

DATA PROTECTION INFORMATION

PRIVACY POLICY

Status: September 2025

A large graphic element consisting of a teal square with a white border. Inside the square, the words "MEHR ALS MESSE" are written in a large, bold, white, sans-serif font, stacked vertically.

**MEHR
ALS
MESSE**

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Gender-specific differentiation has not been omitted. However, if it has not been observed in certain areas, the corresponding terms apply to both genders in the interests of equal treatment.

basic information on data protection

Welcome to Messezentrum Salzburg and salzburgarena! We are looking forward to welcoming you as a visitor, organiser, exhibitor or partner company!

As the protection of your data and your privacy is very important to us, on the following pages we would like to provide you with comprehensive information about what kind of data we use for what purpose and what we do to protect it.

Compliance with legal regulations is a matter of course for our company and all its employees. The provisions of the General Data Protection Regulation (GDPR) and the Austrian Data Protection Act (DSG) as amended by the Data Protection Amendment Act 2018 apply from 25 May 2018 onwards.

The GDPR regulates the protection of natural persons with regard to the processing of personal data. It applies to all data processing activities within the European Union and is also applicable to companies whose branch is located outside the EU - the market place principle applies.

lawfulness, processing in good faith, transparency

Data disclosed to us must be processed lawfully, fairly and in a manner that is comprehensible to the data subject.

purpose limitation

If personal data is collected, this is done for specified, clear and legitimate purposes.

data minimisation

The collection of personal data must be limited to what is necessary for the purpose of processing.

accuracy

Personal data must be collected accurately and inaccurate data must be erased or rectified.

storage limitation

Personal data must be stored in a form which permits identification of data subjects for no longer than is necessary for the purpose for which the personal data is processed. The statutory storage and retention periods apply.

integrity and confidentiality

Security in the processing of data is ensured by appropriate technical and organisational measures. Unauthorised persons have no access to data or to the use of devices with which data is processed.

Do you have any questions about data protection or the use of your data? You are welcome to contact us any time:

Messezentrum Salzburg GmbH
Am Messezentrum 1 | 5020 Salzburg

phone: +43 662 2404-43
e-mail: datenschutz@mzs.at

The current version of the data protection information can be viewed at the office of Mr Michael Kulzer, Head of Finance & Human Resources, and is displayed at the entrances to the site.

1 name and address of the person responsible

1.1 responsible party

Messezentrum Salzburg GmbH
company register number: FN 67914z
street: Am Messezentrum 1
city: Salzburg
postcode: 5020
e-mail: office@mzs.at
phone: +43 662 2404-0

1.2 persons authorised to represent the company

name: Mr DI (FH) Alexander Kribus MBA
function: Managing Director under commercial law
e-mail: kribus@mzs.at
telephone: +43 662 2404-40

1.3 name and address of the contact person for data protection

name: Mr Michael Kulzer MIM
function: Head of Finance & Human Resources
e-mail: datenschutz@mzs.at
telephone: +43 662 2404-43

2 collection of data by Messezentrum Salzburg GmbH

2.1 Why do we collect data and to what extent?

We, Messezentrum Salzburg GmbH, are both the organiser and lessor of a wide variety of events on our premises. As your host, we welcome over 600,000 visitors, over 5,000 exhibiting companies and numerous organisers from a wide range of industries every year.

The company collects, uses and stores data for the organisation of its own as well as third-party events. These include trade and public fairs, public events (such as public festivals, shows, concerts etc.), closed events (such as conferences, congresses, company events etc.) or other rentals of indoor or outdoor space at the Messezentrum Salzburg GmbH site.

We collect and use personal data only to the extent necessary to provide our content and services. Personal data is only collected and used with consent. An exception applies in cases where prior consent cannot be obtained for factual reasons and the processing of the data is permitted by law.

2.2 What data do we collect?

Our active data research is limited to company contacts. We only collect the private contact details of natural persons if you voluntarily provide us with them, for example when purchasing event tickets online. This includes your name, address, e-mail address and telephone number.

We would like to point out that we only collect, process and store personal data

- for which we have received your consent and authorisation, including newsletter mailings, participation in competitions, online ticket purchases, images taken during your visit to the event.
- which are publicly accessible, including contact persons on company websites, adverts/advertisements in newspapers/magazines, advertising material, telephone directory, etc.
- which were handed over to us personally, including the handing over of your business card or a personal conversation.

No data of illegal origin will be used.

Otherwise, we primarily process the data that a person provides themselves (e.g. name and contact details).

