

# PRIVACY POLICY FOR THE MOBILE APPLICATION

We, Hamburg Messe und Congress GmbH (HMC), take the protection of your personal data very seriously. We treat your personal data confidentially and in compliance with legal requirements, particularly the General Data Protection Regulation (GDPR).

This privacy policy applies to our mobile iPhone and Android applications (hereinafter referred to as "App").

We would like to point out that data transmission over the Internet may have security vulnerabilities. Complete protection of data against access by third parties is not possible.

By downloading, installing, and using the App, you enter into a contract with us regarding the use of the App and expressly agree to the information and procedures specified in this privacy policy.

## 1. Data controller

The data controller responsible for data processing in this App is Hamburg Messe und Congress GmbH.

Hamburg Messe und Congress GmbH (HMC)  
Board of Management  
Messeplatz 1  
20357 Hamburg  
Germany  
Tel.: +49 40 3569-0  
Email: [info\(at\)hamburg-messe\(dot\)de](mailto:info(at)hamburg-messe(dot)de)  
Website: [www.hamburg-messe.com](http://www.hamburg-messe.com)

We have appointed a Data Protection Officer for our company.

Hamburg Messe und Congress GmbH  
Messeplatz 1  
20357 Hamburg  
Germany  
Tel.: +49 40 3569-0  
Email: [datenschutz\(at\)hamburg-messe\(dot\)de](mailto:datenschutz(at)hamburg-messe(dot)de)

## 2. What personal data is collected?

If you install and use this App, the following personal data about you will be processed:

Types of personal data	Details
Data that you provide to us	<p>We collect data that you provide to us when you log in to the App using your existing account; this includes</p> <ul style="list-style-type: none"> <li>• Your name that you provided during registration</li> <li>• Your email address that you provided during registration</li> </ul> <p>We do not collect any data when you use the App without logging in.</p>
Contact informations that you provide us	<p>We collect contact information when you create a virtual business card in the App; this includes</p> <ul style="list-style-type: none"> <li>• All information you provide on your virtual business card, such as your name, email address, or a description text.</li> </ul> <p>We do not collect any data if you do not create a virtual business card.</p>
Informations about other individuals	<p>We collect data from other individuals when:</p> <ul style="list-style-type: none"> <li>• You scan the badge of another event participant</li> <li>• You scan the virtual business card from the App of another trade fair participant</li> </ul> <p>The following information is collected:</p> <ul style="list-style-type: none"> <li>• All information on the badge including name and email address</li> <li>• All information provided on the virtual business card, such as name, email address, or a description text.</li> </ul> <p>We do not collect any data if you do not use these features and do not scan any virtual business cards or badges.</p>
Information collected from your use of our products and services	<p>When you use our App, we collect the following information:</p> <ul style="list-style-type: none"> <li>• Technical information including the IP address (Internet Protocol) you use to connect your smartphone to the Internet, type of operating system and platform of your device, information about mobile networks of your mobile operating system.</li> <li>• Information about your visit, including the links you clicked on in our App (including date and time), the services and</li> </ul>

	information you viewed or searched for, App response times, download errors, App crashes, duration of visits to specific screens of the App, information about interaction with the App (e.g., scrolling and clicks).
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### 3. The processing of this personal data is carried out for the following purposes:

The processing of your personal data is carried out in accordance with Article 6 (1) Sentence 1 lit. a GDPR, if you have given us your explicit consent by downloading and using the App.

During the use of the App, device information is sent to the backend (e.g., device type, system version, etc.). This information is only needed to deliver device-specific content to the App (e.g., graphic formats suitable for the device, version-dependent navigation elements). This data is not stored.

The processing of device-specific data is carried out on the basis of Article 6 (1) Sentence 1 lit. b GDPR for the purpose of executing the contractual relationship with you, or Article 6 (1) Sentence 1 lit. f GDPR (legitimate interest). This includes, in particular, the processing of data by our software service provider Corussoft GmbH, Kurfürstendamm 56, 10707 Berlin, for the purpose of optimizing the App services and increasing the usability and user-friendliness of the App.

The processing of your personal data is carried out for the following purposes:

- Creation of a virtual business card with QR code
- Enabling the exchange of contact data at the event
- Scanning and local storage of QR codes of other event participants
- Export of stored contact data as an Excel file

No further sharing occurs. All data is deleted upon uninstallation of the App.

### 4. Analysis of usage data (Access Logs)

As part of the use of the App, data is also stored in a log file for statistical purposes and backup purposes. We only collect the following data for a period of three months:

- Name of the retrieved file
- Date and time of retrieval
- Amount of data transferred
- Message indicating whether the retrieval was successful
- In case of successful retrieval: IP address of the accessing host system
- In case of unsuccessful retrieval, the complete IP address is stored for error investigation and security purposes.

