

## Information on Data Protection

As part of registration and attendance at the event, personal data about participating businesses or employees of participating businesses, which is collected in the registration form, is processed. The purpose of data processing is as follows:

- Communication with responsible contact persons before, during and, if applicable, after the event
- Contract initiation and, if applicable, negotiations
- Recording in the exhibitor/sponsor directory
- Processing of the contractual relationship
- Invoicing

The legal basis for this is GDPR Art. 6, Sec. 1, p. 1, lit. b.

We assume that you are also interested in further fairs and advertising and sponsoring options and will inform you of such in a timely manner. The legal basis for this is GDPR Art. 6, Sec. 1, p. 1 lit. f. You can object to receiving this promotional information at any time by sending an email to [vertrieb@tekom.de](mailto:vertrieb@tekom.de).

For contract fulfillment, it may be necessary to forward exhibitor contact data to Landesmesse Stuttgart GmbH or a service provider of Landesmesse Stuttgart GmbH. Information on data protection by Landesmesse Stuttgart GmbH can be obtained here: <http://www.messe-stuttgart.de/datenschutzerklaerung/>

Your data will be deleted when they are no longer required for the above purposes, at the latest, however, after expiration of the legal retention periods.

You have the right to receive information from the event organizer about the data stored by you. Moreover, you have the following rights:

- The right to correction or deletion
- The right to limit processing
- The right to object to processing
- The right to data portability

The responsible party, as per the EU Basic Regulation for Data Protection (GDPR), Art. 4, Sec. 7, in conjunction with Art. 26, is tcworld GmbH, jointly with the Gesellschaft für Technische Kommunikation – tekom Deutschland e.V. and the European Association for Technical Communication – tekom Europe e.V. (joint controllership).