2.3 What data do we NOT collect?

We do not collect, use or store sensitive data from private individuals at any time. Sensitive personal data is data relating to natural persons in terms of:

- racial or ethnic origin
- political opinions
- trade union membership
- religious or philosophical/ideological beliefs
- health
- sexual life or sexual orientation
- genetic or biometric data

We also do not collect, process or store any data that requires the consent of a child.

2.4 For what purpose is the data used?

If private individuals give us their consent to use the personal data provided, we will only use it for specified, clear or legitimate purposes, including

- sending a newsletter to provide the requested regular information in line with the stated event interests,
- participation in one of our competitions,
- the provision of information in accordance with the individual enquiry,
- the processing of specific individual cases or events,
- the sending of invitations to our events, if applicable;
- disclosure to third parties, insofar as this is within the scope of consent.

Existing contacts and data of exhibiting, organising or service-providing companies are used for the purpose of holding events and fulfilling the respective contract. Sales contact with companies or organisations and their contact persons only takes place if the services offered by Messezentrum Salzburg GmbH correspond with the portfolio of the contacted company and can be of mutual economic interest. The following data is processed

- the company postal address,
- the name of the responsible contact person,
- the company e-mail address and
- the company telephone number, if applicable.

For the purpose of direct advertising for exhibitors at our own events (new customer acquisition or information for existing customers), we use this data on the legal basis of legitimate interest.

2.5 How long is data stored and when is it deleted?

The principles of data minimisation and storage limitation apply. Personal data is only stored for the duration of the purpose fulfilment. If the data processing is based on consent, the data will be stored until it is withdrawn.

The statutory storage and retention periods apply to the processing of the data of natural and legal persons.

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage no longer applies. Data may also be stored if this has been provided for by the European or national legislator in EU regulations, laws or other provisions to which the controller is subject. The data will also be blocked or erased if a storage period prescribed by the aforementioned standards expires, unless there is a need for further storage of the data for the conclusion or fulfilment of a contract.

2.6 How do we protect your data?

Our IT service provider ensures the security of electronically disclosed data and is certified in accordance with the international standard ISO/IEC 27001 'IT security procedures, information security management systems (ISMS)'. In accordance with the security guidelines of our IT service provider, regular audits are carried out in order to systematically identify and manage risks. The ISMS also has the function of ensuring the continuous improvement of the protection goals for information security - confidentiality, integrity and availability.

Our employees receive appropriate training in dealing with the topic of data protection and the company provides the relevant tools and documents for the daily and, above all, legally compliant handling of data. The processing of data is subject to internal company guidelines and standardised processes in order to ensure that the data disclosed to us is used securely.

2.7 data transfer

In principle, data is not transferred to third parties unless we are obliged to do so by law, the transfer of data is necessary to fulfil the contractual relationship or you have previously expressly consented to the transfer of your data. Such a transfer takes place, for example, in the context of lead tracking (see below).

You can revoke your express consent to the transfer of your data at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

2.8 processing information for organisers, exhibitors and contractual partners

We work closely with our contractors and service companies to ensure that our grounds are always maintained and to be able to offer you comprehensive on-site services for your event.

Successful events require many different trades and services behind the scenes, which is why we involve our partners in the planning process in the best possible way. For this purpose, data for order fulfilment may be transmitted to our contractual partners if they are involved in the provision of the services. The data disclosed to us when placing an order or registering as an exhibitor will be communicated exclusively for the purpose of order fulfilment and may not be used by our contractual partners for any other purposes of their own.

Please note that your company data may be passed on to our debt collection agency, our lawyer or our insurance company in the event of an incident (e.g. late payment, breach of contract, damage etc.).

We would also like to inform you that, due to our public-law shareholder structure, we are subject to audits by the municipal audit office, the state audit office and the federal audit office, which may inspect our business activities.

2.9 legal basis for the processing of personal data

Insofar as we obtain the consent of the data subject for the processing of personal data, Art. 6 para. 1 lit. a EU General Data Protection Regulation (GDPR) serves as the legal basis. When processing personal data that is necessary for the fulfilment of a contract to which the data subject is a party, Art. 6 para. 1 lit. b GDPR serves as the legal basis. This also applies to processing operations that are necessary for the implementation of pre-contractual measures. Insofar as the processing of personal data is necessary to fulfil a legal obligation to which our company is subject, Art. 6 para. 1 lit. c GDPR serves as the legal basis.

In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d GDPR serves as the legal basis.

