

Information pursuant to the EU General Data Protection Regulation (GDPR) for Users of the Online Ticket Shop

Data privacy protection is a high priority at Global Produce Events GmbH, a member of Messe Berlin GmbH group. This information notice informs you about the processing of the personal data which you have provided to us in connection with the purchase of ticket through our Online Ticket Shop. This notice supplements our General Data Protection Policy, which can be found at

<https://www.asiafruitlogistica.com/ExtraPages/DataProtection> .

1. Controller and data protection officer

Global Produce Events GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: info@gp-events.com, 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 purchase of admission tickets. 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 of personal data

The following categories of data are collected during the process of purchasing an online ticket:

Mandatory data:

Customer Data and/or Ticket Holder Data: salutation, first and surname, position, job title, e-mail address, area of business, phone and mobile phone, product of interest, interest market, industry sector, company name and address, company website

3. Purposes and legal basis of processing

3.1. Performance of the contract

We process the personal data of the Customer for the purpose of establishing and performing the purchase agreement of online tickets in our matchmaking system (legal basis: Art. 6 (1) lit. b GDPR).

3.2. Payment procedure

The payment of the online ticket purchase takes place to fulfil the purchase agreement. Various payment service providers (Visa, MasterCard, American Express) can be selected, who immediately collect and process the personal data during the ordering process. The payment service provider is responsible for your payment details. Tickets are also dispatched on the legal basis of contract fulfilment in accordance with Art. 6 (1) lit. b GDPR.

3.3. Purchase for Third Party

If Customer buys an online ticket for another person (third party), we process the personal data of the third party Customer has provided for personalization of the online ticket. This personal data of Ticket Holder is also processed for the purpose of executing the purchase agreement with Customer on the legal basis of Art. 6 (1) lit. b GDPR. Customer ensures that Customer is authorized to provide the personal data of Ticket Holder and that Customer has sufficiently informed the third party (Ticket Holder) about the processing of personal data by us.

4. Categories of recipients of the data

In order to carry out certain processing activities in connection with the sale of Tickets, we make use of external service providers and subsidiaries which process the personal data on our behalf (so-called "**processors**").

For the purchase of an online ticket, the recipient of the data is Global Produce Events GmbH as your contractual partner. For data processing on the part of Global Produce Events and any other recipients, please see the data protection information of Global Produce Events GmbH [<https://www.asiafruitlogistica.com/ExtraPages/DataProtection/>].

5. Data transfer to third countries

Some of the foreign representatives, companies of the Messe Berlin group, partner companies or processors are based in third countries outside the EU, in Asia and in the U.S., which do not provide the same level of protection for the personal data 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 countries if the European Commission ("EU Commission") has adopted an adequacy decision in this respect (this is the case for our foreign representatives in Andorra, Argentina, Canada, New Zealand, Israel, Japan, Switzerland and Uruguay) (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) lit. c GDPR. A copy can be obtained upon request (e.g. by e-mail – for contact details see section 1 above).

6. 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 Global Produce Events 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.

7. Your rights

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 the processing is based on legitimate interests, you have the right to object to the processing of your personal data for reasons relating to your particular situation. Furthermore, you may object to the processing of the personal data for marketing purposes at any time. If you have given us your consent, you can revoke this consent at any time with effect for the future. 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*)). To exercise your rights, you can contact the person responsible (for contact details see point 1 above or info@gp-events.com).