

Data protection regulations of Spielwarenmesse India apply.

For the purpose of implementation of General Data Protection Regulation ('GDPR'), as adopted by the European Parliament and The Council of European Union, and effective from 25th May 2018, the Data Controller is Spielwarenmesse India Pvt. Ltd.

I) Data protection

Protection of your personal data

Spielwarenmesse India is aware of its responsibility for protecting the information/data you have entrusted to us. Spielwarenmesse India is committed to protecting your privacy and security while providing personalized and valuable services. Spielwarenmesse India uses a variety of security techniques for protecting your data, including secure servers, firewalls and encryption of financial data.

Personal data are collected, processed and used by the relevant Spielwarenmesse entities (Spielwarenmesse), our representatives and our exhibition service partners in compliance with the regulations of the Indian Information Technology Act, 2000 and the rules made thereunder, and other relevant data protection regulations for the purpose of providing support and information for our customers and potential customers and for handling the services offered.

Such use also includes your registration, the technical administration of our websites and a check to determine whether you can access any protected pages.

The employees of Spielwarenmesse India are obliged to maintain data secrecy for any sensitive personal data or information. Spielwarenmesse India has adopted all necessary technical and organizational measures to protect the data collected, processed and used by us against loss, destruction, corruption, manipulation, unauthorized access and unauthorized disclosure.

Any sensitive personal data or information shall mean personal information which includes;

- Passwords,
- Financial information such as bank account or credit card or debit card or any other payment instrument details,
- Any detail provided to Spielwarenmesse India for providing service, and
- Any information received by Spielwarenmesse India for processing, stored or processed under lawful contract or otherwise.

These technical and organizational measures are continuously reviewed and improved if necessary.

What we save about you

Each page impression on the Internet sites provides Spielwarenmesse India with usage data, which is saved on its servers and may permit identification of the user. This includes:

- the date and time of your visit to our websites,
- the IP number assigned to you by your Internet provider,
- the selected website,
- the user tool (generally web browser, operating system) you used for access,
- the search term used,
- whether or not the access was successful,
- information called up, incl. downloads, and
- the server you use.

These data are evaluated by Spielwarenmesse to determine user behavior and create statistics. All such measures are subject to high security standards. No data are used for personal purposes. The right is reserved to use anonymous data records for statistical evaluation. Other data are only stored if you provide such data voluntarily, for example, as part of registration, competitions, surveys, etc.

If you send us e-mails, we collect, process and use your personal data for handling our services and the relevant correspondence. The same applies if you send us contact forms, letters or faxes. We collect this personal data in order to provide these eligible individuals with timely information via e-mail regarding events, resources and issues. It is our general policy not to make any such personal data available to anyone other than employees, staff, and agents of Spielwarenmesse who in turn are also expected to keep such information confidential. You can naturally object to the use of your data for advertising purposes at any time. Your attention will be drawn to your right of objection regularly in all information and advertising correspondence.

Transfer of your personal information to third parties

Information about our customers is an important part of our business and we are not in the business of selling it to others.

Spielwarenmesse will transfer your personal data to third parties, provided this is necessary for processing your orders, arranging your fair visit or presentation, and for billing services. If data are disclosed to service providers in the course of processing orders, these service providers shall also be obliged to comply with the Indian Information Technology Act, 2000 and the rules made thereunder, other legal regulations and the contractual guidelines as may be applicable.

However, we would like to get to know you better and introduce you to interesting exhibitors, visitors or our partners to enable us to provide even better support for your next fair presentation or visit. You decide voluntarily which, if any, of the other services you would like to use and which data you allow us to transfer.

Other information, such as details provided voluntarily about main interests, will not be disclosed to third parties by Spielwarenmesse.

The following applies to visitors at events of Spielwarenmesse:

Spielwarenmesse will only disclose visitors' data to exhibitors, associations or third parties under the following conditions:

- the visitor has not objected to the transfer of his data to exhibitors, associations or third party companies and grants any necessary consent;
- in the case of possible transfer of data to exhibitors, associations or third-party companies based abroad, we also verify that the local conditions in the country of the data recipient are comparable with the Indian Information Technology laws. Otherwise, the recipient of the data is contractually obliged to Spielwarenmesse to comply with suitable data protection standards.

Insofar as Spielwarenmesse is obliged to do so by law or court order, it will transfer your data to authorized bodies to the required extent. Spielwarenmesse will not disclose your data to third parties for other purposes without your express consent.