If the processing is necessary to safeguard a legitimate interest of our company or a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6 para. 1 lit. f GDPR serves as the legal basis for the processing.

2.10 categories of recipients / processors

Personal data is transmitted to the following recipients/processors depending on the occasion:

- processors (e.g. call centres, IT service providers, complaint management, system platforms, operators of online web shops)
- billing platforms (webshop operators, fuel cards, mobility cards, etc.)
- companies in the MZS Group
- operators of social media, web agencies, Google Analytics
- media representatives in the case of film and photo shoots
- authorities within the scope of their area of responsibility
- insurance companies (e.g. in the event of damage)
- debt collection agencies, lawyers, courts

Some of the above recipients may be based outside Austria or process your personal data there. The level of data protection in these other countries may not correspond to the Austrian level of protection. Personal data is only transferred to countries that have an adequate level of data protection according to the EU Commission. Alternatively, measures are taken to ensure that all recipients have an adequate level of data protection.

3 data protection during your online visit

On our websites, we would like to inform you about our company in general, about the events we organise and about our latest news.

We operate the following websites ourselves:

- www.mzs.at
- www.salzburgarena.at
- www.salz21.at
- www.souvenirsalzburg.at
- www.automesse-salzburg.at
- www.garten-salzburg.at
- www.kulinarik-salzburg.at
- www.renexpo-intherhydro.eu
- www.customized-salzburg.at
- www.dult.at
- www.levelup-salzburg.at
- www.creativsalzburg.at
- www.classicexpo.at
- www.berufsinfomesse.org
- www.gastmesse.at
- www.elektrofachhandelstage.at
- www.hohejagd.at
- www.bauen-wohnen.co.at
- www.autozum.at
- www.smart-linz.at

All information on these pages is constantly updated and is based on information that is believed to be current and correct at the time of publication.

If you have any questions or suggestions regarding individual events or general enquiries, you can contact our staff at any time. Please use the contact details provided.

3.1 data collection and security

You can visit the Messezentrum Salzburg GmbH websites without telling us who you are. By accessing the websites, we, Messezentrum Salzburg GmbH, receive usage data such as IP address, date, time and pages viewed. This information is used by us in anonymised form to learn about user behaviour and to compile statistics. The security of your data is very important to us: all personal data transmitted to us is encrypted before it is transmitted over the Internet.

3.2 newsletter registration and online raffles

We store your name and email address

- if you register for our newsletter and have agreed to receive our newsletter,
- if you have agreed to receive our newsletter when purchasing tickets in our online ticket shop,
- if you have agreed to receive our newsletter as part of an event registration via Talque, or
- if you take part in one of our competitions and consent to the sending of information.

The legal basis for data processing for the purpose of sending the newsletter is your consent. You can unsubscribe from each mailing and will not receive any further information from us. You can revoke your consent at any time. The revocation does not affect the legality of the processing carried out on the basis of the consent until the revocation. We will not pass on your data to third parties.

We work together with an operator of a newsletter management system based in the EU to process the newsletter dispatch.

A valid e-mail address is required to receive our newsletter. Immediately after registering for the newsletter, the email address you have provided is checked to determine whether you are actually the owner or are authorised to receive the newsletter. This is done by sending an e-mail with an activation link.

3.3 cookies & Google Analytics

Our website uses 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 analyse how users use the site.

The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, your IP address will first be truncated by Google within member states of the European Union or in other states party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to analyse your use of the website, to compile reports on website activity and to provide other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be 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 this 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 and relating to your use of the

website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available at the following link (<http://tools.google.com/dlpage/gaoptout?hl=de>).

You can also find more information on this at <https://support.google.com/analytics/answer/6004245?hl=de> (general information on Google Analytics and data protection).

Please note that on this website, Google Analytics has been extended by the code 'gat._anonymizeIp();' to ensure anonymised collection of IP addresses (so-called IP masking).

3.4 social media plugins

Our websites contain programmes (plugins) from social media. When you visit our website which contains such a plugin, your browser establishes a direct connection with the provider's servers, which in turn transmit the content of the plugin to your browser and integrate it into the displayed website. As a result, the information that you have visited our website is forwarded to the provider. If you are logged into your personal social media user account while visiting our website, the website visit can be assigned to this account. By interacting with plugins, e.g. by clicking the 'like' button or leaving a comment, this information is transmitted directly to the operator and stored there.

If you wish to prevent such data transmission, you must log out of your social media accounts before visiting our website. The purpose and scope of the data collection by the operator and the further processing and use of your data there, as well as your rights in this regard and setting options for protecting your privacy, can be found in the respective data protection notices.

