt out of this analysis. Information on how to opt out is provided in this Data Privacy Statement.

2. General Notice and Mandatory Information

Data protection

The operators of these websites take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory provisions concerning data protection as well as this Data Privacy Statement.

Various personal data are collected when you use this website. Personal data are data by means of which you can be personally identified. This Data Privacy Statement explains what data we collect, and what we use these data for. It also explains how, and for what purpose, this occurs.

Please note that the transfer of data over the Internet (e.g. communication by email) may be prone to security vulnerabilities. It is not possible to completely protect data against third-party access.

Notice relating to the controller

The controller responsible for the data processing on this website is

RETRO Messen GmbH
Schoellstraße 7
70599 Stuttgart

You can find RETRO Messen GmbH's data privacy statement at: http://www.retro-messen.de/datenschutz

Data protection officer

We have appointed a data protection officer for our company:

Glöckner, Keller Attorneys-at-Law
Mr. Frank Keller
Johannisstrasse 5
90419 Nuremberg
Email: datenschutz@retro-messen.de

Revocation of your consent to data processing

Many data processing operations are possible only with your express consent. You may at any time revoke consent already given. To do so, it will suffice to send us an informal notification by email to datenschutz@retro-messen.de or in text form to RETRO Messen GmbH, Schoellstraße 7, 70599 Stuttgart. The lawfulness of the data processing carried out up to the time of revocation will remain unaffected by revocation.

Right to complain to the relevant supervisory authority

In the event of breaches of data protection law, the data subject has the right to complain to the relevant supervisory authority. The State Data Protection Commissioner of the Federal State where our company's registered office is situated is the relevant supervisory authority for issues relating to data protection law. A list of the data protection commissioners and their contact details can be obtained by following this link: www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

Right to data portability

You have the right to have data that we process by automated means on the basis of your consent, or for the performance of a contract, delivered to yourself or a third party in a commonly used, machine-readable format. Where you request that your data be transferred directly to another controller, this will take place only insofar as it is technically feasible.

Access, blocking, erasure

Within the scope of the applicable statutory provisions, you have the right to access, free of charge, at any time your personal data stored and information on the origin and recipients of these data and the purpose of any processing of these data, as well as, where applicable, the right to rectification, blocking or erasure of these data. For this or for any other questions relating to personal data, you may at any time contact us at the address given in the Site Notice.

Opting out of advertising mail

With regard to contact details published as part of our obligation to provide a Site Notice, we hereby object to use of these contact details for the sending of advertising or information material not expressly requested. The operators of our websites expressly reserve the right to take legal steps in the event of any unsolicited sending of advertising information, e.g. spam email.

SSL and/or TSL encryption

For security reasons and for protecting the transfer of confidential content, e.g. orders or enquiries that you send to us as the website operator, this website uses SSL and/or TLS encryption. You can recognise an encrypted connection by the change in your browser's address bar from "http://" to "https://" and by the lock symbol in your browser bar.

If SSL or TLS encryption is activated, third parties will be unable to read the data that you submit to us. **Processing of data (customer and contractual data)**

We collect, process and use personal data only insofar as necessary for bringing about, substantively arranging or altering the legal relationship (inventory data). This takes place on the basis of Art. 6 (1) b) GDPR, which permits the processing of data for performing a contract or for taking steps prior to entering into a contract.

The customer data collected are erased upon completion of the order or discontinuation of the business relationship. Statutory retention periods remain unaffected.

We collect, process and use personal data concerning use of our websites (usage data) only insofar as necessary for enabling the user to use the service or for billing the user. Art. 6 (1) f) GDPR is the basis also in this respect. The website operator has a legitimate interest in the storage of personal data, in particular IP addresses, for the technically faultless and optimised provision of its services. Furthermore, storage of the IP address serves to prevent misuse and avert danger. Further details about this can be found under Section 4, Server log files.

Data transfer upon the conclusion of a contract for services and digital content

We transfer personal data to third parties only if this is necessary for processing the contract, for example to the financial institution instructed to process the payment.

No further transfer of personal data takes place, or any further transfer will only take place with your express consent. Your data will not be passed on to third parties, e.g. for advertising purposes, without your express consent.

The basis for the data processing is Art. 6 (1) b) GDPR, which permits the processing of data for performing a contract or for taking steps prior to entering into a contract.

The customer data collected are erased upon completion of the order or discontinuation of the business relationship. Statutory retention periods remain unaffected.

3. Data Collection on our Website

Technically essential cookies

Some of our websites use so-called cookies. Cookies do not damage your computer or contain viruses. Cookies serve to make our platform more user-friendly, effective and secure. Cookies are small text files installed onto your computer and stored by your browser.

We mostly use so-called "session cookies". These will be automatically deleted when your visit ends. Other cookies will remain stored on your device until you delete them. These cookies enable us to recognise your browser when you next visit our website.

You can set your browser to inform you about the setting of cookies and to allow cookies only on a case-by-case basis, or to decline the acceptance of cookies in certain cases or generally, and to automatically delete cookies when the browser is closed. If cookies are deactivated, the functionality of this website may be restricted.

The cookies listed in the following table are necessary for enabling you to surf on our sites and use the features necessary for ticket purchasing. They allow essential basic features of our website.

Name of the cookie	Category	Description	Validity period	Country of data processing	Source
cookies_and content _security_policy	Functional	Saving the cookie settings	1 year	Germany	https://messe-ticket.de/AFAG

The legal basis for the processing of personal data using technically essential cookies is Art. 6 (1) f) GDPR. **Technically non-essential cookies**

Additionally, we use optional cookies for you on our website. These help us to improve the site and make it more suited to you. In this way we are able to recognise and count returning visitors and analyse how often our websites are accessed by different user groups.

