

Data protection declaration

Thank you for your interest in our company. Below we inform you about the collection of personal data when using our website. “Personal data” means all data that can personally identify you, e.g. name, address, e-mail addresses, user behavior.

The data controller pursuant to Article 4(7) of the EU General Data Protection Regulation (GDPR) is BRIGHT GmbH & Co.KG, Luckenwalder Straße 4-6, 10963 Berlin, e-mail: hello@brighttradeshow.com (see our imprint).

You can contact our data protection officer Marco Tessendorf (procado Consulting, IT- & Medienservice GmbH, Warschauer Str. 58a, 10243 Berlin) at datenschutz@premium-group.com or at our postal address to the attention of "the Data Protection Officer".

What rights do you have with us?

(1) You have the following rights in relation to us with regard to any personal data concerning you:

- right to information,
- right to correction or deletion,
- right to limitation of processing,
- right of opposition to the processing,
- right to data transferability.

(2) You also have the right to complain to a data protection supervisory authority about our processing of your personal data.

What personal data do we collect when you visit our website?

(1) Access data

When using the website for information purposes only, i.e. if you do not register or otherwise provide us with information, we only collect the personal data that your browser transmits to our server. If you wish to view our website, we collect the following data, which are technically necessary for us to display our website to you and to warrant stability and security (legal basis is Article 6(1), Sentence 1, Litera f GDPR):

- IP address,
- the date, duration and time of your visit to our website,
- the country from which you are visiting our website,
- the website from which you are visiting our website,
- the respective search term if you come to our website via a search engine,
- the concrete web pages you visit on our site,
- your Internet service provider,
- the web browser and operating system with which you access our website,
- the files you download from our websites.

(2) Data you voluntarily provide us

If you contact us by e-mail or via a contact form, the data you provide (your name, your e-mail address, your telephone number if applicable, your position in the company, the business field of the company) will be stored by us in order to answer your questions (the legal basis is Article 6(1), Sentence 1, Litera f GDPR). We delete the data arising in this context once the storage is no longer necessary, or limit the processing if statutory retention obligations exist.

(3) Newsletter

With your consent, you can subscribe to our newsletter, with which we will inform you about our services, news, ticketing and events. To register for our newsletter, we use the so-called “double opt-in procedure”. This means that after your registration, we will send you an e-mail to the specified e-mail address in which we ask you to confirm that you would like the newsletter to be sent. In addition, we store your IP addresses

and the time of registration and confirmation. The purpose of the procedure is to be able to prove your registration and, if necessary, to clarify any potential misuse of your personal data.

Your name and your e-mail address are the data required to send the newsletter. After your confirmation, we save these data for the purpose of sending you the newsletter. The legal basis is Article 6(1), Sentence 1, Litera a GDPR.

You can revoke your consent to receive the newsletter at any time and unsubscribe from the newsletter. You can declare your revocation by clicking on the link provided in every newsletter e-mail, by e-mail to datenschutz@premium-group.com or by sending a message to the contact specified in the imprint.

(4) Newsletter tracking with Pardot

We would like to point out that we evaluate your user behaviour when sending the newsletter. We use the analysis tool Pardot from salesforce.com, inc, The Landmark at One Market, Suite 300, San Francisco, CA 94105, USA. For this analysis, the e-mails sent contain so-called “web beacons” or “tracking pixels”, which represent single-pixel image files stored on our website. We link the above access data and the web beacons to your e-mail address and an individual ID for the evaluations. In events when personal information is transferred to the United States, Pardot has submitted to the EU-US Privacy Shield.

You may object to this tracking at any time by clicking on the separate link provided in each e-mail or by sending an e-mail to datenschutz@premium-group.com or by any other means of contact. The information is stored for as long as you have subscribed to the newsletter. After a cancellation, we store the data anonymously purely for statistical purposes.

(5) Registration for BRIGHT events

You can register for BRIGHT events on our website. When registering, the data you provide (your name, your e-mail address, your telephone number if applicable, your position in the company, the business field of the company) will be stored by us. The legal basis is Article 6(1), Sentence 1, Litera g GDPR. We delete the data arising in this context after the storage is no longer necessary, or limit the processing if statutory retention obligations exist.

