

Information pursuant to the EU-General Data Protection Regulation (GDPR) for participants of the We Love Travel! networking platform by Grip

Messe Berlin GmbH attaches great importance to data protection. This information notice informs you about the processing of the personal data which you have provided to us in connection with your participation at We Love Travel! (www.welovetravel.berlin). This notice supplements our General Data Protection Policy, which can be found at www.messe-berlin.de/DataProtection/ and possibly other separate information on specific processing activities.

1. Controller and data protection officer

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.de, and I Love Travel GmbH, Falckensteinstr. 47/48, 10997 Berlin, Germany, e-mail: hello@berlintravelfestival.com are the entities jointly responsible for the processing of the personal data (the so-called joint controllers and together referred to as "We") within the meaning of the GDPR and service provider in connection with the We Love Travel! networking platform. The joint controllers have thus concluded an arrangement with respect to managing and organising the We Love Travel! networking platform, determining their respective responsibilities for compliance with the obligations under the GPR, in particular as regards the data protection rights of individuals and the information obligations, for which both parties are jointly responsible. If you have any queries relating to data protection, please feel free to contact Messe Berlin GmbH's group data protection officer (address: as above; e-mail: datenschutz@messe-berlin.de) or I Love Travel GmbH (address: as above; e-mail: data-protection@berlintravelfestival.com).

2. Categories and sources of personal data

We process the personal data of the participants of We Love Travel! (exhibitors, exhibitor representatives, trade visitors, buyers, media representatives as well as speakers). In order to use all networking functions within the networking platform for the We Love Travel! event, some questions must be completed in the registration process of the platform. In the course of this process, we are collecting the participant's contact details, the role within his/her company or organization as well as the participant's company/organisation data, in particular: name, area of business and country. Participants can choose to upload their photographs. Furthermore, the registration form includes questions which concern the participant's professional interests in connecting with people from the tourism industry, geographical interests, interests in branches and topics and preferences.

We will invite you to join the We Love Travel! networking platform when you purchase a ticket, register as an exhibitor, undertake your accreditation as a media representative, or if you are a member of the ITB Buyers Circle and registered your interest in taking part in the event or act as a We Love Travel! speaker.

As part of the use of the networking platform and hence the underlying platform, certain technical usage data (IP addresses, device type, device operating system, e-mail, browser name, behavior, links, link tracking, name) are automatically collected through the following technologies which form an intrinsic part of the platform and collect this data through setting small pieces of data on your devices:

- **Google Analytics**, a web analysis service of Google Ireland Limited, Ireland, and Google Analytics, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, for behavioral analytics, data: IP address, browser behaviour, storage period: 12 months;
- **Sentry**, 132 Hawthorne Street, San Francisco, CA 94107, USA, a bug tracking service, data: IP address, browser for bug tracking, storage period: 3 months;
- **One Signal**, 2850 S Delaware St #201, San Mateo, California 94403, USA, a notification provider, data: device type, device operating system, e-mail, name, IP address for tracking click through rates, storage period: 12 months;

- **Branch.io**, 1400 Seaport Blvd, Building B, 2nd Floor , Redwood City, CA 94063, USA, a deep linking provider, data: IP address, browser for deep linking and link tracking, storage period: 12 months;
- **WhereBy**, Myntgata 2 0151 Oslo, Norway, facilitation of calls, data: IP address, browser, name for video conferencing, storage period: 3 months.

3. Purposes and legal basis of processing

We process the personal data pursuant to Section 2 for the purpose of establishing and performing the contract to register and make use of the We Love Travel! networking platform, including its various features such as video conferencing and e-mailing (legal basis: Art. 6 (1) lit. (b) GDPR). In order to ensure the proper functioning of the platform, we also process personal data for bug tracking and deep linking (setting of hyperlinks).

3.1. Network profile

The personal data are processed to create a profile in the We Love Travel! networking platform, to gain new contacts in the travel industry and network with other users of this platform, to chat and communicate with other participants, set up and organize meetings, take notes, attend meetings in virtual rooms or stream sessions via the platform (legal basis: Art. 6 (1) lit. (b) GDPR).

3.2. Brand area

We Love Travel! exhibitors can receive a profile in the We Love Travel! networking platform and will then be able to create their "Brand Area" with information about their company and videos, products and services and a link to contact persons (legal basis: Art. 6 (1) lit. (b) GDPR).

3.3. Matchmaking services

We will process the personal data to offer the best suiting contacts within the We Love Travel! networking platform (matchmaking services) based on your interests, preferences and behavior on the platform, using a number of techniques, including machine learning, deep learning and several algorithms. We inform and remind the participant, including by e-mail, of interesting contacts and appointment requests (legal basis: Art. 6 (1) lit. (b) GDPR).