By clicking on "Accept cookies" or "Decline" when visiting our website for the first time, you can decide yourself (unless you have already done so) whether these cookies are set. The data processing is, therefore, based on Art. 6 (1) a) GDPR (consent).

You can withdraw your consent at any time via the aforementioned email address.

To make our websites more tailored to the users' needs, we use Google Analytics to generate pseudonymised user profiles. Google Analytics uses targeting cookies that are stored on your device and can be read by us.

Normally, the information generated by the cookie concerning your use of our website will be transferred to a Google server in the USA and be stored there. As we have activated IP anonymisation on our website, your IP address will, however, be truncated by Google beforehand within Member States of the European Union.

Additionally, we have entered into EU standard contractual clauses with Google LLC (USA). Google will, therefore, use all information strictly for the purpose of evaluating the use of our websites for us and compiling reports on the website activities.

Google will set the following cookies when you visit our website and consent to the use of the cookie Google Analytics:

Name of the cookie	Category	Description	Validity period	Country of data processing	Source
_ga	Functional/statistics	Google Analytics	2 years	USA	google.com
_gid	Functional/statistics	Google Analytics	1 day	USA	google.com
_gat_gtag _UA_360085 80_1	Functional/marketing	Google Tag Manager	1 minute	USA	google.com

Analytics cookies are only set if the option "Statistics" is active in the cookie settings. Tag Manager cookies are only set if the option "Marketing" is active in the cookie settings.

Additionally, usage information is collected and stored on this website in anonymised form using a process by Comscore. These data are stored on your computer using cookies and allow the use of the website to be analysed in anonymised form. In no event can the data obtained in this respect be used to personally identify the website visitor.

The data collected are used merely to improve the offering. Therefore, all IP addresses are stored only in anonymised form. The data are not passed on to third parties or used in any other way.

Owing to the purposes of use described, the legal basis for the processing of personal data using technically non-essential cookies is Art. 6 (1) a) GDPR.

Storage period

As soon as the data transmitted to us via the cookies are no longer needed for the purposes described above, this information is deleted. Further storage may take place in individual cases if this is required by law.

Server log files

The provider of our websites automatically collects and stores information in so-called server log files automatically transmitted to us by your browser. This information includes:

- IP address, date and time of the request
- name and URL of the retrieved file
- referrer URL
- access status/http status code
- browser type
- language and version of the browser software
- operating system

These data are not merged with other data sources.

The basis for the data processing is Art. 6 (1) b) GDPR, which permits the processing of data for performing a contract or for taking steps prior to entering into a contract. Art. 6 (1) f) GDPR is also a basis. The website operator has a legitimate interest in the storage of log files for the technically faultless and optimised provision of its services. Furthermore, the log files serve to prevent misuse and avert danger.

The data are deleted as soon as they are no longer necessary for fulfilling the purpose for which they were collected. In the case of the collection of data for the provision of the website, this is the case when the respective session ends.

In the case of the storage of data in log files, this is the case after 90 days at the latest. Storage beyond this is possible. In such case, the users' IP addresses are deleted or masked to prevent any association with the accessing client.

Tool reCAPTCHA from Google Inc.

The service "Google reCAPTCHA" (hereinafter "reCAPTCHA") is used on our website. The service provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter called "Google").

reCAPTCHA is to be used to check whether the data on our websites (e.g. in a ticket order form) are entered by a natural person or by a malicious computer programme (a so-called bot). To do so, reCAPTCHA analyses the website visitor's behaviour based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For the analysis, reCAPTCHA evaluates various information (e.g. IP address, time spent by the website visitor on the website or mouse movements made by the user). The data collected during the analysis are forwarded to Google in order to prevent misuse (e.g. hacking) and to thus also protect your data left with us.

The data processing is based on Art. 6 (1) f) GDPR. As the website operator, we have a legitimate interest in protecting the web offerings against improper automated spying and against SPAM. To ensure data protection, we have agreed with Google upon appropriate safeguards so that the EU data protection rules (GDPR) are complied with (standard contractual clauses).

For further information on Google reCAPTCHA and Google's data privacy statement, please follow these links: https://www.google.com/intl/de/policies/privacy/ and https://www.google.com/recaptcha/intro/android.html.

Contact form

If you send us enquiries using our contact form, we shall store your details set out in the enquiry form, including the contact details that you have provided there, for the purpose of processing your enquiry and in case of follow-up questions. We shall not pass on these data without your consent.

Therefore, the processing of the data entered in the contact form will take place exclusively on the basis of your consent (Art. 6 (1) a) GDPR). You may revoke this consent at any time. To do so, it will suffice to send us an informal notification by email to datenschutz@retro-messen.de or in text form to RETRO Messen GmbH, Schoellstraße 7, 70599 Stuttgart. The lawfulness of the data processing operations carried out up to the time of revocation will remain unaffected by revocation.

The data entered by you in the contact form will remain with us until you ask us to erase these data, you revoke your consent to storage, or the purpose of the storage of these data ceases to exist (e.g. upon completion of the processing of your enquiry). Mandatory statutory provisions – in particular retention periods – will remain unaffected.

Registration on this website

You can register on our website in order to use additional features on the website. We shall use the data entered in this respect only for the purpose of use of the respective offer or service for which you have registered. The mandatory details requested during the registration process must be fully provided. Otherwise, we shall reject the registration.

To notify you of any important changes, for example changes to the scope of the offer or changes necessary for technical reasons, we shall use the email address provided during the registration process.

