

**Organiser:**

Reitmeier Input Management Services GmbH  
Haldenbergerstraße 28  
80997 Munich  
Managing Directors:  
Heinrich Fischer, Hans Reitmeier, Martin Sippel

## Trade Show for Market Research

23-24 October 2019 · MOC Convention Center Munich · [www.research-results.com](http://www.research-results.com)

### Information on data processing for exhibitors at the Research & Results trade show

#### 1. Name and contact details of the data controller and of the company's data protection officer

**Data Controller**

The data controller responsible for the data processing is the company Reitmeier Input Management Services GmbH, represented by the managing directors Hans Reitmeier, Heinrich Fischer and Martin Sippel, Haldenbergerstraße 28, 80997 Munich, Germany, Telephone: +49 (0)89 / 1 49 02 790, Fax: +49 (89) / 1 49 02 79 29, Email: [info@research-results.de](mailto:info@research-results.de)

**Data Protection Officer**

You can contact our Data Protection Officer via the following:

Data Protection Officer, Reitmeier Input Management Services GmbH, Haldenbergerstrasse 28, 80997 Munich, Germany, Telephone: +49 (0)89 / 1 49 02 790, Fax: +49 (0)89 / 1 49 02 79 29, Email: [datenschutzbeauftragter@research-results.de](mailto:datenschutzbeauftragter@research-results.de)

#### 2. The collection and storage of personal data; the nature and purpose of data processing; the use of the data

**Data processing for the purpose of organising and realising the trade show**

We collect and process your personal data and, if applicable, the data of your employees (contact person) and your stand personnel where this is necessary as part of the work of organising and realising the Research & Results trade show. In particular, this data includes your name and address. We use your email address for communications with you, for example in order to send you the registration confirmation or to keep you informed in the run up to the trade show (dates, location, directions, programme, etc.), and afterwards to let you know about other dates and the following trade show events.

**Data processing for the purpose of gathering statistics and conducting market research by the data controller**

We also process personal data for the purposes of gathering statistics and conducting market research for our own purposes. By analysing this data we hope to gain insights that can help us to further improve the trade show, to adjust the organisation of the trade show to your needs and wishes, and to keep the framework programme interesting and relevant for exhibitors.

**Data processing for the purpose of advertising and marketing by the data controller**

We also process personal data for our own advertising and marketing purposes. This relates in particular to the storage and use of your data with regard to future Research & Results trade show events and to the promotion of our specialist magazine of the same name.

**Data processing through networking with participants and other exhibitors**

During the trade show, visitors and exhibitors often exchange business cards and other forms of contact information. Establishing contacts in this way is expressly desired, but it does not lead to any data processing on our part.

**Data processing through image capturing and video recordings**

We, or a third party commissioned by us, will be taking photos and recording video footage for marketing and advertising purposes during the trade show. We use these photos and videos on our websites [www.research-results.de](http://www.research-results.de) and [www.research-results.com](http://www.research-results.com), on our social media channels and in catalogues, flyers and other advertising materials that refer directly or indirectly to the Research & Results trade show and/or that advertise the event. The purpose of these images is never to provide close-up images that would allow individuals to be identified, but always to provide a general impression of the trade show. Should it be possible to identify you on any of these photos, you can contact us at any time to let us know that you object to the (further) use of this photo (in that form). To do so, please send an email to [info@research-results.de](mailto:info@research-results.de).

**Manner of data processing**

Your data is automatically collected and processed in our IT systems, and is stored, processed and administered in a database (CRM software). The data is protected from access by unauthorised persons, and from deletion and destruction, to the extent possible using the latest technology. The measures implemented to protect the data are evaluated regularly and adjusted as technology develops.

#### 3. Legal basis for the data processing

**Data processing for the performance of a contract (Article 6 Par. 1 Point b GDPR)**

Data is processed pursuant to Article 6 Par. 1 Point b GDPR in order to perform the contract you concluded with us regarding participation in the trade show.

**Data processing based on legitimate interests (Article 6 Par. 1 Point f GDPR)**

If and insofar as the data processing is not carried out for the purpose of performing a contract, it is carried out on the basis of our legitimate interest pursuant to Article 6 Par. 1 Point f GDPR. This applies in particular, but not exclusively, to data processing carried out in relation to the production and use of photos and videos within the framework of the trade show. Specifically, our legitimate interest stems from the fact that the collection and processing of this data supports and facilitates the organisation and realisation of the Research & Results trade show, and to some extent makes it possible for the trade show to continue to operate in the first place.

Our consideration of this is also based on the fact that exhibitors at the trade show have, especially with regard to the production and use of photos and videos, at least an equal interest because this also has a significant advertising and marketing effect for the exhibitors.

#### 4. Storage duration

**In cases where data is processed to perform a contract**

In cases where we store data to perform a contract, we store the data at least until the respective trade show is over and no claims can be made against us relating to participation in or the realisation of the trade show.

Since we know from statistical surveys that trade show exhibitors do not always take part in the trade show every year, we process your data for these purposes for three years after the end of the last Research & Results trade show for which you have registered as an exhibitor.