Our representatives and service partners in India and abroad are contractually obliged to fully implement the relevant regulations and directives concerning data protection and data security. Compliance with this obligation will be checked regularly by Spielwarenmesse India.

Why should you transfer your personal data to Spielwarenmesse?

If you provide additional voluntary data such as special interests, this enables us to offer you a variety of advantages. You decide yourself what data we receive about your company or yourself.

The provision of additional data makes it easier and more convenient for you to

- plan your visit to the fair, because we can send you selected information before the event,
- smoothly organize your fair presentation and profit from a variety of services offered by Spielwarenmesse,
- register for visiting the fair so that you receive all the advantages you are entitled to by purchasing your reduced ticket in advance by electronic means,
- receive offers tailored specifically to your interests from us or our partners,
- and save time.

The disclosure of your data also enables us to conduct market research so that we can offer you a good quality of service and better services. You can transfer your information to us in various ways:

- by filling in the registration mask in the Online Service Center as a visitor, exhibitor or journalist,
- by faxing printed registration forms,
- by entering prize games,

- by registering at the counter at the fair,
- by taking part in surveys.

Encryption methods are used for secure transmission of the data you provide. This means that communication between your browser and our ordering system cannot be read by other Internet users.

Your registration

As a visitor, exhibitor or journalist, you can register for the registration services provided by Spielwarenmesse India.

Shortly after successful registration/accreditation, you receive login data for the respective online function of the Spielwarenmesse India website.

If an Internet service provides the possibility of entering personal or business data (e-mail addresses, names, addresses), the user expressly discloses such data on a voluntary basis. The use of services requiring registration is also governed by special conditions, which are described in detail below.

Special information on using the Online Service Center

If you use our online registration and ordering system, you agree to the storage and use of your information by Spielwarenmesse and its service partners for the following purposes:

sending service offers, handling orders, personalization of entrance tickets, and delivery of information from Spielwarenmesse.

If you order personalized entrance tickets, also for third parties, we assume that you are authorized to disclose the required information for checking the eligibility of trade visitors and for the abovementioned purposes.

If you use our online registration and ordering system, we receive the necessary data from you for handling the order and providing the services booked.

Compulsory data fields for collecting essential data are always marked with an asterisk.

Special conditions for using the Organizer

The data you save in the Organizer are kept there for you until we publish the data records online for the next event (usually 3 months before the next event). This also applies to the dates and notes you have made in the individual data records.

All data records generated from our database research and saved in your personal Organizer are updated automatically from our database, e.g. in the event of changes in the dates of events noted or exhibitor locations.

Although we create, maintain and update all contents of our databases carefully, we accept no responsibility for the correctness, completeness and topicality of the contents offered or for the retention of data records saved in the Organizer, and therefore exclude any liability whatsoever for such contents.

Despite the use of the latest technologies and extremely careful programming, we do not guarantee that the contents of our database research or the contents saved by you in the Organizer are available online in a complete and error-free condition at all times.

The use of cookies

Cookies are used to collect text information during an online session and store it in ASCII format in a special file (cookie.txt) on the user's hard disk. It is a tiny piece of data stored by a user's browser that helps a website or service recognize that user's unique computer.

The user's web browser determines where the cookie is stored on the user's hard disk.

Cookies provide information that is sent back to the server on the next online visit. Cookies can only be read by the server that previously saved them.

Spielwarenmesse and its appointed service providers use cookies only for essential user functions, for simplifying navigation of the websites and for statistical marketing surveys.

The information is not disclosed to any other third party, as cookies are only used for the purposes stated above. Most browsers are set to accept cookies automatically, but this function can be deactivated in the browser at any time. You can set your browser to tell you as soon as cookies are sent.

If you visit our website for browsing, reading or downloading information, we collect and save "visitor information" about you, e.g. a unique ID, the name of the domain and host from which you enter the Internet, the Internet Protocol (IP) address of your computer, the date and time of your access to the website and the Internet address of the website from which you switched direct to our website. We use this information to record the visit on our websites and to recognize visitors again. This helps us to make our websites more useful. We delete this information after a certain period of time.

It may occur that Spielwarenmesse occasionally receives your personal data from third parties. This includes the transfer of your data by associations, exhibitors, international representatives, chambers of industry and craft trades, or notification of personal data by commercial address brokers. If you do not wish us to use personal data you have not sent us direct, please let us know by contacting the address stated in the Legal Notices.