The processing of the data entered during registration will take place on the basis of your consent (Art. 6 (1) a) GDPR). You may at any time revoke consent given by you. To do so, it will suffice to send us an informal notification by email to datenschutz@retro-messen.de or in text form to RETRO Messen GmbH, Schoellstraße 7, 70599 Stuttgart. The lawfulness of the data processing already carried out will remain unaffected by revocation.

The data collected during the registration process will be stored by us as long as you are registered on our website, and will then be erased. Statutory retention periods will remain unaffected.

Registration with Facebook Connect

Instead of registering directly on our website, you can register using Facebook Connect. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square Grand Canal Harbour Dublin, 2Dublin 662881, Ireland .

If you decide to register using Facebook Connect and click on the "Log in with Facebook" / "Connect with Facebook" button, you will be automatically redirected to the Facebook platform. You will be able to log in there with your user details. As a result, your Facebook profile will be linked to our website and/or our services. As a result of this linking, we shall receive access to your data stored with Facebook. These are above all:

- technical identifier (Facebook ID)
- cover picture
- full name
- age range
- link to the profile
- gender
- time zone
- language used
- profile picture
- time stamp of the last profile update
- verification status
- email address

Source: developers.facebook.com/docs/facebook-login/permissions

Of these data, only the following data will be used to set up, provide and personalise your account:

- first name
- surname
- email address
- technical identifier (Facebook ID)

You can find further information in the Facebook terms of use and the Facebook data privacy policy. These can be found at: de-de.facebook.com/about/privacy/ and www.facebook.com/legal/terms/.

Registering with XING

Instead of registering directly on our website, you can register using XING. The provider of this service is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany.

If you decide to register using Xing and click on the "Log in with Xing" / "Connect with Xing" button, you will be automatically redirected to the Xing platform. You will be able to log in there with your user details. As a result, your Xing profile will be linked to our website and/or our services. As a result of this linking, we shall receive access to your data stored with Xing:

technical identifier (XING ID)

- email address
- badges
- academic title
- highest educational qualification
- employment status
- full name
- gender
- website name
- permalink
- photo URLs
- premium services active (Yes / No)
- time zone used
- Information on the company where the user is employed
    - technical ID
    - name
    - date
    - title
    - currently employed there (Yes / No)
    - sector

However, the data actually delivered back will be filtered again on the basis of the respective user's privacy settings. Therefore, the user is able to additionally specify in his account settings with XING what information in the respective user profile is to be made available for third-party providers (in this case our webshop). We, as the shop operator, have no influence over this.

Source: both here: dev.xing.com/docs/get/users/me and at dev.xing.com/docs/get/users/:id

Of these data, only the following data will be used to set up, provide and personalise your account:

- technical identifier (XING ID)
- first name
- surname
- email address

You can find further information in the Xing terms of use and the Xing data privacy policy. These can be found at: www.xing.com/privacy

Google+ notices

Instead of registering directly on our website, you can register using Google+. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

If you decide to register using Google+ and click on the "Log in with Google" / "Connect with Google" button, you will be automatically redirected to the Google+ platform. You will be able to log in there with your user details. As a result, your Google+ profile will be linked to our website and/or our services. As a result of this linking, we shall receive access to your data stored with Google+. These are above all:

- technical ID
- email address
- full name
- URL to the Google+ profile
- profile picture
- language
- number of contacts

Source: developers.google.com/+/web/api/rest/latest/people/get

Of these data, only the following data will be used to set up, provide and personalise your account:

- technical ID
- first name
- surname
- email address

You can find further information in the Google+ terms of use and the Google data privacy policy. These can be found at www.google.com/policies/privacy/

Registering with LinkedIn

Instead of registering directly on our website, you can register using LinkedIn. The provider of this service is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

If you decide to register using LinkedIn and click on the "Log in with LinkedIn" / "Connect with LinkedIn" button, you will be automatically redirected to the LinkedIn platform. You will be able to log in there with your user details. As a result, your LinkedIn profile will be linked to our website and/or our services. As a result of this linking, we shall receive access to your data stored with LinkedIn:

- technical ID
- full name
- profile headline
- place of residence
    - name of locality
    - country code as per the ISO 3166-1 standard
- sector
- article last shared
- number of contacts
- summary
- skills
- current location
- profile picture
- profile URL
- email address

Source: developer.linkedin.com/docs/fields/basic-profile

Of these data, only the following data will be used to set up, provide and personalise your account:

- technical ID
- first name
- surname
- email address

You can find further information in the LinkedIn terms of use and the Google data privacy policy. These can be found at www.linkedin.com/legal/privacy-policy

4. Social Media

Sharing content via plugins (Facebook, Google+1, Twitter & Co.)

The content on our websites may, in a manner conforming to data protection law, be shared in social networks such as Facebook, Twitter or Google+.

No user data are automatically transferred to the operators of these platforms as a result of this tool. If the user is logged into one of the social networks and uses the social buttons on Facebook, Google+1, Twitter & Co., an information window where the user can confirm the text prior to sending it will appear.

Our users may, in a manner conforming to data protection law, share the content of this website on social networks without complete surfing profiles being created by the network operators.

Facebook plugins (like & share button)

Plugins from the social network Facebook, provider Meta Platforms Inc., 1 Hacker Way, Menlo Park, California 94025, USA, are integrated on our websites. You can recognise the Facebook plugins by the Facebook logo or the "Like" button on our website. An overview of the Facebook plugins can be found here: developers.facebook.com/docs/plugins/.