We use the following social media providers:

Facebook



operator: Facebook Inc., Facebook 1 Hacker Way, Menlo Park, CA 94025, USA

The plugins can be seen on our website by the Facebook logo (white 'f' on a blue background). <http://www.facebook.com/policy.php>

TikTok



operator: TikTok Technology Limited, The Sorting Office, Ropemaker Place Dublin 2, Dublin, D02 HD 23, Ireland. The plugins can be recognised by the logo on our website.

<https://www.tiktok.com/legal/page/us/privacy-policy/en>

X



operator: X Internet Unlimited Company, One Cumberland Place, Fenian Street Dublin 2, D02 AX07 Irland, The plugins can be recognised on our website by the logo (white 'X' on a black background). <https://help.x.com/en/rules-and-policies>

Instagram



operator: Instagram Inc, 181 South Park Street, Suite 2, San Francisco, CA 94107, USA

The plugins can be seen on our website by the Instagram logo (white camera icon on a coloured background).

<http://help.instagram.com/155833707900388>

LinkedIn



operator: LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland

The plugins can be seen on our website by the LinkedIn logo (white 'in' on a petrol-coloured background).

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

Xing



operator: New Work SE, Dammtorstraße 30, 20354 Hamburg, Germany

The plugins can be seen on our website by the Xing logo (dark and light green 'X' on a white background).

<https://www.xing.com/privacy>

Youtube



operator: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

The plugins can be recognised on our website by the Youtube logo (white triangle on a red background).

<https://www.youtube.com/howyoutubeworks/privacy/>

Talque



operator: Real Life Interaction GmbH, Choriner Str. 3, 10119 Berlin, Germany

The plugins can be recognised on our website by the Talque logo (white speech bubble on a purple background).

<https://web.talque.com/de/privacy-policy>

B2Match



operator: B2Match GmbH, Taborstraße 20/18, AT-1060 Vienna, Austria

The plugins can be recognised on our website by the B2Match logo (white speech bubble on a purple background).

<https://www.b2match.com/de/privacy-policy>

3.5 links to other websites

Our website contains links that take you to other websites that are not maintained by us. Please note that we have no influence on external websites and therefore accept no responsibility for the protection and confidentiality of data that you provide when visiting other websites.

4 data protection during your stay on site

In order to make your stay at Messezentrum Salzburg as pleasant as possible, we would like to draw your attention to the following topics relating to the protection of your data and privacy during your visit on site.

4.1 video surveillance

Our exhibition centre is under video surveillance. In general, the protection of life, health or freedom of the persons present is of particular interest in the case of video surveillance of publicly accessible, large-scale facilities.

The purposes of video surveillance of publicly accessible, large-scale facilities are

- the fulfilment of tasks of public bodies
- exercise of contractual rights and fulfilment of contractual obligations
- protection of our property and the car park
- the exercise of domiciliary rights or
- the defence of legitimate interests for specifically defined purposes.

The stored data (image and video recordings) will be automatically deleted from the system no later than 72 hours after they have been created, but in any case no later than after a legal or official maximum storage period has been reached. LIVE viewing or analysis only takes place in the context of salzburgarena events.

Within the scope of the above-mentioned purposes, video and image documentation may be produced and stored for evidence purposes. Without prejudice to the right to information pursuant to Art. 15 GDPR, data subjects are not entitled to receive video and/or image recordings.

The recordings are only analysed in individual situations that are relevant to security and prosecutable under criminal law (e.g. traffic accidents, vandalism, theft, burglary, cases of damage, etc.) and to secure our own claims. If a report is made, the corresponding recording is handed over to the prosecuting authorities as evidence for criminal prosecution.

Access to the video surveillance system and the evaluation of video recordings may only be carried out explicitly by employees of Messezentrum Salzburg GmbH who have been authorised to do so by the management.

4.2 photography and filming

The right to one's own image is a personal right.

Please note that photos and films may be taken at the event venue and published in the media for the purposes of documenting and promoting the event. We are in no way interested in the identification of uninvolved persons or the targeted recording of objects that are suitable for the indirect identification of persons. We will not publish any images that degrade, or expose the person depicted, interfere with their privacy or violate their personal interests in any way.

In the event that a photograph is taken of you in which you are clearly recognisable and identifiable, you will be approached by the photographer in advance in order to be able to give your verbal consent. If you do not wish to be photographed, please let the photographer know. Photographs of large groups of people at events do not require separate authorisation. Please note that consent can also be given implicitly, for example if you pose for the photographer of your own accord. However, the photographers are required to obtain consent for the photograph in advance at all times.