If you are a registered user, this may include your name and email address for verification purposes. You can remove or block cookies by changing the settings of your browser but you should note that

if you do so, this may materially affect the functionality of the site and the information you can access through it.

Information on etracker:

This website uses etracker technology (<http://www.etracker.com/en/data-protection.html>) to collect visitor behavior data. The data is collected anonymously to be used for marketing and optimization purposes. All visitor data is saved using an anonymous user ID and can be used to aggregate a usage profile. Cookies may be used for this purpose. The data collected via etracker technology will not be used to determine the personal identity of the website visitor or compiled with personal data pertaining to the user of the pseudonym unless agreed to separately by the person concerned. The collection and storage of data may be revoked at any time with respect to subsequent services.

Other active contents such as JavaScript, ActiveX

For security reasons, you can deactivate JavaScript, ActiveX or other control elements and script languages containing executing elements at any time in your browser. Our websites can still be navigated without JavaScript.

Use of Facebook social plugins

Our Internet presence uses social plugins (plugins) of the facebook.com social network, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (Facebook). The plugins are marked with a Facebook logo or as "Facebook Social Plugin".

If you call up a website of our Internet presence that contains such a plugin, your browser sets up a direct connection to the Facebook servers. The content of the plugin is sent by Facebook direct to your browser, which integrates it into the website.

This integration of the plugin tells Facebook that you have called up the corresponding page of our Internet presence. If you are logged into Facebook at this time, Facebook can assign the visit to your Facebook account. If you interact with the plugins, e.g. by pressing the "Like" button or entering a comment, your browser sends the relevant information direct to Facebook, where it is stored.

Information concerning the purpose and extent of data collection, the further processing and use of the data by Facebook and your related rights and settings for protecting your privacy can be obtained from Facebook's data protection notes.

If you do not wish Facebook to collect data about you via our Internet presence, you must log out from Facebook before visiting our website.

Use of Facebook Remarketing

Use of Custom Audiences

Our websites contain remarketing tags for the social network of Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. When you visit our websites, a direct connection is set up between your browser and the Facebook server via the remarketing tags. Facebook then receives information that you have visited our site using your IP address. This enables Facebook to assign your visit to our sites to your user account. We can use the information obtained in this way for displaying Facebook ads. Please note that we as provider of the websites receive no information concerning the content of the data transferred or its use by Facebook. Further information can be found in Facebook's Data Use Policy. If you do not want your data to be collected via Custom Audiences, you can deactivate Custom Audiences [here](#).

Use of Conversion Tracking

With your consent we insert the "Visitor Action Pixel" of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") in our Internet presence. This helps us to trace the actions of users after they have seen or clicked a Facebook ad, which enables us to record the effectiveness of the Facebook ads for statistical and market research purposes. Data recorded in this way are anonymous for us, which means we cannot see the personal data of individual users. These data are, however, saved and processed by Facebook. We inform you of this to the best of our knowledge. Facebook can link these data with your Facebook account and also use such data for its own advertising purposes in accordance with Facebook's Data Use Policy. These data can enable Facebook and its partners to post ads on and outside Facebook. A cookie can also be saved on your computer for these purposes. If you do not want cookies to be saved on your computer, you can refuse to accept cookies via your browser settings.

Google

Our websites use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the sites. The information generated by the cookie about your use of the websites (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymization Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. On behalf of the website provider Google will use this information for the purpose of evaluating your use of the websites, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of these websites. Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available [here](#).

Please note that on these websites, Google Analytics code is supplemented by "anonymizeIp" to ensure an anonymized collection of IP addresses (so called IP-masking).

We use Google's conversion tracking system, AdWords, an analysis tool made available by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). Google AdWords places a conversion cookie on your computer provided that you reached our Website by clicking on a Google ad. These cookies have a limited 30-day lifespan and do not serve to identify you as the user in person. Visiting certain pages on our Website while the cookie is still active allows us and Google to see that the ad has been clicked on and to redirect the user to our page. Every AdWords customer is given a different cookie. Consequently, cookies cannot be traced via the Webpages of AdWords customers. The information obtained with the help of the conversion cookie serves the purpose of creating conversion statistics for AdWords customers who opted-in to conversion tracking. AdWords customers learn about the total number of users who clicked on their ad and were redirected to a conversion tracking-tagged page. However, they do not receive any information which allows for a personal identification of the users. If you wish to opt-out from conversion tracking you may reject the cookie that has to be set for this - for example in your respective browser settings that allow you to deactivate the automatic setting of cookies in general. You may equally opt-out from conversion tracking by setting your browser to blocking "googleadservices.com" cookies.