(6) Ordering BRIGHT event tickets online

When you order tickets to BRIGHT events via our website, your name, your e-mail address, your telephone number if applicable, your position in the company, and the business field of the company will be stored by us in order to be able to process the order. The legal basis is Article 6(1), Sentence 1, Litera b GDPR. After receipt of the order, you will receive an order confirmation with an invoice by e-mail. We delete the data arising in connection with an online order once the storage is no longer necessary or limit the processing if statutory retention obligations exist. Further information on online ticketing can be found in our General Terms and Conditions of Business: www.brighttradeshow.com

(7) Application for a stand

You can apply online for a stand via our website. For this purpose, we collect the following mandatory information: company, title, contact person (last name, first name), street, house number, postal code, town, country, telephone number and e-mail. The legal basis is Article 6(1), Sentence 1, Litera b GDPR. The indication of further, separately marked data (fax, homepage) is voluntary.

(8) Disclosure of data to third parties

In order to fulfil our contractual obligations and services, we may forward your data to companies affiliated with BRIGHT, selected organisers and organisers of national and international trade fairs, exhibitions, congresses and events (among other things to simplify registration and avoid multiple registrations), to exhibitors at our trade fairs and events and to selected partner companies who process personal data on our behalf and with whom we have concluded a job processing agreement. These services include, for example, ticketing to our trade fairs and events, mailings, stand services and catalogue entries.

In addition, BRIGHT and its parent company PREMIUM Exhibitions GmbH as well as our exhibitors and partner companies have the possibility to retrieve your personal data via electronic devices with a scanning function and to use, process and store your data to the required extent and to send you special offers tailored to your interests, provided you allow them to scan your ticket. This scanning process is voluntary. By approving the scanning of your ticket, you expressly agree for the scanning party (e.g. the exhibitors) to have direct access to (structural) data you provided during registration, with the exception of bank account or credit card data. The legal basis is Article 6(1), Sentence 1, Litera a GDPR.

Any further disclosure of personal data to third parties will only take place within the framework of job data processing and in individual cases when you have given your prior consent or if we are obliged by law to disclose such data to public authorities. Through the scanning process, you further agree that you may be contacted by the scanning party by telephone or e-mail in connection with your visit to the trade fairs

and events (in accordance with the provision and transmission of a "digital business card"). The legal basis is Article 6(1), Sentence 1, Litera a GDPR.

You can revoke your consent at any time. You can declare your revocation by clicking on the link provided in each e-mail, by e-mail to datenschutz@premium-group.com or by sending a message to the contact specified in the imprint.

(9) Marketing

BRIGHT, its parent company PREMIUM Exhibitions GmbH and our exhibitors and partner companies may use collected data for their own marketing purposes, provided you have specifically agreed to such use. We also refer to our General Terms and Conditions of Use. Furthermore, your data may be passed on to service providers commissioned by us for the provision of BRIGHT services or for the transmission of our BRIGHT newsletters, provided we have concluded a corresponding job data processing agreement with the third parties concerned.

You can revoke your consent at any time. You can declare your revocation by clicking on the link provided in each e-mail, by e-mail to datenschutz@premium-group.com or by sending a message to the contact specified in the imprint.

(10) Links

Our website contains links to other websites, e.g. to external websites and offers of our partner companies. We check these links with reasonable care and the respective external websites usually have their own data protection declarations. We therefore expressly accept no liability for such declarations not related to us and ask you to inform yourself separately about the data protection practice of the provider of the respective external website. Under no circumstances are we responsible for the content of linked websites. Furthermore, BRIGHT is not responsible for the content of websites that refer to us.

What cookies do we use?

We use cookies in some areas of our website. These are small text files that are stored on your computer as log files by your browser. Our cookies do not contain any personal information. You can set your browser so that it informs you about cookies, accepts them or rejects them. Please note the individual settings of your browser. The use of cookies is generally permitted by default in most browsers and we reserve the right for the BRIGHT website to only function properly and without restrictions if cookies are accepted without restrictions.

(1) Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the United States of America and stored there. However, if IP anonymisation is activated on this website, Google will reduce your IP address within Member States of the European Union or in other countries party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activities and to provide the website operator with further services associated with the website and Internet use.

The IP address transmitted by your browser within the framework of Google Analytics is not merged with other Google data.