Even after the end of this period, we may continue to process the data initially stored on the basis of performing a contract, and that we do so on the basis of a legitimate interest by way of a change of purpose. In that respect we will observe the requirements laid out in Article 6 Par. 4 GDPR.

**In cases where data is processed on the basis of a legitimate interest**

We store data collected on the basis of a legitimate interest until that legitimate interest ceases to apply, until the assessment of the legitimate interest comes to a different conclusion, or until you successfully file an objection pursuant to Article 21 GDPR (see note in clause 7 of this document) and we have, apart from that, no other justification for continuing to process the data, which can be the case despite such an objection.

**Note on retention and storage obligations**

If we have a duty to store certain data for longer periods pursuant to Article 6 Par. 1 Point c GDPR due to the retention and documentation requirements laid out in tax and commercial laws, we store such data for the duration of the statutory periods.

In addition, there may be other legal duties governing data processing and data storage. Here too we have the right to continue to process data pursuant to Article 6 Par. 1 Point c GDPR.

**5. Passing on data**

We pass on the personal data of exhibitors at the Research & Results trade show to the following service providers and cooperation partners as part of the work of organising and realising the trade show. Under the company name you'll find the reason or purpose for processing the data:

- convey Information Systems GmbH, Leonrodstraße 68, 80636 Munich
  - Delivery of advertising mailing lists for email and post
  - Data collection when registering through convey's IT systems
  - Production of visitor and exhibitor passes
  - Scanning visitors when they enter halls and workshops
- Mafokonzert, Wittelsbacherstraße 5, 82319 Starnberg
  - Handling company and workshop profiles
  - Producing and distributing visitor lists for exhibitors, stand personnel
  - Queries about exhibitor passes
  - Email correspondence with exhibitors
- ProFairs, Waldblumenstraße 48, 75334 Straubenhardt
  - Operator of trade fair software into which exhibitors can enter their company profiles and, if applicable, the names of speakers and their photos, as well as the content of workshops/presentations. This information is then automatically published on our website via an interface. This data is also published in the trade fair catalogue.
- Mailingwork GmbH, Schönherrstraße 8, 09113 Chemnitz
  - Provision of a system for sending out emails and newsletters
  - Administration of recipient lists
- Brain Pirates GmbH, Bruggspergerstraße 27, 81545 Munich
  - Handling newsletter distribution lists/email advertising
  - Access to social media accounts
  - Access to our website and website maintenance (CMS)
- Agentur zur schönen Gärtnerin, Kidlerstr. 10, 81379 Munich
  - Web agency with access to the website on a programming level and therefore also to the registration data of trade fair visitors
- trinity networks Mühl GbR, Eversbuschstraße 100, 80999 Munich
  - IT service provider: maintenance of all programs and servers

These recipients are authorised to use the data we pass on to them exclusively for the above-stated purposes.

Furthermore, the data of the exhibitor and their stand personnel is passed on to all other exhibitors at the Research & Results trade show for independent further processing for the purposes of advertising, marketing, maintaining contact and business exchange.

**6. Rights of the data subject**

You have the right:

- Pursuant to Art. 7 Par. 3 GDPR: to withdraw previously given consent at any time. This will mean that we cannot continue in future with the data processing that was carried out on the basis of this consent;
- Pursuant to Art. 15 GDPR: the right to receive information about the personal data about you that we process. In particular, you can request information about the purpose of processing the data, the category of the personal data, the categories of recipients to which your data is being or has been disclosed, the envisaged period for which the data will be stored, the existence of a right to rectification, deletion, restriction of processing or objection, the existence of a right to lodge a complaint, information about the origin of your data if it was not collected by us, as well as the existence of automated decision-making including profiling and, if applicable, meaningful information about the logic involved;
- Pursuant to Art. 16 GDPR: the right to demand the rectification of inaccurate or the completion of incomplete personal data we store about you without delay;
- Pursuant to Art. 17 GDPR: the right to the erasure of the personal data we store about you, as long as it is not necessary to process the data in order to exercise the right to freedom of expression and information, to fulfil a legal duty, or if it is in the public interest to do so, or to assert, exercise or defend legal claims;
- Pursuant to Art. 18 GDPR: the right to restrict the extent to which your personal data is processed if the accuracy of the data is contested by you, if the processing is unlawful but you oppose its deletion, or if we no longer need the data but you need it to assert, exercise or defend legal claims, or you have objected to processing pursuant to Article 21 GDPR;
- Pursuant to Art. 20 GDPR: the right to receive the personal data that you have provided us with in a structured, commonly used and machine-readable format, or the right to have that data transmitted to another data controller and
- Pursuant to Art. 77 GDPR: the right to lodge a complaint with a supervisory authority. As a rule you can turn to the supervisory authority in your place of habitual residence or workplace, or the supervisory authority governing our registered office.

To exercise any of these rights, simply send an email to [info@research-results.de](mailto:info@research-results.de).

**7. Right to object**

If your personal data is being processed on the basis of legitimate interests in accordance with Article 6 Paragraph 1 Point f GDPR, you have the right – in accordance with Article 21 GDPR – to object to the processing of your personal data on grounds relating to your particular situation.

If you would like to assert your right to object, please send an email to [info@research-results.de](mailto:info@research-results.de).