

Data protection information for online exhibitor registration for the IAA MOBILITY 2025

The protection of your personal data is very important to us. The Verband der Automobilindustrie e. V. (VDA) and Messe München GmbH (hereinafter collectively referred to as “we”) work closely together to realize the IAA. This includes the processing of your personal data during online exhibitor registration for the IAA MOBILITY 2025 (hereinafter referred to as the “IAA”) on the webpages of www.iaa-mobility.com, for which we are jointly responsible in the meaning of Art. 26 of the EU General Data Protection Regulation (GDPR).

1. Contact details

The controllers responsible for the data processing are:

Verband der Automobilindustrie e. V. (VDA)
Behrenstr. 35
10117 Berlin
Tel.: +49 30 897842-0
Fax: +49 30 897842-600
E-mail: datenschutz@vda.de

and

Messe München GmbH
Am Messesee 2
81829 München
Tel.: +49 89 949-20720
Fax: +49 89 949-20729
E-mail: datenschutz@messe-muenchen.de

(hereinafter collectively referred to as “we”).

You can contact our data protection officer at the following address:

Data privacy officer
Verband der Automobilindustrie e. V.
Behrenstr. 35
10117 Berlin
E-mail: datenschutz@vda.de

You can contact the data protection officer of Messe München GmbH at the following address:

Messe München GmbH
Data Protection Officer
Am Messesee 2
81829 München
Tel.: +49 89 949-20045
Fax: +49 89 949-20069
E-mail: datenschutz@messe-muenchen.de

2. Sources and data we use

We process only the personal data required for the relevant purpose of the processing (cf. section 3 below).

We collect data we have received directly from during your online exhibitor registration (master data that you have entered into a contact form, such as your surname, first name, company, address, etc.).

If you are registering as a co-exhibitor of a main exhibitor or joint stand organizer, we receive your data from the main exhibitor. In this case we process master data that is entered by the main exhibitor or joint stand organizer into a contact form on your behalf (surname, first name, company, address, etc.).

3. Purpose for which we process your data and legal basis for processing

We process the above-mentioned personal data in accordance with the provisions of the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG). The VDA represents and promotes the interests of the entire German automotive industry, in particular the common interests of its members in all areas of the transport sector. We process your data to prepare and hold the IAA, which comprehensively showcases the international automotive sector and many other providers of mobility and related services. The IAA is an international event covering mobility and automotive topics, at which the participating companies and exhibitors have a range of options for publicly presenting products, services and innovations. This may be done by constructing and operating an exhibition stand or using other formats. It fosters contacts and dialog with the visitors (trade and private visitors) and among the exhibiting companies themselves. To this end conferences and professional events are also held, and industry information and statistics are made available. In addition, the IAA is a platform and a presentation venue for many other providers and forms of mobility.

Data are collected, processed and used in order to fulfill these purposes, in particular:

a) Registration and conducting business processes

Registrations for the IAA are submitted online. To register, you must enter the data required for registration as an exhibitor into a contact form. The data entered in the form are processed by us for the purpose of direct communication with you in the context of registration and for holding the exhibition at the IAA. The legal basis for the processing is Art. 6(1)(b) GDPR if we have (or intend to enter into) a business relationship with you personally. On the other hand, if you are acting on behalf of a third party, in particular for your employer, the legal basis for the data processing is Art. 6(1)(f) GDPR. We have a legitimate interest in communicating with our business partner's contact person and in the performance of a contract.

b) Information/services relating to the event

After you have registered for the IAA, you will receive additional event-related offers (such as, but not restricted to, those from Messe München for the “Shop for Exhibitor Services,” from jl.medien GmbH for an entry in the Exhibitor Directory and other exhibition media). These services fulfill the purpose of the exhibitor contract. The legal basis for the processing is Art. 6(1)(b) GDPR if we have a business relationship with you personally. On the other hand, if you are acting on behalf of a third party, in particular for your employer, the legal basis for the data processing is Art. 6(1)(f) GDPR. We have a legitimate interest in communicating with our business partners’ contact persons and in the performance of a contract.

Likewise, information concerning the organization of the IAA, e.g. in the form of digital information e-mails, will be sent to you after you have registered. This information is used to process the exhibitor contract, in order to provide you with the necessary information concerning the program and organization of the IAA. The data processing serves to fulfill a contractual obligation in accordance with Art. 6(1)(b) GDPR if we have (or intend to enter into) a business relationship with you personally. On the other hand, if you are acting on behalf of a third party, in particular for your employer, the legal basis for the data processing is Art. 6(1)(f) GDPR. We have a legitimate interest in communicating with our business partners’ contact persons and in the performance of a contract.

c) Information about future IAA events

We will also inform you about future follow-up events, similar events and/or services related to the IAA. Your data are processed on the basis of Art. 6(1)(f) GDPR.