You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do so, you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie regarding your use of the website (including your IP address) and from processing this data by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

This website uses Google Analytics with the extension "_anonymizeIp()". As a result, IP addresses are further processed in abbreviated form, so as to rule out a personal relationship. If the data collected about you are personal, these data will be excluded immediately and the personal data will be deleted immediately.

We use Google Analytics to analyse and regularly improve the use of our website. We can improve our offer and make it more interesting for you as a user through the statistics gained. For the exceptional cases in which personal data are transferred to the United States, Google has submitted to the EU-US Privacy Shield (<https://www.privacyshield.gov/EU-US-Framework>). The legal basis for the use of Google Analytics is Article 6(1), Sentence 1, Litera f GDPR

Third Party Information: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

terms of use: <http://www.google.com/analytics/terms/de.html>,

privacy overview: <http://www.google.com/intl/de/analytics/learn/privacy.html>,

and privacy policy: <http://www.google.de/intl/de/policies/privacy>.

(2) Web analysis with Pardot

This website also uses an analysis tool from Pardot of salesforce.com, inc. Pardot Services sets a maximum of two cookies, including a "visitor cookie" and a "Pardot App session cookie". An identification number is generated via the "visitor cookie", which is used to identify the browser of the website visitor. The identification number is a generated numerical code that has no meaning outside of Pardot Services. The "Pardot App session cookie" is only set if a customer logs into the Pardot App as a user. All cookies only receive the generated number code.

We also use Pardot to analyze and regularly improve the use of our website. To this end, we analyse the user and click behaviour on our websites in order to be able to tailor our communication better to customer needs. The legal basis for the use of Pardot is Article 6(1), Sentence 1, Litera f GDPR. In the event personal information is transferred to the United States, Pardot has submitted to the EU-US Privacy Shield (<https://www.privacyshield.gov/EU-US-Framework>).

What marketing tools do we use?

(1) Facebook Custom Audiences

This website uses the "Custom Audiences" remarketing function of Facebook. This allows users of the website to see interest-based advertisements ("Facebook ads") when visiting the social network Facebook or other websites that also use the process. We are interested in showing you advertisements that are of interest to you in order to make our website more interesting for you.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Facebook server. We have no influence on the extent and further use of the data collected by Facebook through the use of this tool and therefore inform you according to our level of knowledge: By integrating Facebook Custom Audiences, Facebook receives the information you have called up the corresponding page of our website, or that you have clicked one of our ads. If you are registered with a Facebook service, Facebook can associate your visit with your account. Even if you are not registered with Facebook or have not logged in, it is possible that the provider may obtain and store your IP address and other identifying information.

Logged-in users can deactivate the "Facebook Custom Audiences" function at <https://www.facebook.com/settings/?tab=ads#>.

The legal basis for the processing of your data is Article 6(1), Sentence 1, Litera f GDPR. For more information about Facebook's data processing, please visit <https://www.facebook.com/about/privacy>.

(2) Facebook pixels

We also use the "visitor action pixel" from Facebook on our website. It allows us to track the actions of users who have seen or clicked on a Facebook ad. This enables us to measure the effectiveness of Facebook ads for statistical and market research purposes. The data collected in this way are anonymous to us, i.e. we do not see the personal data of individual users. However, these data are stored and processed by Facebook, about which we are informing you according to our level of knowledge. Facebook may link this information to your Facebook account and also use it for its own promotional purposes in accordance with Facebook's Data Policy (<https://www.facebook.com/about/privacy/>). You can allow Facebook and its partners to serve ads on and off Facebook. A cookie may also be stored on your computer for these purposes.

For more details, please see Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

(3) LinkedIn ads

On our website we use the analysis and conversion tracking technology of the LinkedIn platform, LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. With this LinkedIn technology, you can see more relevant advertising based on your interests. We also receive aggregated (summarized in a certain way) and anonymous reports from LinkedIn about ad activity and information about how you interact with our website. For more information on LinkedIn's privacy policy, please visit: <https://www.linkedin.com/legal/privacy-policy#choices-oblig>. You may object to the above-described analysis of your usage behavior by LinkedIn and the display of interest-based recommendations. Click on the field "Opt out on LinkedIn" (for LinkedIn members) or "Opt out" (for other users) under the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

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