

# VDW Privacy Policy

In the following you will learn which of your data we store when and for what reason. This applies to the processing of various data by VDW and Deutsche Messe AG, including the data generated when websites are accessed and the use of cookies. We will also inform you about your rights and provide you with other legally required information.

## **I. Who is responsible and how can I contact the data protection officer?**

The VDW (Verein Deutscher Werkzeugmaschinenfabriken e.V.) is responsible for this website within the meaning of Art. 4 No. 7 of the EU Data Protection Basic Regulation. Further information can be found in the [imprint](#).

If you have any questions, suggestions or comments on the subject of data protection, please contact the VDW data protection officer at [privacy@vdw.de](mailto:privacy@vdw.de). by e-mail.

In order to implement the functions of this website and the services in connection with the implementation of EMO 2019, the VDW cooperates with Deutsche Messe AG (DMAG). DMAG acts as a processor for the VDW within the meaning of Art. 28 GDPR. The corresponding data protection agreements have been concluded in order to guarantee the protection of your personal data.

## **II. Your rights as a data subject**

Everyone has the following rights:

- a right of access (Art. 15 GDPR)
- a right to rectification of inaccurate data (Art. 16 GDPR)
- a right to cancellation or a right to be "forgotten" (Art. 17 GDPR)
- a right to restrict the processing of personal data (Art. 18 GDPR)
- a right to data transferability (Art. 20 GDPR).

**You can also object to the processing of your personal data for advertising purposes - including profiling in connection with direct advertising - at any time without stating reasons.**

In addition, you are also entitled to a general right of objection (cf. Art. 21 (1) GDPR). In this case, the objection to data processing must be justified.

If the data processing is based on a consent, this consent can be revoked at any time with effect for the future.

For the exercise of data subjects' rights, please contact [privacy@vdw.de](mailto:privacy@vdw.de).

You also have the right to lodge a complaint with a supervisory authority against the data processing carried out by us.

### **III. the scope of data collection and processing in the context of registration**

The use of the online services offered on this website regularly requires the creation of an account with VDW. In this regard, the conditions and data protection provisions of VDW apply. These can be viewed at [Emo-hannover-Website](#). On this basis, the VDW offers its customers various services to make participation in EMO 2019 as interesting and pleasant as possible.

Additionally you have the possibility to become a member of the Club of Metalworking during the registration process. In this regard, the provisions there shall apply. These can be viewed at [ClubOfMetalworking-Website](#)

#### **1. exhibitor registration for EMO 2019**

You have the possibility to register directly via our website as an exhibitor for EMO 2019. When registering, you will be asked to provide the necessary information about your company. For the processing of personal data in connection with your registration as an exhibitor, the relevant data protection information from the current Conditions of Participation for EMO 2019 applies. These can be viewed under [Conditions of Participation](#).

##### **1a. Order of VDW services via the EMO 2019 exhibitor shop**

In the EMO Exhibitor Shop, exhibitors have the opportunity to order services from Deutsche Messe AG. These services are subject to the data protection regulations of Deutsche Messe AG, available at [DMAG-Privacy Policy](#).

Exhibitors can also order certain specially marked services directly from VDW in the Exhibitor Shop. The VDW is responsible for these services. The VDW processes the personal data collected when these services are booked in order to implement the contract, including invoicing. The data from the booking of these services will also be used for any necessary handling of warranty claims or other complaints. In addition, this data may also be passed on to external auditors or tax offices for their audit purposes. In individual cases, this data may also be passed on to lawyers commissioned by the VDW to assess and/or enforce legal claims.

The mandatory data provided when ordering (name and address, company, contact person, trade fair and exhibition stand) will be passed on to the extent necessary to companies which, as service providers of the VDW, offer you additional services for the exhibition stand you have booked.

The data will be stored in accordance with the statutory storage obligations pursuant to §§ 146 ff. of the German Data Protection Act. Tax Code (AO) or § 257 German Commercial Code (HGB) and deleted after expiry of the retention obligations.

Legal basis:

- for purposes of contract execution including complaint processing / warranty: Art. 6[1]b GDPR
- for the storage of data according to AO /HGB as well as possible audits by the tax office /auditor: Art. 6[1]c GDPR
- for the transfer of data for the provision of services by service partners on behalf of the VDA: Art. 6 [1]b or Art. 6[1]f GDPR

## **2. visitor tickets for EMO 2019**

After your registration in the VDW online ticket shop, you can purchase tickets for EMO 2019 via this platform. Guided Tours Tickets can be purchased separately in the Guided Tours Shop. VDW processes the data provided by you for the purchase of the ticket and in order to grant you access to EMO 2019 on the scheduled day(s). In addition the data on the purchase of the ticket will be used for billing purposes as well as for the processing of warranty claims or other complaints. In addition, this data can also be passed on to external auditors or tax offices for their audit purposes. The data on the purchase of tickets shall be stored in accordance with the statutory storage obligations pursuant to §§ 146 ff. of the German Civil Code (BGB). Tax Code (AO) or § 257 German Commercial Code (HGB) and deleted after expiry of the storage obligations.