We have a legitimate interest in advertising and marketing future events.

d) Exhibitor directories

In order to fulfill the purpose of the exhibitor contract, a high-profile event/exhibition in which the exhibitor participates, we compile an Exhibitor Directory containing the information supplied by you during registration. We make this Exhibitor Directory available to relevant service companies in accordance with section 3 b) above and to journalists. Your data are processed on the basis of Art. 6(1)(f) GDPR. We have a legitimate interest in the high-profile presentation of the event.

e) Processing on the basis of consent

In certain circumstances, we also process your data on the basis of your consent. The purpose of the processing is determined by your specific declaration of consent. In these cases, the data are processed on the basis of Art. 6(1)(a) GDPR.

4. Who receives the data?

Access to your data within the VDA is restricted to those persons/bodies who require access in order to satisfy the purpose of the processing.

We forward your personal data to third parties only if this is legally justified or you have given your consent. Such third parties may include:

- Public bodies: authorities and government agencies (e.g. social security agencies, tax authorities, public prosecutors, courts);
- Private bodies: private entities to which we transfer your personal data on the basis of a legal provision or your consent (e.g. banks, lawyers, tax consultants).

— Contract data processors: service providers which we deploy to deliver services. We carefully select and regularly review these contract data processors, to ensure that your privacy remains protected. The service providers may use the data solely for the purposes we have specified.

5. Will my data be transferred to a third country?

In the context of online exhibitor registration for the IAA, your personal data may be transferred to entities whose registered office or place of data processing is not located in a member state of the European Union or another state party to the Agreement on the European Economic Area.

In such cases, we will ensure prior to the transfer that, apart from legally permitted exceptions, either the recipient has an adequate level of data protection (for example, based on an adequacy decision by the Euro-

pean Commission, appropriate guarantees, or agreement with the recipient on the European Commission’s standard data protection clauses), or the transfer has your explicit consent.

We will send you a copy of the specific regulations agreed for securing the appropriate level of data protection upon request.

6. How long will my data be stored?

The period for which your data will be stored depends on the purpose of the data processing. Accordingly, we store your data only for as long as necessary for the purposes for which they are processed.

If the data are no longer required in order to satisfy the purpose, they will be erased unless other legal bases for processing exist, in particular statutory or contractual retention obligations.

If we process your data on the basis of your consent, we will store them until such time as you revoke your consent, in which case we will erase your personal data unless further processing is permitted under the relevant legal provisions.

7. Your data privacy rights

Information, rectification, erasure, restriction of processing, right to object, data portability, complaint

According to Art. 15 GDPR, you are entitled to obtain information at any time and free of charge about the origin, recipient(s) and purpose of your stored personal data. In addition, you have the right to rectification under Art. 16 GDPR, the right to erasure under Art. 17 GDPR, the right to restrict the processing under Art. 18 GDPR, the right to object to the processing under Art. 21 GDPR and the right to data portability under Art. 20 GDPR. The restrictions in accordance with Sections 34 and 35 of the German Federal Data Protection Act (BDSG) apply to the rights to information and to erasure. You may direct questions about your data privacy rights and other issues concerning personal data at any time to the controllers responsible and/or the data protection officer (for contact details see section 1 above). You will find the contact details of the controllers responsible and the data protection officers in section 1 above. In the case of breaches of data privacy you are entitled to submit a complaint to a competent data protection supervisory body, pursuant to Art. 77 GDPR in conjunction with Section 19 of the German Federal Data Protection Act (BDSG).

Revocation

The consent you granted us to process your data can be revoked by you at any time by sending an informal e-mail message to us at: datenschutz@vda.de or datenschutz@messe-muenchen.de (for further contact details see section 1 above). Your revocation applies only to the future. The processing of your data on the basis of your consent up to the time of revocation remains lawful.

Right to object to data processing for direct marketing purposes

You are entitled to object to the processing of your personal data for advertising purposes—including profiling relating to direct marketing—at any time without stating any grounds. If you object to the processing, your personal data will no longer be processed for these purposes.

Right to object on individual grounds

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is carried out on the basis of Art. 6(1)(f) GDPR (data processing on the basis of a balance of interests). If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate reasons for the processing that override your interests, rights and freedoms, or the processing serves the assertion, exercise or defense of legal claims.

You may assert your rights as a data subject both against the VDA and against Messe München GmbH. In such cases you will generally receive information from the entity against which your rights have been asserted.

We jointly provide this information required under Art. 13 and 14 GDPR to the data subjects.