Press photographers are regularly present at public events. Photographers accredited by us can be recognised by their visible press badge.

If photographers are commissioned by us, we acquire the rights to use the images within the scope of the order placed by us. The digital transfer of images requires the transfer of the author's name (©

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notice) and, in the case of publication, the express consent of the author within the meaning of copyright law.

4.3 Wi-Fi use

You can use our Wi-Fi 'Messe surft!' on our premises. If you select this network on your mobile device, you will be redirected to the login page. You can choose from one free and three chargeable usage options. After selecting the usage option, you will be redirected to the login page where you will be asked to provide the following information: title, first name, surname and e-mail address. This data will be used to create a personal account - you will be sent the access data to the e-mail address provided, which you can use to log in and out at any time for the duration of the selected Wi-Fi usage option.

In order to be able to use our Wi-Fi, you must first agree to the terms and conditions and the terms of use which you will find on the registration page.

Optionally, you can also give us your consent to use your e-mail address for marketing purposes. If you agree to the use of your e-mail address, you will receive our newsletter. Point 3.2 newsletter registration applies with regard to the provisions on sending newsletters.

4.4 parking on our premises

There are over 3,000 parking spaces available on our premises, which are managed by Messezentrum Salzburg GmbH.

As soon as you take a parking ticket at the entrance barrier to the site and in any case when you enter the site, you agree to the General Terms and Conditions of Business and Use for Garages and Car Parks [please refer to the General Terms and Conditions for Car Parks: [General Terms and Conditions - Messezentrum Salzburg \(mzs.at\)](https://www.mzs.at)].

Reference is drawn to the video surveillance of the car park area of the barrier systems and entrance area. Image and video recordings are expressly not used to monitor the vehicles.

Please refer to the provisions in the section on licence plate recognition.

In case of long-term parking customers, the required user data is collected and processed for the purpose of using the car park and for invoicing. If the contract is terminated, the customer master data is anonymised after 90 days. After expiry of the statutory retention period, the data is deleted.

Personal data is processed in the area of parking for the following purposes:

- determining the parking duration and calculating the tariff
- monitoring compliance with the terms and conditions of use and the legally compliant use of the facilities and parking spaces
- prosecution of misuse of the car park
- protection of the property of MZS and its facilities, e.g. in case of vandalism

The collection of personal data takes place through the information provided by the user in the course of contract conclusion, through license plate numbers entered or automatically stored upon entry, as well as through image and video recordings used for the evaluation of license plate data. The provision of such data by the user is voluntary. Notice of image and video recordings and the collection of license plate data is provided upon entry in accordance with statutory requirements.

The processing of personal data is based on the following legal bases

- consent (Art 6 para 1 lit a GDPR)
- contract fulfilment (Art 6 para 1 lit b GDPR)
- legitimate interests (Art 6 para 1 lit f GDPR), to achieve the above-mentioned purposes

You have the right to object to this data processing as described below.

The personal data will be stored for as long as is necessary to fulfil the contract and the above-mentioned purposes of data processing or until consent is withdrawn. In any case, the personal data will be stored for as long as statutory retention obligations exist or limitation periods for potential legal claims have not yet expired.

4.5 licence plate recognition

We use licence plate recognition in the car park. This involves recording and storing the vehicle's official licence plate number when entering the parking facility and the time of entry and exit. When leaving the car park, the licence plate number linked to the parking ticket is compared with that of the vehicle leaving. If they do not match, it is not possible to exit the car park.

After exiting the parking facility, the stored data (licence plate number and times of entry and exit) is automatically deleted from the system no later than 72 hours after the exit, but in any case no later than after a statutory or official maximum storage period has been reached. In the event of non-payment of the fee, the data will be deleted at the latest 24 hours after receipt of payment, but in any case at the latest after a statutory or official maximum storage period has been reached.

An evaluation of the usage behaviour and a transfer of the data to third parties (e.g. law enforcement agencies) only takes place in justified cases, such as safety-relevant cases or cases to be prosecuted under criminal law (e.g. suspicion of improper use, violations of the Road Traffic Act, traffic accidents, etc.), as well as to secure our own claims.

The recording of licence plate numbers and storage of entry and exit times is carried out in accordance with the provisions of the General Data Protection Regulation (GDPR) and the Data Protection Act (DSG).

