

**Data Protection Declaration**  
**on the creation and use of**  
**photographic images and/or audiovisual recordings**  
**in accordance with the General Data Protection Regulation (GDPR), Art. 13, 14**

Dear Tradeshow Visitor,

Please note that we take photos and shoot video footage at our trade fairs. In compliance with applicable data protection legislation, we therefore wish to call your attention to the following:

Any photos taken or videos shot by us or our contractual partners may be used for reporting and advertising purposes in various publications (e.g. social networks, websites, press releases, brochures, printed materials). Using such photos and videos in this way is in the legitimate interests of Deutsche Messe AG and/or its exhibitors, as a way of informing the public and documenting our events. Moreover, Deutsche Messe AG has an explicit interest in preserving memorable moments, particularly with regard to photographing/filming groups of people taking part in on-site events of ours. The same applies to photos and videos in which one or more individuals are depicted “by chance”, and are as such not the primary or intended focus of the photo/video. Our conduct with regard to the use of such data is governed by the General Data Protection Regulation (GDPR), Art. 6, Section. 1 f). In accordance with Art. 9, Section 2 e, it is permitted to process images displaying traits classifiable as calling for protection of personal data, e.g. ethnic background, religion or health-related characteristic (e.g. eyeglasses).

If a photo or video is intended for use in advertising purposes beyond those stated above, then you will be asked for your permission in each individual case. The same applies for the creation of any portraits or close-ups with you as the subject.

If you wish to revoke permission to use a photo or video, then please write to [datenschutz@messe.de](mailto:datenschutz@messe.de) or speak with a staff member at the entrance. The same applies if you wish to disallow us to use photos or videos for reporting purposes. Exercising your rights is contingent upon you being recognizable as yourself on/in the photo/video in question. Photos and/or videos for which you have granted permission may be used by Deutsche Messe AG until such time as you revoke permission to do so.

Photos/videos taken/recorded on the basis of legitimate interests (Art. 6, Section 1 f) will be stored in Deutsche Messe AG’s corporate archive for an unlimited period, for only in this way can we seamlessly document the company’s activities over time, also for purposes of preserving events of historical interest for posterity.

The party taking the photos or shooting the videos is not Deutsche Messe AG, but rather third-party photographers commissioned to do so on our behalf and transfer the photos/videos to us at the end of each trade fair. For further information on the photographers commissioned by Deutsche Messe AG, see [www.messe.de/Fotografen](http://www.messe.de/Fotografen). Relevant information is also available at info counters in the entrance lobbies.

The party responsible for all further processing of photos taken and video footage shot is Deutsche Messe AG based in Hannover, Germany. Our Data Protection Officer can be reached at [datenschutz@messe.de](mailto:datenschutz@messe.de). For detailed information on data protection, including other disclosures required by law, visit <https://www.messe.de/de/datenschutz>.