When you visit our websites, a direct connection between your browser and the Facebook server will be established via the plugin. As a result, Facebook will be informed that you have visited our website from your IP address. If you click on the Facebook "Like" button whilst logged into your Facebook account, you will be able to link the content of our websites to your Facebook profile. As a result, Facebook will be able to associate your visit to our websites with your user account. Please note that we, as the provider of the websites, obtain no knowledge of the content of the data transferred or of how Facebook uses these data. You can find further information about this in Facebook's data privacy statement at: de-de.facebook.com/policy.php.

If you do not want Facebook to associate your visit to our websites with your Facebook user account, please log out of your Facebook user account.

Google+ plugin

Our websites use features from Google+. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Collection and passing-on of information: With the aid of the Google+ button, you can publish information worldwide. Via the Google+ button, you and other users will receive personalised content from Google and our partners. Google stores the fact that you have +1'd a piece of content as well as information about the website that you were viewing when you clicked on +1. Your +1 can be displayed as information together with your profile name and your photo in Google services, such as in search results or in your Google profile, or in other places on websites and online advertisements.

Google will record information concerning your +1 activities in order to improve the Google services for you and others. To be able to use the Google+ button, you will need a globally visible, public Google profile containing at least the name chosen for the profile. This name will be used in all Google services. In some cases, this name may also replace another name that you have used when sharing content via your Google account. The identity of your Google profile may be displayed to users who know your email address or possess other information identifying you.

Use of the information collected: Apart from the purposes of use explained above, the information provided by you will be used in accordance with Google's applicable data privacy policy. Google may possibly publish statistics put together concerning the users' +1 activities or may pass on these statistics to users and partners, e.g. publishers, advertisers or associated websites.

LinkedIn plugin

Our website uses features of the network LinkedIn. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

Every time one of our websites containing LinkedIn features is accessed, a connection to LinkedIn servers is established. LinkedIn will be informed that you have visited our website from your IP address. If you click on LinkedIn's "Recommend" button and are logged into your account with LinkedIn, it will be possible for LinkedIn to associate your visit to our website with your user account. Please note that we, as the provider of the websites, have no knowledge of the content of the data transferred or of how LinkedIn uses these data.

You can find further information about this in LinkedIn's data privacy statement at: www.linkedin.com/legal/privacy-policy.

XING plugin

Our website uses features of the network XING. The provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany.

Every time one of our websites containing XING features is accessed, a connection to XING servers is established. As far as we are aware, no personal data are stored in the course thereof. In particular, no IP addresses are stored, and no usage behaviour is evaluated.

Further information relating to data protection and the XING share button can be found in XING's data privacy statement at: www.xing.com/app/share.

Data Privacy Statement for the Use of Social Networks (Facebook, Instagram, Xing and LinkedIn)

General

We maintain publicly accessible profiles in various social networks. Your visit to these profiles will trigger a variety of data processing operations. Below, we provide you with an overview of which of your personal data will be collected, used and stored by us when you visit our profiles. Personal data are, in this respect, information that can be linked to you as a specific person (e.g. name, age, address, photos, email addresses, possibly also your IP address). Furthermore, we shall inform you about the rights you have in relation to us with regard to the processing of your personal data. You are not obliged to provide us with your personal data. However, doing so may be necessary for individual functionalities of our profiles in social networks. These functionalities will not be available to you, or will be available to you only to a limited extent, if you do not provide us with your personal data.

When you visit our profiles, your personal data will be collected, used and stored not only by us, but also by the operators of the respective social network. This will happen even if you yourself do not have a profile in the respective social network. The individual data processing operations and their scope differ depending on the operator of the respective social network, and they are not necessarily traceable for us. For details about the collection and storage of your personal data as well as the type, scope and purpose of their use by the operator of the respective social network, please refer to the respective operator's data privacy statements:

- You can view the data privacy statement for the social network Facebook, which is operated by Meta Platforms Ireland Limited , 4 Grand Canal Square, Dublin 2, Ireland, at www.facebook.com/about/privacy/update?ref=old_policy.

- You can view the data privacy statement for the social network Instagram, which is operated Meta Platforms Ireland Limited , 4 Grand Canal Square, Dublin 2, Ireland, at help.instagram.com/155833707900388 and www.instagram.com/about/legal/privacy/ as well as help.instagram.com/519522125107875.

- You can view the data privacy statement for the social network Xing, which is operated by XING SE, Dammtorstraße 30, 20354 Hamburg, at privacy.xing.com/de/datenschutzerklaerung.

- You can view the data privacy statement for the social network LinkedIn, which is operated by Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, at www.linkedin.com/legal/privacy-policy.

Information on the collection of personal data

The controller responsible for the data processing, including contact details, can be found in the Site Notice.

Facebook and Instagram

As an operator of a Facebook fan page or an Instagram company profile page, we can only view the information contained in your public profile, and then only if you have such a profile and are logged into it whilst you access our company website.

Additionally, Facebook/Instagram provide us with anonymous usage statistics that we shall use to improve the user experience when you visit our fan page. We have no access to the usage data that are collected by Facebook/Instagram in order to create these statistics. Facebook/Instagram have undertaken in relation to us to assume the primary responsibility under the GDPR for the processing of these data, fulfil all duties arising from the GDPR regarding these data and make the essence of this obligation available to data subjects. These data processing activities serve our (and your) legitimate interest in improving on a target-group-oriented basis the experience that users have when they visit our company profile pages. The legal basis for the data processing activities is Art. 6 (1) f) GDPR. Moreover, Facebook/Instagram use so-called cookies, which will be installed onto your device when you visit our profile pages even if you do not have a Facebook/Instagram profile of your own or are not logged into it whilst you visit our company website. These cookies allow Facebook/Instagram to create user profiles on the basis of your preferences and interests and show you advertising tailored thereto (within and outside of Facebook/Instagram). Cookies will remain on your device until you delete them. You can find details on this in the data privacy statements of Facebook/Instagram that are linked to above.