We also use Google AdSense, an online content service of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google") for the placement of advertisements (worded advertisements, banners, etc.). In this context your browser may store cookies from Google or other third parties. The information saved with the cookie may be recorded, collected and analysed by Google or even third parties. Moreover, Google AdSense, to gather information, also uses small transparent graphic images (Web Beacons), the use of which allows for simple actions such as visitor traffic to the Website, to be recorded, collected and analysed. The information generated by the cookie and/or the graphic images about your usage of the Webpage are transferred to and saved on a Google server in the USA. This information allows Google to analyse your usage patterns in relation to AdSense ads. Google may also transfer this information to third parties provided that this is mandatory by law or insofar as third parties process this information on behalf of Google. Google will not associate your IP address with other data which Google stores. You may prevent cookies from being saved on your hard-drive and the above graphic images from being displayed. The following applies here as much as for the other cookies described: Deactivate the acceptance of cookies in your browser settings.

We use remarketing technology by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). This technology re-addresses users who previously visited our Internet pages and online services and who showed interest in our offer with the help of tailored advertisement on pages of Google's partnering networks. Advertisements will be displayed by using cookies (small text files stored on the user's computer). The text files help to analyze the user behavior during the visit to the Webpage in order to use the information gained for tailored product recommendations and interest-based advertisements.

If you do not wish to receive interest-based advertisements you may opt-out from Google's use of cookies for these purposes using this website. Alternatively, users may opt-out from the use of third party cookies by prompting the Opt-out Page of the Network Advertising Initiative.

By using our Website you consent to Google processing the information obtained about you in the manner as described herein and for the purposes named above. We wish to point out that Google has a proprietary data and privacy protection policy which is independent of ours. We do not assume any responsibility or liability for these regulations and procedures. Please obtain information about Google's Data Privacy Policy prior to using our Webpage

Bing, Seznam, Yandex

As an advertising client we use conversion tracking tools by Bing (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA), Seznam (Seznam.cz, a.s., Radlická 3294/10, 150 00, Prague 5, Czech Republic) and Yandex (Yandex LLC, 16, Leo Tolstoy St., Moscow 119021, Russia) search engines. These search engines place a conversion cookie on your computer provided that you reached our Website by clicking on an ad. The description detailed under "Google Conversion Tracking" applies accordingly.

If you wish to opt-out from conversion tracking by these search engines you may reject the cookie that has to be set for this - for example in your respective browser settings that allow you to deactivate the automatic setting of cookies in general.

By using our Website you consent to these search engines processing the information obtained about you in the manner as described herein and for the purposes named above. We wish to point out that these search engines have their own data and privacy protection policies which are independent of ours. We do not assume any responsibility or liability for these regulations and procedures. Please obtain information about the respective search engine's Data Privacy Policy prior to using our Webpage: Data Privacy Policy Bing, Data Privacy Policy Seznam and Data Privacy Policy Yandex.

YouTube

Various web pages at www.spielwarenmesse.co.in contain embedded videos on YouTube. www.spielwarenmesse.de only enables connection to YouTube. YouTube is a service offered by Google Inc. Please refer to the privacy policy information at YouTube for details about the purpose and scope of data collection and use by Google as well as your rights and privacy setting options as a YouTube customer. (<http://www.google.co.uk/intl/en/policies/privacy/>).

Twitter

Our Internet presence uses social plug-ins ("plug-ins") of the social network twitter.com, operated by Twitter Inc., 795 Folsom St., Suite 600 San Francisco, CA 94107, USA ("Twitter"). The plug-ins are labelled with a Twitter logo.

If you access a Spielwarenmesse website that includes such plug-ins, your browser connects directly to the Twitter servers. The content of the plug-in is transmitted to your browser by Twitter, which also embeds information in the website.