Legal bases:

- for purposes of contract execution including processing of complaints / warranty: Art. 6 [1]b GDPR
- for the creation and provision of user accounts; Art. 6 [1]b GDPR
- for the storage of data according to AO/ HGB as well as possible audits by the tax office / auditor: Art. 6 [1]c GDPR

## **3. when registering trade visitor tickets / exhibitor passes (hereinafter referred to collectively as "trade visitor tickets")**

The registration of trade visitor tickets requires the creation of your own customer account, which is available to you for the use of further services around the trade fair visit.

If trade visitor tickets are registered, the data collected will be used to grant the trade visitor/exhibitor admission to the respective trade fair on the scheduled days. This data is also used to create name badges for the trade fair visit.

Since the costs for the trade visitor's access to the trade fair are borne by the exhibitor inviting the visitor, the data on the ticket registration will also be forwarded to the exhibitor who sent the invitation (master data and voluntary details).

Legal bases:

- for the creation and provision of user accounts; Art. 6 [1]b GDPR
- for purposes of contract execution including processing of complaints / warranty: Art. 6 [1]b GDPR
- for the transmission of master data to the inviting exhibitor: Art. 6 [1]f GDPR

## **4. when using other trade fair services**

By creating a user account, in particular when purchasing online tickets or registering trade visitor tickets or exhibitor passes, trade fair visitors also gain access to other trade fair services as part of a service package. These services are provided by DMAG as an order processor for the VDW. This includes the following services:

- lead management

- Watchlist Search
- routing
- name badges

The following data processing takes place for the individual processes:

### **lead management**

DMAG makes it easier for trade fair visitors to transmit their data stored as part of ticket registration to an exhibitor or other companies / organisations / persons involved in the event (e.g. congress or forum participants, speakers, sponsors, etc.). hereinafter referred to as "event participants"), if the trade fair visitor so wishes in individual cases. For this purpose, the event participant can scan a barcode from the ticket and then retrieve the stored data.

### **Watchlist Search & Routing**

A user of the website or the app can save exhibitors, products and events in a watch list. Based on the watch list, the user is generated an optimal route, which he can edit and save in his user account. If you have installed the trade fair app, you can - if you have agreed to the use of your location - have the concrete route and your location displayed in the app.

Legal bases:

-for purposes of contract execution including handling of complaints / warranty: Art. 6 [1]b GDPR

### **5. subscription to an e-mail newsletter**

You have the possibility to subscribe to the EMO 2019 Newsletter via this website. For this you can give your express consent to the VDW during the registration process. The VDW uses the so-called double opt-in procedure to register for the EMO 2019 Newsletter. This means that you will receive a confirmation email to the email address you provided. If you do not confirm your registration within 24 hours, your information will be blocked and automatically deleted after one month. In addition, the VDW stores the IP addresses you use and the dates of registration and confirmation. The purpose of the procedure is to prove your registration and, if necessary, to clarify any possible misuse of your personal data.

You may revoke your consent to receive the EMO 2019 newsletter at any time with effect for the future and cancel your subscription to the EMO 2019 newsletter. You can do this by clicking on the link provided in each newsletter or by sending a message to the contact details given in the imprint.

Legal basis:

- E-mail advertising: Art. 6 [1]a GDPR

## **IV. Data processing when using online services**

Below we show which data processing takes place when accessing the EMO 2019 website.

### **1. processing of data when accessing the website - log file data**

When you access our website / APP, information of a general nature is automatically collected. This information (server log files) includes, for example, the type of web browser, the operating system used, the domain name of your Internet service provider and the like. In addition, the IP address is transmitted and used to provide the service you have requested. This information is technically necessary for the correct delivery of content requested by you from websites and is mandatory when using the Internet.

According to our IT security concept, the log file data is stored for a period of three weeks in order to detect and analyse any attacks against our website. The legal basis for data processing is Art. 6 [1]f GDPR.

## **2. processing of data when using the website - your requests**

If you send us an enquiry by e-mail or via the contact form, we collect the data you provide for processing and answering your request. We store this information for verification purposes over a period of up to six years. Legal basis for data processing Art. 6 [1]f GDPR.

## **3. integration of external service providers**

The Internet lives from the linking with other offers. We have also integrated various external service providers into our website.

### **3a. Integration of social links**

The VDW is present in various social networks. Via this website you have the possibility to reach our local websites comfortably via a link. The purpose, duration and scope of the data collection and the further processing and use of your data as well as your rights in this regard and setting options for the protection of your privacy can be found in the data protection information of the respective social networks:

- Facebook: <https://www.facebook.com/about/privacy/update>
- Twitter: <https://twitter.com/privacy?lang=en>
- IndustryArena: <https://de.industryarena.com/datenschutz>
- YouTube: <https://policies.google.com/privacy?hl=en&gl=en>

### **3b. Integration of Google Maps**

On this website we use the services of Google Maps, another service provided by Google, Inc. This serves the purpose of displaying interactive maps directly on the website, making it easy for you to find the locations indicated by us on the website and enabling convenient use of the map function.