Xing and LinkedIn

With the offering from XING/LinkedIn, members can primarily manage their professional contacts, but also their private contacts, and make new contacts. There, companies can set up a company profile page with a logo and a short profile, post news and create discussion groups.

A personal profile with administrator rights must be assigned to the company profile. Dialogue in groups can only take place via a natural person's personal profile.

You must be registered with XING/LinkedIn as a user in order to use the network features. Unlike other social networks, XING/LinkedIn are based more on a combination of personal and electronic contact, are less commercial and less visually oriented. The focus is on professional exchange on specialist topics with people who have the same professional interests. In addition, XING is often used by companies and other organisations to recruit personnel and present itself as an attractive employer.

XING/LinkedIn provide us with anonymous usage statistics that we shall use to improve the user experience when you visit our company profile pages. These data processing activities serve our (and your) legitimate interest in improving on a target-group-oriented basis the experience that users have when they visit our company profile pages.

If you use our profiles in social networks to contact us (e.g. by creating your own contributions, responding to one of our contributions or sending us private messages), the data you provide us with will be processed by us exclusively for the purpose of being able to contact you. Additionally, the social media accounts (or the data processing activities thereon) have the purpose of supplementing our websites and enabling users to enter into a dialogue with us. The legal basis for the data collection is, therefore, Art. 6 (1) a) and b) GDPR. We delete stored data as soon as their storage is no longer necessary. In the case of statutory retention obligations, we shall restrict the processing of the stored data accordingly.

5. Analysis Tools and Advertising

Google Analytics

This website uses features of the web analysis service Google Analytics. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable your use of the website to be analysed. Normally, the information generated by such cookie concerning your use of this website will be transferred to a Google server in the USA and be stored there.

The storage of Google Analytics cookies will take place on the basis of Art. 6 (1) a) GDPR, and only if you have granted us your consent thereto.

IP anonymisation

We have activated the IP anonymisation feature on this website. This means that your IP address will be truncated by Google within Member States of the European Union or the European Economic Area before it is transferred to the USA. Only in exceptional cases will the full IP address be transferred to a Google server in the US and truncated there. Google will use this information on behalf of the website owner to evaluate your usage of our website, compile reports about your

activities on the website and provide additional services relating to website and internet usage. The IP address transmitted from your browser as part of Google Analytics will not be merged with other data held by Google.

Browser plugin

You can prevent the storage of cookies by setting your browser software accordingly. Please note however that, if you do so, you may not be able to fully use all the features of this website. By downloading and installing the browser plugin available at the following link, you can, furthermore, prevent data (including your IP address) generated by such cookie relating to your use of the website from being collected and transferred to Google and being processed by Google: tools.google.com/dlpage/gaoptout.

Opting out of data collection

By clicking on the following link, you can prevent Google Analytics from collecting your data. An opt-out cookie will be set to prevent your data from being collected when you visit this website in future: Deactivate Google Analytics.

More information on the handling of user data at Google Analytics can be found in Google's data privacy statement: support.google.com/analytics/answer/6004245.

Commissioned data processing

We have concluded a data processing agreement with Google and fully implement the strict regulations of the German data protection authorities when using Google Analytics.

Demographic features with Google Analytics

This website uses the Google Analytics "demographic features" feature. This makes it possible to compile reports containing information on the age, gender and interests of visitors to the websites. These data originate from interest-related Google advertising as well as visitor data from third-party providers. These data cannot be associated with a specific person. You can disable this feature at any time via the advertising settings in your Google account or generally prohibit the collection of your data by Google Analytics as explained in the "Opting out of data collection" section.

Etracker

Our website uses the analysis service etracker. The provider is etracker GmbH, Erste Brunnenstraße 1, 20459 Hamburg, Germany. Usage profiles can be created from the data under a pseudonym. Cookies may be used for this. Cookies are small text files stored locally in the cache of your web browser. The cookies enable your browser to be recognised. Except with the data subject's consent granted separately, the data collected using the etracker technologies are not used to personally identify visitors to our website and are not merged with personal data concerning the bearer of the pseudonym.

etracker cookies will remain stored on your device until you delete them.

The storage of etracker cookies will take place on the basis of Art. 6 (1) a) GDPR, and only if you have granted us your consent thereto beforehand. You may opt out of the collection and storage of your data at any time with effect for the future. In order to opt out of the collection and storage of your visitor data in future, you can also obtain at the following link an etracker opt-out cookie that prevents your browser's visitor data being collected and stored at etracker in future: www.etracker.de/privacy.

As a result, an opt-out cookie with the name "cntcookie" from etracker will be set. Please do not delete this cookie as long as you wish to maintain your opt-out. You can find further information in etracker's data privacy policy: www.etracker.com/de/datenschutz.html.

Conclusion of a data processing agreement

We have concluded a data processing agreement with etracker and fully implement the strict regulations of the German data protection authorities when using etracker.

Google AdSense

This website uses Google AdSense, a service for the integration of Google Inc. ("Google") advertisements. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google AdSense uses so-called "cookies", text files that are stored on your computer and enable your use of the website to be analysed. Google AdSense also uses so-called web beacons (invisible graphics). These web beacons enable information such as the visitor traffic on these websites to be evaluated.

The information generated by cookies and web beacons concerning your use of this website (including your IP address) and concerning the delivery of advertising formats is transferred to a Google server in the USA and stored there. This information may be passed on by Google to contractual partners of Google. However, Google will not merge your IP address with your other stored data.

