

General data protection information for visitors at trade shows or events pursuant to Articles 13 & 14 GDPR

Thank you for visiting our booth or attending our event! Protecting your privacy is very important to us, and we take it very seriously. For this reason, we would like to inform you about the data that we store about you – what we store, why we store it and what we use it for.

The data controller in the sense of Article 4 (7) of the GDPR is:

T.CON GmbH & Co. KG
Straubinger Straße 2
94447 Plattling
Germany
Phone: +49 (0)9931 981100
Email: event@tcon.com

Data protection officer

We have appointed a data protection officer for T.CON GmbH & Co. KG in accordance with Articles 37ff of the GDPR:

Carolin Bauer
Phone: +49(0)8505 91927-0
Email: datenschutz@tcon.com

Scope

This data protection statement explains the type, scope and purpose of the collection and use of personal data by the data controller during a trade show or event, pursuant to Articles 13 & 14 GDPR.

Personal data

Personal data is any information relating to an identified or identifiable natural person ('data subject').

As a rule, we collect data directly from you.

Obligation to provide data

You are not obliged to provide us with your data on the basis of legal or contractual stipulations.

Purpose and legal basis of the data processing

- **snapADDY visitor cards**

During conversations at our trade show booth or during our event, we collect data about you (your first name & last name, professional contact details, employer/company) and your interests (product interests, particular requirements). To optimize this process, we use a software tool called 'VisitReport' produced by snapADDY (snapADDY GmbH, Haugerkirchgasse 7, 97070 Würzburg). This tool allows us to collect your data at the booth using a standardized digital questionnaire and transfer it directly to our internal administration software. In addition,

snapADDY can scan your business cards and record them electronically, so that the details can also be transferred directly to our internal administration software.

snapADDY operates on our behalf as a processor and is bound to process the data strictly in accordance with our instructions, on the basis of a contract pursuant to Article 28(3) of the GDPR.

The aforementioned information is processed by us for the purposes of steps prior to entering into a contract in accordance with Article 6(1)(b) of the GDPR or on the basis of our legitimate interests as per Article 6(1)(f) of the GDPR, providing your rights and freedoms cannot be considered to override these.

- **Use of your personal data**

The data that we collect during the trade show or event is stored by our company internally and processed for the purposes of preparing business activities, initiating contact, providing information about products and services in accordance with Article 6(1)(b) of the GDPR (steps prior to entering into a contract) and on the basis of our legitimate interests pursuant to Art 6(1)(f) of the GDPR in establishing sales and business contacts, providing your rights and freedoms cannot be considered to override these.

- **Event feedback**

We may send you a feedback form during or after the event (whether online or in person) by email or QR code. The feedback survey is conducted online. For the purpose of the survey, we will process information about your participation in the event, including your visit to our booth, along with your contact details. This data processing is based on our legitimate interest in improving our presence at trade shows or events pursuant to Article 6(1)(f) of the GDPR, providing your rights and freedoms cannot be considered to override this.

We will complete an anonymized analysis of the feedback we receive. We base this anonymization on our legitimate interest pursuant to Article 6(1)(f) of the GDPR in making improvements for future events.

- **Photography and video recordings**

Photographs and videos are taken and processed on the basis of our legitimate interest in an effective public presence (website, Facebook, Instagram, Twitter, Xing, LinkedIn, YouTube) pursuant to Article 6(1)(f) of the GDPR. This legal basis applies only provided that your interests and rights do not override our legitimate interest. For photography, the principles of Sections 22 and 23 of the KUG (German Act on Copyright for Artistic Works and Photography) apply concerning the lawfulness of taking and processing photographs in the context of assessing the interests in Article 6(1)(f) of the GDPR. On this basis, the interests of a data subject will not be considered overriding if the individual only appears in the background of an image, while the focus is on the event as a whole. Photographs that have you as an individual in the focus of the image will only be produced on the basis of your explicit consent pursuant to Article 6(1)(a) of the GDPR. In such cases, your consent includes both the taking of the photograph itself and the publication and sharing of the image subject to the conditions outlined here.

Data subjects include all visitors to our trade show booth or event, our own employees, and other people working at the event.

The data processing includes all personal data that is identifiable on the photographic images. This includes data about your attendance of the event and possibly also about your contacts with other people. A photograph may also show indicators of your health, your religious beliefs, your ethnic origins or other specific information (e.g., religious symbols, glasses).

- **Sweepstakes**

If we conduct a sweepstakes at the trade show or event in question, please refer to the terms and conditions of participation for details regarding data processing.

Transmission of data to categories of recipients

In the context of our legitimate interests pursuant to Article 6(1)(f) of the GDPR, selected images will be transmitted to Facebook, Instagram, Xing, LinkedIn, Twitter and YouTube where they will be published.

Transmission of personal data to a third country

Personal data is not transmitted to any third countries.

Rights of the data subject

You have the right to obtain confirmation from the controller as to whether personal data concerning you is being processed and, if so, to access that personal data.

You also have the right to rectification, erasure or restriction of processing of your data. You have the right to withdraw your consent to data processing at any time.

Right to object

Data subjects have the right to object at any time to processing of personal data concerning them. T.CON GmbH & Co. KG will then no longer process your personal data unless we are able to demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject.

Right to lodge a complaint

All data subjects have the right to lodge a complaint with a supervisory authority if the data subject believes that the processing of their personal data is not compliant with this regulation.