Through embedding the plug-in, Twitter receives the information that you have accessed the corresponding page of our website. If you are logged into Twitter, Twitter can assign your visit to your Twitter account. If you interact with the plug-ins, e.g. forward a tweet, your browser transmits the corresponding information directly to Twitter, where it is stored. Please refer to the data protection information issued by Twitter to learn about the purpose and scope of the data collection and the further processing and use of the data by Twitter. You will also find information about your rights and your settings options to protect your privacy. If you do not wish Twitter to collect data about your visit to our website, please log out of your Twitter account before accessing our site.

LinkedIn

Plugins of the LinkedIn social network, operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA (hereinafter called "LinkedIn"), are integrated into our website. The LinkedIn plugins are identified by the LinkedIn logo or the "Recommend" button on our website. When you call up our website, a direct connection is set up between your browser and the LinkedIn server via the plugin. Consequently, LinkedIn receives the information that you have accessed our website, using your IP address. If you click on the LinkedIn "Recommend" button while you are logged in to your LinkedIn account, you can link the content of our website to your LinkedIn profile. Then LinkedIn can assign your visit to our website to your user account.

Please note that we, as the provider of the website, have no knowledge of the content of the transferred data or their use by LinkedIn. The details of data collection (purpose, extent, further processing, use) and your rights and setting options can be obtained from LinkedIn's data protection notes.

On our website, we use the analysis and conversion tracking technology of the LinkedIn platform, a service offered by LinkedIn Ireland, Wilton Plaza, Wilton Place, Dublin 2 (Ireland). With the help of this LinkedIn technology, you can be shown more relevant advertising, based on your interests. LinkedIn also provides us with aggregated and anonymous reports on advertising activities and information on how you interact with our website.

To do this, LinkedIn uses cookies, which serve for clear identification of a web browser on a certain computer, have a life span of 30 days and do not contain any personal data. Thus they do not permit the personal identification of our website users. There is analysis via the cookie of how you interact with our website (e.g. via which website you accessed ours, the time you spent on the website, which offers you were interested in) and whether you are a member of the LinkedIn platform. The data gathered with the help of the cookie serve to prepare the above anonymous statistics and reports and to supply ads based on your interests.

Further information on LinkedIn's privacy policy can be found here. Irrespective of whether you are a registered member of LinkedIn or not, you can opt out from the analysis of your user behaviour by LinkedIn and from the receipt of interest-based recommendations; to do this click on "Opt out on LinkedIn" (for LinkedIn members) or "Opt out" (for other users) at the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Please note that opting-out from such advertising does not remove ads from the website you access. It only means that the ads which you are shown are not necessarily oriented to your personal interests.

Disqus Comment System

Disqus is an online service that offers a central discussion platform for websites. The technology for Disqus is provided by Big Head Labs, Inc. in San Francisco in the USA.

Spielwarenmesse India uses the Disqus comment system. All the data sent through the Disqus comment system are processed and saved by Disqus on its servers. They may also be saved on servers outside Europe. Disqus' Terms of Use apply to the saving, processing and collection of data by Disqus. Disqus' Terms of Use can be read online in English here. Comments can be written as a guest (without registration) or with a Facebook, Twitter, Google or Disqus user account. If Disqus is used via a social login in Facebook, Twitter or Google, these services may also collect and save data.

Moderation of comments is solely the responsibility of Spielwarenmesse. Information on how Spielwarenmesse moderates can be found under Netiquette.

If users have supplied us with personal data, they can simply delete the latter at any time. Similarly, users can object to the production of pseudonym user profiles using their data at any time. If they wish to do so, they should please deactivate the cookies in their internet browser.

Your right to information

You are entitled by law to request written information at any time about what personal data Spielwarenmesse has stored for you. You can request this information by sending us a message at the address stated in the Legal Notices.

Any corrections, bans or deletions desired by you after the provision of such information will be carried out by Spielwarenmesse India without delay.

Proviso

Spielwarenmesse India reserves the right to change these data protection guidelines in line with the data protection regulations at any time. Any changes to this document in the future will be notified and made available to you on the website. Your continued use of the website shall be deemed your acceptance of the updated document.

Any questions?

If you have any questions or suggestions concerning data protection at Spielwarenmesse, please contact our Data Protection Officer by e-mail at:

Heena Jabeen
Spielwarenmesse India
Crescent Building Level 2,
Lado Sarai Mehrauli
IN-110 030 New Delhi
Phone: +91 (11) 6696 1160
info(at)spielwarenmesse.in

Your right of withdrawal

You have the right to withdraw your consent to the future use of your personal data at any time. Your right of withdrawal is incorporated in all our procedures and will be implemented without delay. You may inform Spielwarenmesse about your wish to withdraw consent by contacting [us at the contact details provided in this document](#).

