

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

(1) By giving your consent, you may subscribe to our Newsletter which provides you with information on current attractive offers, services, news, ticketing and events. The advertised services are specified in the declaration of consent.

(2) Registration for our Newsletter is subject to the so-called double opt-in process. After registration, we will send you an email to the specified address in which we ask you to confirm your request for Newsletter

subscription. If you fail to confirm your registration within [24 hours], your information will be blocked and automatically deleted after one month. In addition, we store the IP addresses you use as well as the time of your registration and confirmation. This process serves as evidence of your registration and may help clarify any misuse of your personal data.

(3) The only mandatory information required for your Newsletter subscription is your email address. The provision of any further, separately identified information is voluntary and is utilised to address you personally. After your confirmation, we will store your email address for the purpose of sending you the Newsletter. The relevant legal basis is Article 6, Section 1 sentence 1, point a of the GDPR.

(4) You may withdraw your consent to receiving the Newsletter at any time and cancel your subscription. You can withdraw your consent either by clicking the link contained in every Newsletter email or by sending a message to the contact details specified in the legal notice.

(5) We hereby inform you that we evaluate the user behaviour of all Newsletter subscribers. To facilitate such evaluation, the emails we send contain so-called web beacons or tracking pixels which represent one-pixel image files that are stored on our website. For our evaluations, we link the data and web beacons mentioned in Art. 3 with your email address and an individual ID. Links contained in the Newsletter also include this ID. The data are collected exclusively in a pseudonymised form, i.e. the IDs are not linked with your other personal data and direct individual identification is impossible. The data thus collected are utilised to prepare a user profile which helps us tailor the Newsletter to your individual interests. In this context, we record the time at which you read our Newsletter and the links you click to derive your personal interests. These data are then linked with actions you carry out on our website. You may object to this tracking at any time by clicking the separate link provided in every email or by notifying us via our other contact channels. The information will be stored as long as you subscribe to the Newsletter. After your deregistration, we store your data anonymously for statistical purposes. There will be no tracking if you have deactivated the display of images in your email programme. In this case, you will not see the complete Newsletter and may not be able to use all functions. If you activate the display of images manually, the above-mentioned tracking will apply.

(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: https://brighttradeshow.com/media/data/bright_s18_agb.pdf

(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, its parent company PREMIUM Exhibitions GmbH, its partner company V111 GmbH, 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, its parent company PREMIUM Exhibitions GmbH, its partner company V111 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 that 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, our parent company PREMIUM Exhibitions GmbH, our partner company V111 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>.

Google Maps

(1) We use Google Maps services on this website. This allows us to display interactive maps directly on the website and makes it possible for you to conveniently use the map function.

(2) By visiting the website, Google receives the information that you have visited the corresponding sub-page of our website. The data specified in Section 3 of this policy is also transmitted. This takes place regardless of whether Google provides a user account via which you are logged in or no user account exists. If you are logged in to Google, your information will be directly associated with your account. If you do not wish this information to be associated with your Google profile, you must log out before activating the button. Google stores your data in the form of usage profiles and uses them for purposes of advertising, market research and/or the demand-based design of its website. Such data evaluation takes place in particular (even for users who are not logged in) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. You are entitled to object to the creation of these user profiles; should you wish to do so, you must contact Google to exercise this right.

(3) Further information on the purpose and scope of data collection and processing by the plug-in provider can be found in the provider's privacy policies. The privacy policies will also provide you with further information about your corresponding rights and configuration options to protect your privacy: <http://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the United States and has joined the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>

AddThis bookmarking

Our websites use AddThis plug-ins. These plug-ins allow you to bookmark or share interesting content with other users. We offer you the possibility to interact with social networks and other users via these plug-ins so that we can improve our services and make them more interesting for you as a user. The legal basis for the use of the plug-ins is Article 6, Section 1, sentence 1, point f of the GDPR.

In using these plug-ins, your Internet browser establishes a direct connection to the AddThis servers and the selected social networking or bookmarking services, if applicable. The recipients receive the information that you have accessed the corresponding website of our online service and the data stated under "Access data" of this declaration. This information is processed on AddThis servers located in the USA. [We have put in place standard data protection clauses with AddThis.]. When you send content on our website to social networks or bookmarking services, a link can be established between a visit on our website and your user profile on the corresponding social network. We have no influence on the data collected and data processing processes, nor are we aware of the full extent of data collection, or the purposes of processing, or the storage periods. We also have no information on the deletion of the data collected by the plug-in provider.

The plug-in provider stores your data in the form of usage profiles and uses them for purposes of advertising, market research and/or the demand-based design of its website. Such data evaluation takes place in particular (even for users who are not logged in) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. You are entitled to object to the creation of these user profiles; should you wish to do so, you must contact the plug-in provider to exercise this right.

If you do not wish to participate in this process, you can opt out of data collection and storage at any time and with prospective effect by setting an opt-out cookie: <http://www.addthis.com/privacy/opt-out>. Alternatively, you can configure your browser to reject cookies.

For more information about the purpose and scope of data collection and processing by the plug-in provider, and to learn more about your rights and configuration options to protect your privacy, please contact: AddThis LLC, 1595 Spring Hill Road, Sweet 300, Vienna, VA 22182, USA, www.addthis.com/privacy.

myFonts

Our website uses fonts provided by MyFonts Inc., 600 Unicorn Park Drive, Woburn, MA 01801, USA. The legal basis for usage is Article 6, Section 1, sentence 1, point f of the GDPR. When the website is accessed, data is also retrieved from a MyFonts server, which at least gives MyFonts knowledge of your IP address. Among other things, MyFonts also learns that you have accessed the font via our website, as well as some technical information about your browser (see access data). Some browsers allow you to restrict or modify the data sent to the server, but whether this is possible depends on the browser manufacturer. Even if MyFonts only needs the transmitted information, in particular the IP address, to deliver the retrieved content, we do not know and cannot influence whether and to what extent MyFonts also statistically evaluates or stores this information. You can find further information on data protection at MyFonts at the following link: <https://www.myfonts.com/info/terms-and-conditions>.

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