## 5. Analytical tools

The App optionally uses 'Google Analytics for Firebase'. The user can deactivate the use of 'Google Analytics for Firebase' in the App at any time.

The generated information about the use of the App is transmitted with an anonymized IP address to a Google server in the USA and stored there. The IP anonymization function in Analytics sets the last octet for IPv4 user IP addresses and the last 80 bits for IPv6 addresses to zero in memory. This means that the exact IP address of the user is not stored.

Google will use this information to evaluate your use of the App, to compile reports on activity for the App operators. Google may also transfer this information to third parties if necessary.

If the user agrees to the use of Google Analytics for Firebase in the App, they consent to the processing of their collected data by Google in the manner and for the purpose described above.

This usage data forms the basis for statistical, anonymous evaluations, so that trends can be identified, based on which the service can be improved accordingly.

The integration is based on your explicit consent according to Article 6 (1) Sentence 1 lit. a in conjunction with Article 6 (1) Sentence 1 lit. f GDPR. It is done to make our App more user-friendly and customer-oriented. This is to be seen as a legitimate interest within the meaning of the aforementioned regulation.

## 6. What rights do you have regarding your data?

a. According to the GDPR, you have the following data subject rights, among others:

- Article 15 GDPR: Right of access by the data subject You have the right to obtain information from us about what data we process about you.
- Article 16 GDPR: Right to rectification If the data concerning you is not correct or incomplete, you can request the correction of incorrect information or the completion of incomplete information.
- Article 17 GDPR: Right to erasure ('right to be forgotten') Under the conditions of Article 17 GDPR, you can request the deletion of your personal data. Your right to erasure depends, among other things, on whether we still need the data concerning you to fulfill our contractual and legal obligations.
- Article 18 GDPR: Right to restriction of processing Under the conditions of Article 18 GDPR, you can request the restriction of processing of personal data concerning you.
- Article 20 GDPR: Right to data portability Under the conditions of Article 20 GDPR, you can receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or request the transfer to another controller.

b. Withdrawal of consent If you have given consent for the processing of your data, you can revoke this at any time.

Such a revocation affects the permissibility of processing your personal data after you have expressed it to us. The permissibility of processing the data on the basis of other legal grounds may remain unaffected. If your consent was the exclusive legal basis for processing your data, particularly if there is no legitimate interest on our part in processing according to Art. 6 para. 1 s.1 lit. f GDPR, we will delete the data immediately after the revocation of your consent.

c. Objection to the processing of personal data

Insofar as we base the processing of your personal data on a balancing of interests (Art. 6 para. 1 s.1 lit. e or f GDPR), you can object to the processing of your data for reasons arising from your particular situation. This is the case if the processing is not necessary, in particular, for the performance of a contract with you, which is described by us in each case below. When exercising such an objection, we ask you to explain the reasons why we should not process your personal data as we have done. In the case of your justified objection, we will examine the situation and will either discontinue or adjust the data processing or show you our compelling legitimate grounds on which we will continue the processing.

Of course, you can object to the processing of your personal data for advertising and data analysis purposes at any time without incurring any costs other than the transmission costs according to the basic rates.

For this and other questions regarding data protection, you can contact the company data protection officer at [datenschutz\(at\)hamburg-messe\(dot\)de](mailto:datenschutz(at)hamburg-messe(dot)de) at any time.

d. Right to lodge a complaint with a supervisory authority

You have the right to lodge a complaint with the supervisory authority if you believe that the processing of your data is not lawful.

The address of the supervisory authority responsible for us is:

The Hamburg Commissioner for Data Protection and Freedom of Information  
Kurt-Schumacher-Allee 4  
20097 Hamburg

## 7. Information obligations

Please note that the scanned contact data of other event participants is stored locally on your device, regardless of whether you are logged into the app or not. You have the option to export this data as an Excel file. We would like to inform you that you are responsible for the further processing of this exported data and must comply with the applicable data protection regulations.

## 8. Data minimization

We follow the principle of data minimization. The App collects and processes only the data that is absolutely necessary for its functions. You can use the main features of the App without creating an account or logging in.

## 9. Changes to this privacy policy

We reserve the right to update this privacy policy as needed to adapt it to changed legal situations, App functionalities, or data processing procedures. The changes will become effective as soon as the updated version is made available in the App.

We will inform you of significant changes to this privacy policy through a clearly visible notification in the App. This applies in particular to changes that affect your rights or expand the scope of data processing.

We recommend that you regularly review this privacy policy within the App to stay informed about the protection of your personal data. The current version is always available in the App under the menu item 'Privacy Policy'.