The storage of AdSense cookies will take place on the basis of Art. 6 (1) a) GDPR and only after you have granted us your express consent thereto. Furthermore, you can prevent the installation of cookies by setting your browser software accordingly. Please note however that, if you do so, you may not be able to fully use all the features of this website. By using this website, you agree to the data collected concerning you being processed by Google in the manner described above and for the purpose stated above.

Google Analytics Remarketing

Our websites use the Google Analytics Remarketing features in conjunction with the cross-device features of Google AdWords and Google DoubleClick. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

This feature enables the advertising target groups created using Google Analytics Remarketing to be linked to the cross-device features of Google AdWords and Google DoubleClick. In this way, interest-related, personalised advertising messages that have been adapted to you on the basis of your earlier usage and surfing behaviour on a device (e.g. mobile phone) can also be displayed on any of your other devices (e.g. tablet or PC).

Google will link your web and app browser history with your Google account for this purpose, provided that you have granted the relevant consent. In this way, the same personalised advertising messages can be shown on any of your devices that you use to log into your Google account.

To support this feature, Google Analytics collects users' Google-authenticated IDs and temporarily links them to our Google Analytics data. This enables us to define and create target groups for cross-device advertising.

You can permanently opt out of cross-device remarketing/targeting by deactivating personalised advertising in your Google account. To do so, go to: www.google.com/settings/ads/onweb/.

The aggregation of the collected data in your Google account will take place exclusively on the basis of your consent, which you may grant Google or withdraw from Google (Art. 6 (1) a) GDPR). In the case of data collection operations not merged with your Google account (e.g. because you do not have a Google account or you have opted out of this merging), the data are collected on the basis of Art. 6 (1) f) GDPR. The legitimate interest ensues from the fact that the website operator has an interest in the anonymised analysis of the website visitors for advertising purposes.

Further information and the data privacy policy can be found in Google's data privacy statement at: www.google.com/policies/technologies/ads/.

Google AdWords and Google Conversion Tracking

This website uses Google AdWords. AdWords is an online advertising programme from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google").

We use so-called conversion tracking as part of Google AdWords. When you click on an advertisement placed by Google, a cookie for conversion tracking will be set, provided that you have granted your consent thereto. Cookies are small text files installed by the web browser onto the user's computer. These cookies become invalid after 30 days and do not serve personal identification of the users. If the user visits certain pages of this website, and the cookie has not yet expired,

Google and we will be able to recognise that the user has clicked on the advertisement and has been redirected to this page.

Every Google AdWords customer receives a different cookie. The cookies cannot be tracked via the websites of AdWords customers. The information collected using the conversion cookie serves the purpose of generating conversion statistics for AdWords customers who have opted for conversion tracking. Customers receive information on the total number of users who have clicked on their advertisement and been redirected to a page containing a conversion tracking tag. However, they do not receive information that enables users to be personally identified. If you do not wish to participate in tracking, you can opt out of this use by simply deactivating the Google Conversion Tracking cookie via your web browser under user settings. You will then not be included in the Conversion Tracking statistics.

The storage of "conversion cookies" takes place on the basis of Art. 6 (1) a) GDPR. More information on Google AdWords and Google Conversion Tracking can be found in Google's data privacy policy: www.google.de/policies/privacy/.

You can set your browser to inform you about the setting of cookies and to allow cookies only on a case-by-case basis, or to decline the acceptance of cookies in certain cases or generally, and to automatically delete cookies when the browser is closed. If cookies are deactivated, the functionality of this website may be restricted.

6. Google Integrations

Google Maps

This website uses the map service Google Maps via an API. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Use of the Google Maps features requires that your IP address be stored. Generally, this information is transferred to a Google server in the USA and stored there. The provider of this website has no influence over this transfer of data.

Google Maps is used in the interest of presenting our online services in an appealing manner and making it easy to locate the places specified by us on the website. This constitutes a legitimate interest within the meaning of Section 6 (1) f) GDPR.

More information on the handling of user data can be found in Google's data privacy statement: www.google.de/intl/de/policies/privacy/.

7. Payment Provider

PayPal

On our website, we offer payment via PayPal among other options. The provider of this payment service is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal").

If you choose payment via PayPal, the payment data entered by you will be transferred to PayPal.

The transfer of your data to PayPal will take place on the basis of Art. 6 (1) a) GDPR (consent) and Art. 6 (1) b) GDPR (processing for the performance of a contract). You can revoke your consent to the data processing at any time. Revocation will not affect data processing operations carried out in the past.

Saferpay

Payment by credit card does not entail any risk for you. During the payment process, data will be transferred to the partner Saferpay (a service offered by SIX Payment Services (Germany) GmbH, Langenhorner Chaussee 92-94, D-22415 Hamburg) in separate, specially encrypted forms. You will then be automatically redirected to the partners' security servers where you enter the respective payment information required. Data relevant to payment are entered only at certified external payment providers. We do not store data relevant to payment, e.g. credit card or bank account information.

Klarna

On our website, we offer payment via the services of Klarna among other options. The provider is Klarna AB, Sveavägen 46, 111 34 Stockholm, Sweden (hereinafter "Klarna").

Klarna offers various payment options (e.g. payment by instalments). If you decide to pay using Klarna (Klarna checkout solution), Klarna will collect various personal data from you. You can read details about this in Klarna's data privacy statement by following this link: www.klarna.com/de/datenschutz/.

Klarna uses cookies to optimise use of the Klarna checkout solution. Optimisation of the checkout solution constitutes a legitimate interest within the meaning of Section 6 (1) f) GDPR. Cookies are small text files that are stored on your device and do not cause any damage. They will remain on your device until you delete them. For details relating to the use of Klarna cookies, please follow this link: cdn.klarna.com/1.0/shared/content/policy/cookie/de_de/checkout.pdf.

