



Information pursuant to the EU General Data Protection Regulation (GDPR) for applicants and participants in the Startup Days of International Green Week 2020

Data protection is a high priority at Messe Berlin GmbH. Messe Berlin GmbH's data protection policy, which can be found at <https://www.messe-berlin.de/en/ExtraPages/DataProtection/>, sets out our general principles for the protection of your personal data. The use of your personal data that you make available to us through your application and participation in the Startup Days of International Green Week 2020 will only take place for the purposes specified in this data protection information, which supplements the general data protection declaration.

The following principles apply:

1. Name of the Responsible Party

Messe Berlin GmbH is the service provider and is also responsible for data storage and processing. For further information and contact possibilities, please refer to our legal notice. If you have any questions, requests or comments on the subject of data protection, please contact the data protection officer at Messe Berlin GmbH via e-mail.

1.1 Management

Dr. Christian Göke (Chairman), Dirk Hoffmann

1.2 Address of the Responsible Party

Messe Berlin GmbH
Messedamm 22
14055 Berlin GERMANY
central@messe-berlin.de

1.3 Address of the Data Protection Officer

Data Protection Officer
Messe Berlin GmbH
Messedamm 22
14055 Berlin GERMANY
datenschutz@messe-berlin.de

2. Nature of Personal Data

By participating in Startup Days 2020, you are likely to provide us with the following personal data, varying according to the scope and individual structure of your application: Personal master data (e.g. first name, last name), contact data (e.g. e-mail address, telephone number, street address), possibly you will include information from your curriculum vitae and/or other skills and qualifications. Messe Berlin may also receive a photo of you.



3. Purpose and Legal Foundation of Data Processing

3.1 We process your personal data according to point 2 for the processing of your application and participation in Startup Days 2020 (legal basis: Art. 6 Para. 1 S. 1 lit. b GDPR).

3.2 The winners of Startup Days 2020 will be selected by Messe Berlin staff and an expert jury consisting of Messe Berlin staff, representatives of the retail sector, experts from the food sector and startup sponsors. In the course of the selection process, the personal data contained in the applications will be disclosed to the members of the jury; this processing of the data will be carried out on the basis of Messe Berlin's legitimate interest in the selection of the winners by an expert jury which adequately represents the relevant industry (legal basis: Art. 6 Para. 1 S. 1 lit. f GDPR). **Please note that you have the right to object to this (see "Your Rights" below).**

3.3 As part of the promotional activities for Startup Days 2020, your personal data (e.g. the name(s) of the founders/managing directors) in connection with the registered startup may be published in various communication channels in accordance with the conditions of participation. This data processing takes place on the legal basis of Art. 6 Para. 1 S. 1 lit. f GDPR, the legitimate interest of Messe Berlin is here the informative and descriptive advertising of its products. Please note that you have the right to object to this (see "Your Rights" below). The applications of the three winners of Startup Days 2020 will be forwarded to the organizers of the Food Safety Kongress in Berlin (Management Forum der Handelsblatt Media Group GmbH, Toulouser Allee 27, 40211 Düsseldorf). Since part of the prize is being able to present at this congress, the data is passed on to the organizers on the basis of Art. 6 Para. 1 S. 1 lit. b GDPR.

3.4 If you participate in the evening event "Award of the Regional Stars", we will pass on your name and the name of your company to LebensmittelPraxis (LPV GmbH, Editorial Office, Am Hammergraben 14, 56567 Neuwied) so that individual name tags can be created. This data processing serves to process your voluntary participation in the evening event "Award of Regional Stars" and is therefore carried out on the basis of Art. 6 Para. 1 S. 1 lit. b GDPR.

3.5 If the participating Startup has its registered office outside Germany, we will forward the data to the foreign representative responsible for you or your company in order to optimize your support. This representative will be available to you as a local contact for information in connection with your participation in Startup Days 2020 and provide visa support. The foreign representative responsible for your country can be found at: <https://www.messe-berlin.de/en/Company/MesseBerlinWorldwide/index.jsp>. Contact details are forwarded on the basis of Art. 6 Para. 1 S. 1 lit. f GDPR. The justified interest lies in the best possible care of our participants while taking unique local circumstances into account. **Please note that you have the right to object to this (see "Your Rights" below).**



3.6 Furthermore, we use your personal data according to point 2 for the purpose of contacting you in order to provide you with information about International Green Week, Startup Days 2020 and the development of your participation. The basis is Art. 6 para. 1 S. 1 lit. f GDPR. The justified interest is providing optimal support to our participants both during and after the event. **Please note that you have the right to object to this (see "Your Rights" below).**

4. Registration for Another Person (Third Party)

If you also submit personal data from another person (third party) when registering, we will process the personal data of the third party provided by you (pursuant to Section 2.2) for the purpose of processing your participation. The processing of this data for this purpose is carried out on the basis of Art. 6 Para. 1 S. 1 lit. b GDPR. You are responsible for ensuring that you are entitled to provide such data and that the person concerned has been sufficiently informed by you about the processing of his/her data by Messe Berlin GmbH.

5. Transfer of Data to Third Countries

Personal data will only be transferred to foreign representatives and group companies in third countries if a decision of the European Commission ("EU Commission") on the existence of an adequate level of protection (Art. 45 para. 3 GDPR) exists with regard to the third country or if guarantees are provided in accordance with Art. 46 GDPR. For our foreign representatives in Andorra, Argentina, Canada, New Zealand, Israel, Japan, Switzerland and Uruguay, the EU Commission has issued such a resolution pursuant to Art. 45 para. 3 GDPR. For all other foreign representatives and other companies within our group which are registered in third countries, there are standard data protection clauses approved by the EU Commission pursuant to Art. 46 para. 2 lit. c GDPR. In the latter case, you can request copies (e.g. by e-mail) from us.

6. Your Rights

You have the right to receive information free of charge about the origin, recipient and purpose of your stored personal data at any time. You also have the right to request to correct, suspend or delete this data, as well as the right to have it transferred. You can contact our data protection officer at any time if you have any further questions regarding data protection. Furthermore, you have the right to appeal to the relevant supervisory authority.

7. Storage Period

Stored personal data shall be deleted as soon as they are no longer necessary for achieving the purpose for which they were processed. Insofar as the processing is being carried out on the basis of your consent (Art. 6 para. 1 S. 1 lit. f GDPR) or on the basis of a legitimate interest of Messe Berlin GmbH (Art. 6 para. 1 sentence 1 lit. a GDPR), after receipt of your revocation or objection, the data concerned will then no longer be processed for the associated purpose and/or it will be deleted. Irrespective of this, the data which are required to be stored for commercial or tax retention purposes will only be deleted after the statutory periods have expired.