

## PRIVACY POLICY – THE SMARTER E EUROPE ORDER CENTER

1. The organisers shall comply with the relevant statutory provisions, in particular the Basic Data Protection Ordinance (DSGVO), with regard to the personal data of the exhibitor.
2. Personal data of the exhibitor shall be collected, stored, processed and used by the organisers if, to the extent and for the duration necessary for the establishment, performance or termination of this contract.

Further collection, storage, processing and use of the exhibitor's personal data shall only take place to the extent required or permitted by a legal provision or with the consent of the exhibitor.

Personal data of the exhibitor will be forwarded to the service providers mpc Networks GmbH and Aditus GmbH as well as the co-organizer Solar Promotion GmbH and stored for the duration of processing and for a maximum of 3 years. The named companies are bound by data protection instructions in accordance with Art. 28 DSG-VO.

3. The exhibitor is aware that in order to carry out pre-contractual measures and fulfil this contract, the collection, processing and use on the basis of Art. 6 Para. 1 lit. b) DSGVO are necessary, among other things, of his name, e-mail address, company and address.
4. In particular, the organisers are entitled to transfer the purchaser's data to third parties if and to the extent that this is necessary for the implementation of pre-contractual measures and fulfilment of this contract (e.g. for dispatch, invoicing or customer service) pursuant to Art. 6 para. 1 lit. b) DSGVO or fulfilment of a legal obligation within the meaning of art. 6 para. 1 lit. c) DSGVO. Within the scope of what is legally permissible, the organisers may, under certain circumstances, also forward this data to third parties (e.g. collection agencies) for the purpose of asserting claims in accordance with Art. 6 para. 1 lit. b) and/or f) DSGVO.
5. On request, the organisers shall provide the exhibitor, free of charge and subject to the statutory requirements, with information on the stored personal data relating to the exhibitor. The exhibitor has the right, subject to the legal requirements, to demand the correction, deletion, restriction of the processing or transfer of his data to a third party. In addition, the exhibitor has the right to complain to a supervisory authority.
6. The exhibitor may at any time object to the possible use of his personal data (I) for the necessary performance of a task assigned to the seller in the public interest or in the exercise of official authority, or (II) for the necessary safeguarding of the legitimate interests of the organisers or a third party - as may be the case in accordance with the preceding clause 5 - in accordance with Art. 21 (1) DSGVO by informing the organisers in an informal manner.

If the organisers cannot prove any overriding compelling reasons worthy of protection for the use, the organisers will no longer use the data concerned for these purposes after receipt of the objection.

The exhibitor may also object to any use of his personal data for purposes of direct advertising pursuant to art. 21 para. 2 DSGVO at any time and free of charge by informing the organisers informally. After receipt of the objection, the organisers will no longer use the data concerned for these purposes.

## 7. Embedding of YouTube videos:

7.1. We have embedded YouTube videos on our website which are stored on <https://www.YouTube.com> and can be played directly on our website. [These videos have all been embedded in Privacy Enhanced Mode, i.e. none of your personal data is transferred to YouTube if you don't play the videos. The data mentioned in paragraph 2 are only transferred once you actively play the videos. We do not have any influence over this transfer of data.] With regard to the balancing of our interests, this serves to protect our overriding legitimate interest in optimally marketing our services pursuant to Article 6 Paragraph 1 Sentence 1 Letter f GDPR.

7.2. When you visit our website, YouTube receives information from the respective subpage of our website that you visited. Moreover, IP addresses, the date and time of the query, the time difference to Greenwich Mean Time (GMT), the content of the request (exact page), access status/http status code, each amount of data transferred, the website from which the request originated, the browser, the operating system and its interface, and the language and version of the browser software are transferred. This occurs regardless of whether YouTube hosts a user account to which you are logged in or whether you view the videos without being logged into an account. If you are logged in to a Google account, your data will be directly associated with your account. If you would not like this association to occur with YouTube, you must log out before pressing the play button. YouTube stores your data as a user profile and uses it for advertising, market research and/or website design based on justified requirements. Such data analysis occurs in particular (even for users who are not logged in) for requirement-based advertising and for informing other users of the social network about your activity on our website. You have the right to object to the creation of these user profiles, but to do so, you must contact YouTube directly.

7.3. Other information on the purpose and scope of how YouTube collects and processes data can be found in its Privacy Policy. There, you can also find further information on your rights as well as configuration options for protecting your privacy: <https://www.google.de/intl/en/policies/privacy>. Google also processes your personal data in the USA and is subject to the EU-U.S. Privacy Shield Framework, found at <https://www.privacyshield.gov/EU-US-Framework>.

8. Responsible body for all data protection related questions and for exercising the rights described in paragraphs 6 and 7:

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG, Neuer Messplatz 3, 79108 Freiburg, Germany, Phone: +49 761 3881 -3101/-1101, Fax: +49 761 3881 3127, [messe.freiburg@fwtm.de](mailto:messe.freiburg@fwtm.de).

Data Protection Officer: Attorney at Law Marc E. Evers, DataSEKure Rechtsanwaltsgesellschaft mbH, Weilerstr. 9, 79252 Stegen, Phone: +49 7661 972910, [datenschutz@datasekure.de](mailto:datenschutz@datasekure.de).

Solar Promotion GmbH, Kiehnlestraße 16, 75172 Pforzheim, Germany, Phone: +49 7231 58598-0, Fax: +49 7231 58598-0, [info@solarpromotion.com](mailto:info@solarpromotion.com)

Data protection officer: Sandro Berger, VdE Service GmbH, Eduard-Pfeiffer-Straße 48, 70192 Stuttgart, Germany, Phone: +49 711 22 333-26, [datenschutzbeauftragter@solarpromotion.com](mailto:datenschutzbeauftragter@solarpromotion.com)

The supervisory authority primarily responsible for the organisers is:

State Commissioner for Data Protection and Freedom of Information, P.O. Box 10 29 32, 70025 Stuttgart, Germany, Phone: +49 711 615541-0, Fax: +49 711 615541-15, [poststelle@lfdi.bwl.de](mailto:poststelle@lfdi.bwl.de)