The transfer of your data to Klarna will take place on the basis of Art. 6 (1) a) GDPR (consent) and Art. 6 (1) b) GDPR (processing for the performance of a contract). You can revoke your consent to the data processing at any time. Revocation will not affect data processing operations carried out in the past.

Sofortüberweisung [Instant Transfer]

On our website, we offer payment via "Sofortüberweisung" among other options. The provider of this payment service is Sofort GmbH, Theresienhöhe 12, 80339 Munich (hereinafter "Sofort GmbH").

The "Sofortüberweisung" procedure enables us to receive real-time payment confirmation from Sofort GmbH and immediately begin to meet our obligations.

If you have opted for the payment method "Sofortüberweisung", please send the PIN and a valid TAN to Sofort GmbH so that Sofort GmbH can use these to log into your online banking account. Sofort GmbH will automatically check your account balance after logging in and carry out the transfer to us with the aid of the TAN transmitted by you. It will then immediately send us confirmation of the transaction. After logging in, your transactions, the credit line of your overdraft facility and the existence of other accounts as well as the balances on them will be automatically checked.

In addition to the PIN and the TAN, the payment details entered by you as well as your personal data will also be transferred to Sofort GmbH. Your personal data will encompass your first name and surname, address, telephone number(s), email address, IP address and any other details required for processing the payment. The transfer of these data is necessary to establish your identity beyond doubt and prevent fraud attempts.

The transfer of your data to Sofort GmbH will take place on the basis of Art. 6 (1) a) GDPR (consent) and Art. 6 (1) b) GDPR (processing for the performance of a contract). You can revoke your consent to the data processing at any time. Revocation will not affect data processing operations carried out in the past.

For details relating to payment via Sofortüberweisung, please follow these links: www.sofort.de/datenschutz.html and www.klarna.com/sofort/.

Paydirect

On our website, we offer payment via Paydirekt among other options. The provider of this payment service is Paydirekt GmbH, Hamburger Allee 26-28, 60486 Frankfurt am Main, Germany (hereinafter "Paydirekt").

If you pay using Paydirekt, Paydirekt will collect various transaction data and forward these to the bank where you are registered with Paydirekt. In addition to the data necessary for payment, Paydirekt will, in the course of handling the transaction, collect any other data that may be necessary, e.g. the delivery address or individual items in the shopping basket.

Paydirect will then authenticate the transaction with the aid of the bank's corresponding authentication procedure. The payment amount will then be transferred from your account to our account. Neither we nor third parties will have access to your account details.

For details relating to payment via Paydirekt, please refer to the GT&Cs and the data privacy policy of Paydirekt at: www.paydirekt.de/agb/index.html.

8. Tools for Displaying the Website

Globalsign's data privacy notice

Globalsign is a provider that issues SSL certificates. Our websites use such certificates issued by Globalsign in order to safeguard the authenticity of the website, among other things. To this end, we integrate the Globalsign seal into the footer of the website. The browser you use needs to connect to Globalsign's servers for this purpose. As a result, Globalsign will be informed that your IP address has been used to access our website. Globalsign is used in the interest of the security of the processing and the transparency of our online services. This constitutes a legitimate interest within the meaning of Section 6 (1) f) GDPR.

The provider is

GMO GlobalSign Ltd.,
Springfield House
Sandling Road
Maidstone
ME14 2LP
United Kingdom

You can find Globalsign's data privacy notice at downloads.globalsign.com/acton/attachment/2674/f-089a/1/-/-/-/-/GlobalSign-Privacy-Policy-Jun-15-2017-v206.pdf

Google CDN's data privacy notice

Google CDN is a service for the delivery of static content such as frequently used script libraries, graphics and styling definitions. This mechanism serves to distribute the load and ensures accelerated page set-up overall. Specifically, we use Google CDN for the delivery of frequently used script libraries ("Angular", "JQuery") necessary for the proper functioning of this website. The browser you use needs to connect to Google CDN's servers for this purpose. As a result, Google CDN will be informed that your IP address has been used to access our website. Google CDN is used in the interest of presenting our online services. This constitutes a legitimate interest within the meaning of Section 6 (1) f) GDPR.

The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

You can find Google CDN's data privacy notice at www.google.com/policies/privacy/

Bootstrap CDN's data privacy notice

Bootstrap CDN is a service for the delivery of static content such as frequently used script libraries, graphics and styling definitions. This mechanism serves to distribute the load and ensures accelerated page set-up overall. Specifically, the Bootstrap CDN is used here for delivery of the Bootstrap library as well as static fonts used by this website for the front-end design. The browser you use needs to connect to Bootstrap's servers for this purpose. As a result, Bootstrap will be informed that your IP address has been used to access our website. Bootstrap is used in the interest of presenting our online services. This constitutes a legitimate interest within the meaning of Section 6 (1) f) GDPR.

The provider of Bootstrap CDN is MaxCDN DBA StackPath, privacy@stackpath.com.

You can find Bootstrap CDN's data privacy notice at www.bootstrapcdn.com/privacy-policy/

Amazon CDN's data privacy notice

Amazon CDN is a service for the delivery of static content such as frequently used script libraries, graphics and styling definitions. This mechanism serves to distribute the load and ensures accelerated page set-up overall. Specifically, the Amazon CDN is used here for delivery of the PCI-DSS seal in the footer of the website.

The browser you use needs to connect to Amazon's servers for this purpose. As a result, Amazon will be informed that your IP address has been used to access our website. Amazon is used in the interest of presenting our online services as well as in the interest of transparency. This constitutes a legitimate interest within the meaning of Section 6 (1) f) GDPR.

