

## DATA PROTECTION INFORMATION FOR TRADE FAIR DATES

Information on data protection regarding our processing of trade fair appointment requests in accordance with Art. 13, 14 and 21 of the Data Protection Regulation (DSGVO)

e.s.m. Edelstahl- Schwimmbad- und Metallbau GmbH

Dear interested party,

Thank you for your interest in our corporate event. In accordance with the requirements of Art. 13, 14 and 21 of the Basic Data Protection Regulation (DSGVO), we hereby inform you about the processing of the personal data provided by you in the context of the trade fair appointments and, if applicable, collected by us and your rights in this regard. In order to ensure that you are fully informed about the processing of your personal data in the context of the trade fair appointment request, please take note of the following information.

### 1. RESPONSIBLE BODY IN THE SENSE OF DATA PROTECTION LAW

e.s.m. Stainless steel swimming pool and metal construction GmbH Kunstseidenstraße 3, 01796 Pirna

Responsible Managing Director:  
Dipl.-Ing. (FH) Lutz Zeibig Business Economist Kristina Steinborn

Phone: +49 3501 4666-0  
Fax: +49 3501 4666-11  
E-mail: info@esm-pirna.de

### 2. CONTACT DATA OF OUR PRIVACY OFFICER

Nico Eberhardt  
Phone: +49 351 31409830  
Email: esm@datenschutz.guide

### 3. PURPOSES AND LEGAL BASES OF PROCESSING

We process your personal data in accordance with the provisions of the European Data Protection Regulation (EU-DSGVO) and the Federal Data Protection Act (BDSG), insofar as this is necessary for the decision on the establishment of a trade fair appointment with us. The legal basis for this is Art. 6 Para. 1 lit. b DSGVO for the initiation or implementation of Contract, awarding relationships.

Furthermore, we may process your personal data if this is necessary for the fulfillment of legal obligations (Art. 6 para. 1 lit. c DSGVO) or for the defense of asserted legal claims against us. The legal basis for this is Art. 6 (1) lit. f DSGVO. The legitimate interest is, for example, a duty to provide evidence in proceedings under the General Equal Treatment Act (AGG). If you give us express consent to process personal data for specific purposes, the lawfulness of this processing is based on your consent pursuant to Art. 6 (1) lit. a DSGVO. A given consent can be revoked at any time, with effect for the future (see section 9 of this data protection information).

### 4. CATEGORIES OF PERSONAL DATA

We only process data that is related to your trade fair appointment request. This may include general personal data (name, address, contact details, etc.), details of your desired date, company, number of tickets and, if applicable, other data that you provide to us in connection with your trade fair date inquiry in the inquiry note.

### 5. SOURCES OF THE DATA

We process personal data that we receive from you by mail or e-mail in the course of contacting you or in response to your inquiry about trade fair dates, or that you send to us via a web form.

### 6. RECEIVER OF THE DATA

We only pass on your personal data within our company to those areas and persons who need this data to fulfill contractual and legal obligations or to implement our legitimate interests.

Your personal data is processed on our behalf on the basis of order processing contracts pursuant to Art. 28 DSGVO. In these cases, we ensure that the processing of personal data is carried out in accordance with the provisions of the DSGVO. The categories of recipients in this case are internet service providers and providers of applicant management systems and software.

Otherwise, data is only passed on to recipients outside the company if this is permitted or required by law, if the transfer is necessary to fulfill legal obligations, or if we have your consent.

## 7. TRANSMISSION TO A THIRD COUNTRY

A transfer to a third country is not intended.

## 8. DURATION OF DATA STORAGE

We store your personal data as long as this is necessary for the decision on your trade fair ticket request. Your personal data will be deleted a maximum of 12 months after expiry of the trade fair ticket (e.g. interbad 2022), unless longer storage is legally required or permitted. We store your personal data beyond this only insofar as this is required by law or in the specific case for the assertion, exercise or defense of legal claims for the duration of a legal dispute.

In the event that you have consented to a longer storage of your personal data, we will store it in accordance with your declaration of consent.

## 9. YOUR RIGHTS

Every data subject has the right to information under Art. 15 GDPR, the right to rectification under Art. 16 GDPR, the right to erasure under Art. 17 GDPR, the right to restriction of processing under Art. 18 GDPR, the right to notification under Art. 19 GDPR and the right to data portability under Art. 20 GDPR.

In addition, you have the right to lodge a complaint with a data protection supervisory authority pursuant to Art. 77 DSGVO if you are of the opinion that the processing of your personal data is not lawful. The right of appeal is without prejudice to any other administrative or judicial remedy.

If the processing of data is based on your consent, you are entitled to revoke your consent to the use of your personal data at any time in accordance with Art. 7 DSGVO. Please note that the revocation is only effective for the future. Processing that took place before the revocation is not affected. Please also note that we may have to retain certain data for a certain period of time in order to comply with legal requirements (see section 8 of this data protection information).

### Right of objection

Insofar as the processing of your personal data is carried out for the protection of legitimate interests pursuant to Art. 6 Para. 1 lit. f DSGVO, you have the right, pursuant to Art. 21 DSGVO, to object to the processing of this data at any time for reasons arising from your particular situation. We will then no longer process this personal data unless we can demonstrate compelling legitimate grounds for the processing. These must override your interests, rights and freedoms, or the processing must serve the assertion, exercise or defense of legal claims.

To protect your rights, please feel free to contact us.

## 10. NECESSITY OF THE PROVISION OF PERSONAL DATA

The provision of personal data in the context of the trade fair appointment inquiry is neither legally nor contractually required. You are therefore not obliged to provide information about your personal data. Please note, however, that these are required for the decision on the allocation of a trade fair ticket or the conclusion of a contract with us regarding participation in the trade fair with a ticket from us. If you do not provide us with any personal data, we will not be able to decide whether and how you could receive an exhibition ticket. We recommend that you provide only such personal data in the context of your request that is required to carry out the trade fair ticket request.

## 11. AUTOMATED DECISION MAKING

Since the decision on your application is not based exclusively on automated processing, no automated decision in individual cases within the meaning of Art. 22 DSGVO takes place.