

Information on privacy in accordance with art. 13, 14 and 21 GDPR

With this attachment M3B GmbH and its brands and business areas MESSE BREMEN, CONGRESS BREMEN, ÖVB-Arena, Bremer Ratskeller – wine dealer since 1405 und GROSSMARKT BREMEN wish to inform you about the **processing of your personal data** in the context of our consultation, the conclusion of various contracts and the offering of our services.

This privacy information applies to **interested persons, customers and partners** of M3B GmbH.

In addition we hereby inform you about **your claims and rights under privacy regulations**.

We hereby fulfil the informational duties arising in accordance with art. 13, 14 and 21 of the General Data Protection Regulation (GDPR).

1. Who is responsible for the processing of your personal data?	Responsible is: M3B GmbH Findorffstraße 101 28215 Bremen Germany datenschutz@m3b-bremen.de +49 (0)421 3505-0 CEO: Hans Peter Schneider
2. Who can I turn to for questions about privacy?	The data protection officer of the M3B GmbH can be reached under: datenschutz nord GmbH Konsul-Smidt-Straße 88 28217 Bremen Germany https://datenschutz-nord-gruppe.de office@datenschutz-nord.de

<p>3. Which sources and data categories are processed for consultation and the conclusion of a contract or in the context of a service provided by M3B GmbH?</p>	<p>We receive your personal data by various routes:</p> <ol style="list-style-type: none"> 1. If you provide your personal data during an online purchase of our products, then we receive the personal data from the service provider. This involves a capture of personal data by third parties, in accordance with art.14 of the GDPR, of which we are hereby informing you. 2. If you register or sign up for an event, buy a product, order a newsletter or make use of other services directly from us or on our website by means of the contact form, then we process your personal data directly in our systems. In certain cases your personal data will be given to companies that provide services in our commission, e.g. to set up fair stands for our customers. You will be informed in the individual case about the service partner. <p>We collect the following types of data:</p> <ul style="list-style-type: none"> • Standing personal data (name, address data) • Communication and contact data (telephone numbers, email addresses) • Contractual master data • Data about industries and positions in the business • Customer history • Contract calculation and payment data • Bank account information • For certain types of contract we will obtain credit • information from Creditreform AG (optional)
<p>4. What is the purpose of the processing of your data?</p>	<p>M3B GmbH collects and processes your personal data for consultation and for the conclusion of various contracts for delivery and services in all areas of the three above-mentioned business fields.</p>

<p>5. What is the legal basis for the processing of the data?</p>	<p>M3B GmbH processes personal data in accordance with the provisions of the GDPR:</p> <ul style="list-style-type: none">• Processing for the fulfilment of a contract to which the data subject is a contractual party or to carry out pre-contractual measures (art. 6 para. 1 lit. b GDPR) <p>When you contact us and fill out requests for the consultation, trade and services we offer, we collect your personal data to prepare contracts for our services (precontractual measures).</p> <p>These pre-contractual measures as well as the contract form the legal basis for the collection and processing, bound to specific purposes, of your personal data.</p> <ul style="list-style-type: none">• Processing on the basis of consent (art. 6 para. 1 lit. a GDPR) <p>Insofar as you have registered for a newsletter or provided your personal data to us willingly for other purposes, we will always obtain your consent.</p> <ul style="list-style-type: none">• Processing within the framework of our own legitimate interest (art. 6 para. 1 lit. f GDPR) <p>The collection of user data during use of the internet sites of M3B GmbH occurs in our own legitimate interest. The concrete explanations of the type of data that are captured on the internet are found in the data protection statement of the particular internet site.</p>
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<p>6. How long do you save personal data?</p>	<p>Insofar as necessary we process and save your personal data for the duration of our business relation, which includes for example initiation and processing of a contract. In addition we are subject to various duties of preservation and documentation arising among other things from the German Commercial Code (HGB) and the German Tax Code (AO). The periods of storage and documentation established there run from three to ten years.</p> <p>Ultimately the storage duration is determined by the legal periods of limitation, which for example in accordance with §§ 195 ff. of the German Civil Code (BGB) can amount to up to thirty years, although the regular period of limitation is three years.</p>
<p>7. Who receives the data?</p>	<p>External service providers commissioned by M3B GmbH receive personal data for the above-mentioned purposes if they offer a guarantee that suitable technical and organizational measures will be carried out so that the processing accords with the GDPR and the protection of the rights of the data subjects is guaranteed. The legal basis of this transmission is art. 6 I b GDPR.</p> <p>We transmit your data in case of a credit risk (name, address, email address, information on your person and as the case may be contractual and claim data) for the purpose of a credit check as well as to review the deliverability to the address provided and for the purpose of collections processing to Atradius Bremen. The legal basis of this transmission is art. 6 I b GDPR and art. 6 I f GDPR.</p> <p>Transmissions on the basis of art. 6 I f GDPR may only occur insofar as this is necessary to pursue the legitimate interests of our business and the interests or basic rights or freedoms of the data subjects who require protection of personal data do not override this.</p> <p>Recipients of personal data can in addition include other third-parties for whom you have given consent to transmit data or to whom a legal obligation to transmit data exists.</p>
<p>8. Are your data transmitted to a third country or an international organization?</p>	<p>There will be no transmission of your personal data to a third country or an international organization.</p>

<p>9. What data protection rights do I have?</p>	<p>You have the right to information in accordance with art. 15 GDPR, the right to rectification in accordance with art. 16 GDPR, the right to deletion in accordance with art. 17 GDPR, the right to restriction of processing in accordance with art. 18 GDPR and the right to data portability in accordance with art. 20 GDPR. In the case of the rights to information and deletion the restrictions from §§ 34, 35 of the new version of the Federal Data Protection Act hold.</p> <p>In addition there is a right of complaint to a data protection regulatory authority (art. 77 GDPR in connection with § 19 of the new Federal Data Protection Act).</p> <p>If you wish to assert these rights, please turn to the M3B GmbH data protection officer, contact information is indicated above.</p>
<p>10. Is there a right to complaint?</p>	<p>Every data subject has the right to complain to the regulatory authority responsible for the M3B GmbH by federated state law (art. 77 GDPR).</p> <p>The responsible supervisory authority is:</p> <p>The State Officers for Data Protection and Freedom of Information of the Freie Hansestadt Bremen Arndtstraße 1 27570 Bremerhaven Germany</p> <p>https://datenschutz.bremen.de</p>
<p>11. Is there any obligation that you provide your personal data?</p>	<p>In your business relation with M3B GmbH you must only provide those personal data that are necessary to assume and carry out a business relation or for the capture of which M3B GmbH is legally obligated.</p> <p>Without these data M3B GmbH will generally need to decline to conclude a contract or carry out a commission or no longer be able to carry out an existing contract and as the case may be will need to terminate it.</p>
<p>12. To what extent are there automated decisions in the individual case including “profiling”?</p>	<p>There are no automated decisions in the individual case including profiling.</p>

13. Can I object to the processing of my personal data?	<p>Fundamentally you have the right to object to the processing of personal data by M3B GmbH in accordance with art. 21 GDPR. However we wish to note that we can then not assume any risk.</p> <p>Insofar as the processing of data rests on a declaration of consent, this can be revoked at any time. This also holds for the revocation of declarations of consent given to M3B GmbH before the GDPR went into effect, hence before May 25 2018. The revocation of the consent does not affect the legality of the data processed prior to the revocation.</p>
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M3B GmbH, Bremen

25 May 2018