



Information relating to the processing of personal data in connection with photographs and video recordings produced during events

Messe Stuttgart (hereinafter referred to as "we") processes personal data during the production and use of photographs and/or video recordings (hereinafter referred to collectively as "recordings"), which it makes during events, if identifiable persons are shown in these recordings.

In accordance with Article 13 of the EU General Data Protection Regulation (GDPR), we would now like to inform you about the processing of personal data in connection with the production and use of these recordings (please refer to our Data Protection Declaration: <https://www.messe-stuttgart.de/en/data-protection-declaration>) regarding the processing of personal data in other contexts).

1. Who is responsible for the processing of personal data?

Contact Data Protection:

The Data Protection Officer,
Landesmesse Stuttgart GmbH & Co. KG, Messeplatz 1, 70629 Stuttgart, Germany,
Tel.: +49 711 18560-0, E-mail: datenschutz@messe-stuttgart.de

2. What personal data do we process?

2.1 Recordings which we process without consent

Subject of processing:

We process the following personal data: recordings which we make during events of Messe Stuttgart (and/or which are made on our behalf) and in which you are identifiably shown as a person.

We made recordings in which persons are identifiably shown as part of the public and/or incidentally near the premises of Messe Stuttgart.

We also made recordings which show identifiable persons individually or prominently during matters of public concern (e.g. as a presenter, a speaker, a participant in a podium discussion, a representative of a company or an institution, or as the recipient of an award).

Purpose of processing and legal basis:

We publish these recordings on our website, in our social media channels and in printed materials (e.g. flyers, brochures) in order to report on the event and present our company and our services. We also send these recordings to media enterprises for their journalistic purposes (see Section 3.1. below). We also archive these recordings for future uses relating to the specified purposes.

The legal basis is Article 6 (1) f of the GDPR. Processing is necessary in order to protect our legitimate interests, i.e. to present and publicise Messe Stuttgart and its services.

You have the right to object according to Article 21 (1) of the GDPR (see Section 5 below).

2.2 Recordings which we process with your consent

Subject of processing:

During events we also make some recordings in which you are shown individually or prominently and are identifiable as a person without the recording being a matter of public concern. In these cases we do not rely on the protection of legitimate interests (see Section 2.1), but obtain your consent.

In addition to the recordings, we also process

- your name and your contact data;
- any personal information which you provide voluntarily, e.g. the name of your company and your professional title/position.

Purpose of processing and legal basis:

The purpose of processing of this data are the uses covered by your consent, especially publication (by us or by media enterprises to whom we send recordings for their journalistic purposes, as part of their reporting) and archiving for any other publications.

We only publish your name and other information if you have also given your consent to do so; we do not publish your contact data.

The legal basis is Article 6 (1) a of the GDPR. You can freely revoke your consent at any time (see Section 5 below).

2.3 Processing of personal data for documentation purposes and to enforce or defend rights

We store your declared consent with your name and contact data, as well as the date and reason for your consent. The purpose here is to be able to prove, if necessary, your consent as a legal basis for processing of personal data pursuant to Section 2.2 and for any enforcement, exercise or defence of legal claims.

The legal basis here is Article 6 (1) f of the GDPR. Processing is carried out in order to protect legitimate interests, i.e. to document compliance with data protection regulations and enforce and defend rights.

3. Who are the recipients of personal data?

3.1 Categories of recipients

We only disclose your personal data if you have given us your consent (Section 2.2. above) or there is another legal basis to do so.

- As described above, we send recordings to media enterprises such as publishing companies and broadcasting stations, which use the recordings as part of reporting for their own journalistic purposes (see Sections 2.1 and 2.2 above), in order to protect legitimate interests or due to your consent. For this additional processing, the recipient is the data controller according to Article 4 No. 7 of the GDPR.
- We also use carefully selected service providers who process personal data on our behalf. These service providers include photographers, whom we have commissioned to make recordings during events, as well as technical service providers such as our website hosting provider. These bodies process personal data in accordance with our instructions based on an order processing contract pursuant to Article 28 of the GDPR.

3.2 Transfer of personal data to third countries

Personal data is only transferred to a third country, i.e. a country outside the scope of application of the GDPR (EU plus Liechtenstein, Norway and Iceland), if the third country ensures an adequate level of data protection (Article 45 of the GDPR) or on the basis of suitable safeguards (Article 46 of the GDPR).

In the event of publication of recordings and other personal data on our website, in our social media channels or in the online media of publishing companies and broadcasting stations, this data may be downloaded from the Internet all over the world, i.e. also in countries in which there is no data protection level comparable to the GDPR.

4. How long is your data stored?

We store your personal data for as long as this is necessary for one of the above-mentioned purposes. This also includes archiving for any other publications of recordings. If the respective purpose no longer exists, we erase the data stored in this respect.

If we store personal data for documentation purposes in connection with consent, we store this data for as long as proof of consent may be necessary in proceedings of the data protection supervisory authority or in a legal dispute. If we store data to enforce or defend claims, we do so up until the expiration of the limitation period for any claims. The statutory limitation period for civil claims is normally three years and up to thirty years in exceptional circumstances.

5. What are your rights as a data subject?

You have the following rights if the appropriate legal requirements are fulfilled:

- You have the right to obtain from the controller information about your stored personal data, Article 15 of the GDPR, and to receive a copy of your processed personal data, Article 15 (2) of the GDPR.
- You have the right to request rectification of inaccurate personal data, Article 16 of the GDPR.
- You have the right to obtain from the controller the erasure of personal data concerning you, Article 17 of the GDPR.
- You have the right to obtain from the controller restriction of processing of personal data concerning you, Article 18 of the GDPR.
- You have the right to data portability, Article 20 of the GDPR.
- You have the right to withdraw your consent, Article 7 (3) of the GDPR. You may withdraw your consent at any time; the withdrawal of consent does not affect the lawfulness of data processing carried out prior to withdrawal.

Right of objection: you have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data that was carried out to protect legitimate interests.

In order to enforce your rights, please get in touch with us using the contact data shown above in Section § 1.

You have the right to appeal to a supervisory authority if you believe that the processing of your data infringes data protection regulations, Article 77 of the GDPR.

The data protection supervisory authority responsible for our company is: Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Baden-Württemberg (Baden-Württemberg Commissioner for Data Protection and Freedom of Information), Lautenschlagerstrasse 20, 70173 Stuttgart, <https://www.baden-wuerttemberg.datenschutz.de>.