3.4. Contact for information and marketing purposes by the joint controllers and companies of our respective group of companies

We will process the personal data to offer relevant content, interesting content sessions and brand offers. We inform and remind the participant, including by e-mail, of interesting brands, contacts, appointment requests, interesting virtual sessions from the We Love Travel! event as well as sponsored content (legal basis: Art. 6 (1) lit. (b) GDPR).

Furthermore, we process the personal data for purpose of contacting our We Love Travel! participants in order to provide them with information on all ITB events (ITB Berlin, ITB Asia, ITB China and ITB India) as well as other trade fairs and information on subsequent events. Subsequent events also include other trade fairs organised or held by Messe Berlin GmbH in Germany and abroad. For these purposes, we also forward the data to other companies within the Messe Berlin group of companies (legal basis: Art. 6 (1) lit. (f) GDPR).

3.5. Market research and analysis

We also process the personal data for the purpose of market research and online surveys, including in conjunction with our cooperation partners or exhibitors, on our company or corporate group, the We Love Travel!, our events, your interests. The legal basis for this processing is our legitimate interest (Art. 6 (1) lit. f) GDPR) in the optimal support of our customers during and after the trade fair and other events and the promotion of identical and similar products or services from the trade fair portfolio of our group of companies (legal basis: Art. 6 (1) lit. (f) GDPR).

We also process technical usage data for our legitimate interests to analyze the performance and use of the We Love Travel! network and the underlying platform and potentially to optimize them and to improve existing or to create new features and functionalities (legal basis: Art. 6 (1) lit. (f) GDPR).

4. Categories of recipients of the data and international data transfers

The personal data published in the We Love Travel! networking platform are in principle visible to all other participants of the network (access to the personal data of certain participants, such as the ITB Buyers Circle members, may be limited to certain privileged users).

In order to carry out certain processing activities in connection with the We Love Travel! networking platform (in particular hosting and IT support, platform and data management, performance monitoring, debugging, deep linking, digital communication (email, chat, video and screen sharing) and analytics) we make use of external service providers which process the personal data on our behalf (so-called "processors"). The platform integrates certain technologies from third party technology providers (Google Analytics, Sentry, One Signal, Branch.io, WhereBy). When we conduct a market research or online survey in conjunction with a cooperation partner or exhibitor, the latter will receive the results of the survey.

Sponsors will receive an overview (Networking profile) of all attendees of their sponsored session or of participants which indicated an "interest" in the sponsor so the sponsor can contact them via their profile within the We Love Travel! networking platform.

Many participants of the We Love Travel! networking platform are located abroad and some companies of the [Messe Berlin group of companies](#), cooperation partners, sponsors, processors and the afore-mentioned third party technology providers are located in third countries outside the EU, including the US, which do not provide the same level of data protection as the EU, in particular due to the absence of a legal framework, independent supervisory authorities or data protection rights and remedies. We will only transfer personal data to those third countries if the European Commission ("EU Commission") has adopted a so-called adequacy decision in this respect (Art. 45 GDPR) or otherwise where appropriate safeguards in accordance with Art. 46 GDPR have been provided, in particular standard data protection clauses adopted by the EU Commission pursuant to Art. 46 (2) lit. c GDPR and, where necessary, supplementary measures. A copy of the safeguards can be obtained upon request (e.g., by e-mail – for contact details see section 1 above). With respect to the participants of the We Love Travel! networking platform and the technology providers the transfer is necessary for the performance of a contract (Art. 49 (1) lit. b GDPR).

5. Storage period

The personal data will be erased if the participant deletes his/her account and at the latest by the end of 2020 (31 December 2020). Otherwise, stored personal data will be erased, once they are no longer needed for achieving the relevant purpose of their processing. In so far as the processing takes place on the basis of consent or a legitimate interest of the joint controllers, the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation of your consent or your objection to the processing, unless the conditions for a statutory exception are met. Notwithstanding the foregoing, personal data which are subject to retention obligations under commercial or tax laws will only be deleted after the expiry of the statutory retention periods. For the storage period regarding the data which is collected through the integrated technologies, see section 2 above.

6. Your rights

Pursuant to Art. 12-21 GDPR, you can assert the following data subject rights at any time: the right to access, rectification and erasure of your personal data, the right to data portability and to restriction of processing. If the processing is based on legitimate interests, you have the right to object to the

processing of your personal data, including profiling, for reasons relating to your particular situation. Furthermore, you can object to the processing of the personal data for marketing purposes at any time. If you have given us your consent, you can revoke this consent at any time with effect for the future. If you are of the opinion that the data processing violates data protection law, you have the right to lodge a complaint with the competent supervisory authority of your choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (*Bundesdatenschutzgesetz*)). To exercise your rights, you can contact either of the joint controllers (for contact details see section 1 above or datenschutz@messe-berlin.de or data-protection@berlintravelfestival.com).