The provider is

Amazon Web Services, Inc.
410 Terry Avenue North
Seattle WA 98109
United States

You can find Amazon's data privacy notice at aws.amazon.com/de/privacy/

Cloudflare CDN's data privacy notice

Cloudflare CDN is a service for the delivery of static content such as frequently used script libraries, graphics and styling definitions. This mechanism serves to distribute the load and ensures accelerated page set-up overall. Specifically, we use Google CDN for the delivery of frequently used script libraries ("UnderscoreJS", "Angular-filter.js") necessary for the proper functioning of this website. The browser you use needs to connect to Cloudflare's servers for this purpose. As a result, Cloudflare will be informed that your IP address has been used to access our website. Cloudflare is used in the interest of presenting our online services. This constitutes a legitimate interest within the meaning of Section 6 (1) f) GDPR.

The provider is

Cloudflare, Inc.
101 Townsend St.
San Francisco, CA 94107

You can find Cloudflare's data privacy notice at www.cloudflare.com/security-policy/

Activated Google address completion

This website uses the Google Places API web service and Google's automatic place completion.

To enable us to receive this information from Google, your IP address and your content entered will be transferred to Google.

The browser you use needs to connect to Google's servers for this purpose. As a result, Google will be informed that your IP address has been used to access our website. Google is used in the interest of making it easier to fill in the input fields for place entry in our online service. This constitutes a legitimate interest within the meaning of Section 6 (1) f) GDPR.

The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Further information on Google Places Api web services can be found in Google's data privacy statement: www.google.com/policies/privacy/

9. Data Processing in Connection with Lead Tracking Services

As part of the lead tracking services, visitors to our events are offered the option of having the barcode on their visitor ticket scanned by the issuers. The data recorded are then available to the issuer for contacting purposes and can be processed on an individual basis and qualified with notes and a questionnaire.

- The contact details thus transmitted are – as in the case of a business card – specifically: company name, form of address, title, first name and surname, position, postal address, country, telephone number(s), email address as well as any other details provided by you relating to interests and/or your company.
- By offering your entrance ticket to the respective issuer for scanning, you can specifically decide on an individual basis whether to have your data passed on. Unnoticeable data collection without your involvement does not take place.
- Issuers whose registered office is outside of the European Union and thus outside of the area of application of the European data protection laws are, commensurate with the international nature of the trade fair (or the congress), also represented. By withdrawing or offering your entrance ticket for scanning, you can, on an individual basis also in this respect, opt out of or consent to the passing-on of your data.

- In accordance with the applicable data protection laws, you have the right to obtain from us access to your personal data stored by us. Likewise, you have the right to obtain rectification or erasure of your personal data or restriction of the processing of your personal data or opt out of this processing. The legislator also grants you the right to data portability. Furthermore, you have the right to complain to the supervisory authorities.

- You have the right to revoke at any time your consent to the storage of your personal data. As soon as we receive your revocation request sent by email to datenschutz@retro-messen.de, we shall block your data set without delay and, in accordance with your revocation, cease to further process or forward your data set. You may also declare your revocation in writing by writing to the above address.

- For processing your data, we shall use the services of various processors who are contractually obliged to process your data only to the extent specified above.

As the data transfer system is provided by us, we obtain knowledge of the issuers to whom you wish to pass on your data.

In this case, the legal basis for the data processing is Art. 6 (1) a) GDPR (consent), as you must consent to each data transfer to the respective issuer by showing willingness to have your ticket scanned.

10. Transfer of Data to Third Parties

We shall pass on your personal data to third parties only if:

a)you have given your express consent thereto in accordance with Article 6 (1) a) GDPR;

b) this is legally permissible and is necessary according to Art. 6 (1) b) GDPR for the performance of a contractual relationship with you or for taking steps prior to entering into a contract.

c)there is a legal obligation to pass on the data according to Art. 6 (1) c) GDPR.

d) we are legally obliged to transfer data to state authorities, e.g. tax authorities, social insurance institutions, health insurance providers, supervisory authorities and law enforcement authorities.

e) the passing-on of personal data is required under Art. 6 (1) f) GDPR for the protection of legitimate interests of the company as well as for the assertion, exercise or defence of legal claims, and there is no reason to assume that you have an overriding legitimate interest in not having your data passed on;

f) we use for the processing, in accordance with Art. 28 GDPR, external service providers, so-called processors, who are obliged to handle your data with care. Corresponding data processing agreements have likewise been concluded.

We use such service providers in the following fields:

- IT
- distribution
- marketing

When transferring your personal data to external bodies in third countries, i.e. outside the EU or the EEA, we shall ensure that these bodies treat your personal data with the same care as within the EU or the EEA. We only transfer personal data to third countries for which the EU Commission has confirmed an appropriate level of protection, or if we ensure the careful handling of personal data through contractual agreements or other suitable safeguards.

11. Data Processing in Connection with Guest Tickets / Free Tickets

Quotas of guest tickets / free tickets are available for our events. These guest tickets / free tickets are made available to issuers for advertising and marketing purposes.

The user of a guest ticket / free ticket for our event must be registered with RETRO Messen GmbH in order to be able to use the guest ticket / free ticket. For control purposes, misuse control and marketing purposes, we shall make available to the respective issuer the data received during the registration process (Art. 6 I (1) f) GDPR).

After receipt of these data, the company issuing the guest ticket / free ticket will itself be responsible for protecting the data and complying with the statutory provisions. The issuer's data privacy statements will apply in this respect.

We pass on these data to other third parties only if the user of the guest ticket / free ticket has consented thereto, or we are legally obliged to pass on these data.