This application is accessed directly from Google's servers, so the company gets the IP address currently assigned to you. By visiting the website, Google receives the information that you have accessed the corresponding subpage of our website. Whether and to what extent or over what period the IP address is stored by Google and used internally is beyond our knowledge. The legal basis for the integration of this service is Art. 6 (1) sentence 1 lit. f GDPR.

If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, Google may still store your IP address and use it to create your profile. Google stores the data collected about you as user profiles and uses these for the purposes of advertising, market research and/or the design of your website to meet your needs. Such

evaluation is carried out in particular (also for users who are not logged in) in order to display demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles on Google.

We would like to point out that data processing by Google may take place outside the EU/EEA. Google also processes your personal data in the United States and has adopted the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. For more information about privacy at Google, please visit <http://www.google.de/intl/de/policies/privacy/>

### **3c. Integration of YouTube**

Our website uses plugins from the YouTube page operated by Google. The site is operated by YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA.

When you visit one of our pages equipped with a YouTube plug-in, a connection is established to the YouTube servers. This will tell the YouTube server which of our pages you have visited.

If you are logged in to your YouTube account, you can allow YouTube to directly associate your surfing behavior with your personal profile. You can prevent this by logging out of your YouTube account.

The use of YouTube is in the interest of an appealing presentation of our online offers and is therefore based on Art. 6 para. 1 lit. f GDPR. We only record the extent to which YouTube videos are accessed and delete this data after a period of two years.

You can find further information on the handling of user data in YouTube's data protection declaration at: <https://www.google.de/intl/de/policies/privacy> .

### **3d. Integration of reCaptcha**

In order to protect user enquiries via Internet contact form, online registration of tickets and newsletter orders, the service reCAPTCHA of the company Google Inc. is used on this website. (Google) on the basis of Art. 6 para. 1 lit. f GDPR. The query serves to differentiate whether the input is made by a human being or whether it is misused by automated, mechanical processing. The query includes sending the IP address and any other data required by Google for the reCAPTCHA service to Google. For this purpose your input will be transmitted to Google and used there. By using reCAPTCHA, you agree that the recognition you provide will be incorporated into the digitization of old works. A further storage of the data about the use of the service offer does not take place.

IP anonymization is enabled on this website. Your IP address will be previously shortened by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of this service. The IP address transmitted by your browser as part of reCAPTCHA is not merged with other data from Google. This data is subject to Google's different privacy policy. For more information about Google's privacy policy, please visit our privacy page:

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## **V. Our Cookie Policy**

## **1. general information on the use of cookies**

Our website uses so-called cookies. Cookies are small text files that are stored on your terminal and stored by your browser. They serve to make our offers more user-friendly, more effective and safer. We use so-called temporary cookies, which are automatically deleted when you close your browser ("session cookies"), as well as persistent (permanent) cookies.

You have the choice whether you want to allow the setting of cookies or not. You can make changes in your browser settings. You have the choice whether you accept all cookies, whether you are informed when cookies are set or whether you want to reject all cookies. If you decide for the last variant, it is possible that you cannot use our offer completely.

When cookies are used, a distinction must be made between the mandatory cookies and those required for further purposes (measurement of access figures, advertising purposes).

## **2. mandatory required cookies when using the website**

We use session cookies on our websites, which are absolutely necessary for the use of our websites. This includes cookies that allow us to recognize you while you are visiting the site in a single session. These session cookies contribute to the secure use of our offer, for example by enabling the secure processing of the shopping cart function and the payment process. The legal basis for data processing is Art. 6 Para. 1 S. 1 f) GDPR].

## **3. use of cookies with your consent**

Below you will find an overview of the cookies that are used by us with your consent given at the beginning of the use of the website (Art. 6 Para. 1 S. 1 a) GDPR). You will also find an opt-out option for each presentation of the application. These are cookies for recording the usage behaviour of our website and cookies that are used for advertising purposes.

### **3a. Use of cookies to record user behaviour (tracking)**

The use of tracking cookies enables us to recognize users when they access our website again and to assign usage processes to an internally assigned code number (pseudonym). In this way, we can record repeated visits to our website and analyse them in context. Specifically, the following tracking cookies are used:

#### **❖ Econda Analytics**

In order to design and optimise this website in line with requirements, econda GmbH technologies collect and store data on access to this website and use this data to create user profiles using pseudonyms. For this purpose, cookies can be used which enable the recognition of an Internet browser. IP addresses are made unrecognizable immediately after receipt.

The legal basis for the storage of cookies is the consent given (Art. 6 Para. 1 S. 1 lit. a GDPR). Further evaluation of the data collected over a period of up to two years is based on Art. 6 (1) sentence 1 lit. f GDPR.

Visitors to this website can access this data collection and storage at any time for the future. by clicking on the link "Data collection and storage for the future contradict here" on the [EMO Hannover website](#).

The objection only applies to the device and the web browser on which it was set, please repeat the process on all devices if necessary. If you delete the opt-out cookie, requests will be sent to econda again.

Frankfurt am Main, Mai 2019