II) Visitors from the European Union

In addition to the terms set forth above, this section of the document shall apply if your personal data is subject to protection under GDPR.

International Transfers of Personal Data

Spielwarenmesse may transfer your personal data to countries outside of the European Union, including to countries which may not provide the same level of data protection as your home country. Spielwarenmesse shall, however take appropriate steps to ensure that recipients of your personal data are bound by duties of confidentiality. Spielwarenmesse will implement appropriate measures to ensure the protection of your personal data in accordance with this document.

Your Rights

You have the following data protection rights, which you can exercise at any time by contacting us using the contact details provided in this document:

- The right to access, correct, update or request deletion of your personal data.
- The right to object to processing of your personal information in connection with our business, and separately the right to object to direct marketing.
- The right to ask Spielwarenmesse to restrict processing of your personal information or request portability of your personal information.
- The right to opt-out of marketing communications we send you at any time. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you. To opt-out of other forms of marketing (such as postal marketing or telemarketing), then please contact us using the contact details provided in this document.

If you are aware of changes or inaccuracies in your information, you should inform us of such changes so that our records may be updated or corrected.

III) The public register of procedures

Where applicable, in accordance with Art. 4g of the German Data Protection Act, the Data Protection Officer shall make the following information as defined by Art. 4e of the act publicly available in a suitable way:

1. Name of responsible body:

Spielwarenmesse eG, Nürnberg

2. Executive Board:

Ernst Kick, Dr. Hans-Juergen Richter Appointed Data Processing Manager: Jens Pflüger

3. Address of responsible body:

Herderstraße 7, 90427 Nürnberg, Germany

4. Purpose of collection, processing or use of data:

The purpose of the cooperative is to promote the acquisition and business of members through joint business operations. To fulfil this purpose, the cooperative hires exhibition facilities for use for its events.

The business of the cooperative is the organization and marketing of toy fairs. The cooperative may adopt all measures suitable for promoting its business and may also extend its activities to related segments.

The cooperative is entitled to set up subsidiaries and to purchase other similar companies or acquire stakes in such companies.

The cooperative is allowed to extend its business operations to non-members.

Spielwarenmesse eG organizes fairs and congresses in Germany and abroad together with all associated activities and services for members of the cooperative and non-members.

The collection, processing and use of data are for exercising the declared purposes of the cooperative, in particular:

- for handling the various business processes,
- for information and advertising for events,
- for the purpose of market and opinion research,
- for services accompanying events.

5. Description of the groups of persons concerned and related data or data categories

The following personal data are collected, processed and used for each group of persons for fulfilling the above-mentioned purposes:

Group of persons	Data
Exhibitor data	Company addresses, contact names and communication data, industry information, product data, contract and billing data
Trade visitor data	Registration data and proof, company addresses, contact names and communication data Personal data, industry information, product interests, billing data
Press, journalists	Registration data and proof, company addresses, contact names, communication data, billing data
New exhibitors	Company addresses, contact names and communication data, associated industry, product interests and data, billing data
Data for other business partners, such as suppliers, service providers	Company data or data of institutions with addresses, contact names and communication data, service information, contract and billing data

The personal data of applicants, employees and service providers are used for the purpose of internal communication, support, administration and billing, provided these data are necessary for fulfilment of the purposes stated at 4.

6. Recipients or categories of recipients to whom data may be disclosed:

- public bodies, only if overriding legal regulations exist,
- responsible sales and service partners,
- external processors of order data in accordance with Art. 11 German Data Protection Act,
- group companies,
- associations in the fair and exhibition industry,
- exhibitors – only for fulfilling the above-mentioned purposes,
- representatives in Germany and abroad,
- external bodies and internal departments for fulfilling the purposes stated at 4.

7. Standard periods for blocking/deleting data

The legislator has decreed a wide range of legal obligations and periods concerning the storage of data. The relevant data are deleted as a matter of routine on expiry of these periods. Data not affected by such legal obligations will be deleted when the purposes stated at 4. no longer apply. To ensure that any objection to the use of personal data collected for commercial purposes can be implemented at any time, the data of the person objecting must be kept permanently in a blocking list.