4.6 lead tracking

In order to continuously develop and improve the events we organise in the interests of our customers (exhibitors) and visitors, we offer exhibitors the opportunity to use lead tracking at certain events. Tickets or badges issued to visitors can be scanned by exhibitors in order to immediately save the data provided by the visitor in advance and subsequently use and process it.

Participation in lead tracking by the visitor is voluntary. Consent to participate in lead tracking must be expressly given when purchasing access authorisation for the respective event. The data entered by the visitor in advance when purchasing access authorisation for the respective event is stored and made available to third parties (exhibitors) who process this data for the purpose of advertising and contacting visitors by telephone, e-mail, letter, newsletter and social media. Visitors are free to view a list of the respective exhibitors at the event who use lead tracking as part of the event.

The legal basis for the respective data processing is the visitor's consent.

Consent can be withdrawn towards the exhibitor at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

Every exhibitor must ensure compliance with all data protection regulations when using lead tracking and processing the data received or processed as part of lead tracking.

4.7 tickets and access controll

You can purchase tickets to attend the event on site or online via our authorised ticket seller, CTS Eventim Austria GmbH, via their website www.oeticket.com, without telling us who you are.

No personal data will be collected by the box office staff on site. Personal data collected by CTS Eventim Austria GmbH during online purchases will not be transmitted to us. The data protection provisions of the ticket provider apply to online ticket purchases:

<https://www.oeticket.com/tickets.html?affiliate=E92&doc=info/dataProtection&inPopup=true>

Please note that in many cases we only act as the landlord of the venue and therefore have no organisational access to ticket sales. In the event dates published on www.mzs.at and on www.salzburgarena.at you will always find the contact details of the organiser of the respective event, provided it is a public event or that we are allowed to provide the contact details of the organising company.

If certain age restrictions apply to an event, we reserve the right to check ID upon entry. In case of doubt, the photo ID must only be shown for verification purposes; no data will be collected or stored.

We would like to point out that special access restrictions may apply to events at which we are merely acting as the landlord of the premises (e.g. proof of professional attendance, participant registration for conferences/congresses, etc.). Please obtain information about the data protection regulations for the planned event visit directly from the responsible organiser or organisation in good time.

4.8 online ticket shop

In addition to the above options, you can also purchase tickets for our events via our online ticket shop.

Depending on the event, different ticket options are available for you to choose from. After selecting the ticket, you can choose whether you would like to create a 'print@home' or 'mobile ticket'. You will then be taken to a registration page where you will be asked to enter the following data: title, first name, surname, e-mail address, postcode, city and country as well as optional telephone number, company name, function and company address. This data will be used to create your personal ticket, which will be sent to the e-mail address you have provided once your order has been successfully completed.

As part of the registration process, it is necessary to agree to our terms and conditions and privacy policy. On a voluntary basis, you can also give us your consent to use your e-mail address for marketing purposes (newsletter dispatch). **Point 3.2 Newsletter registration applies** with regard to the provisions on sending newsletters.

After conclusion of the contract, your data (e.g. invoice, ticket) will be stored until the expiry of the statutory storage and retention obligations, and beyond that until the end of any legal disputes in which the data is required as evidence. If, for example, you have not received tickets or invoices, you are welcome to contact us at any time and we will send you your documents.

We only process the personal data that you provide to us as a customer when you register.

If ticket codes are forwarded by a trade fair exhibitor, Messezentrum Salzburg GmbH is authorised to forward the registration data to the exhibitor.

4.9 visitor surveys

We conduct visitor surveys in order to continuously develop and improve the events we organise in the interests of our visitors. These surveys are conducted and analysed 100% anonymously.

You do not have to provide any data that can be used to identify you or that can be traced back to you in the analysis. Participation in the visitor survey is on a voluntary basis. Consent or refusal to participate must be given verbally to the interviewer.

5 data subject rights

Data subject rights are the rights that the natural persons concerned can utilise with regard to the use of their data.

5.1 duty to inform

As soon as data is collected, you will be informed accordingly. If the personal data was not collected directly from the data subject, we will be happy to inform you of the source of the data.

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5.2 right to information

If you would like to know what happens to your data in our company, you have the right to request information at any time. This concerns

- the type and scope of the data collected
- the purpose of data processing
- the duration of data storage (until cancellation or until expiry of the statutory storage and retention periods).

5.3 right to rectification

The prerequisite for the right to rectification is that the available data is incorrect or that the data is incomplete, taking into account the purpose of the processing.

5.4 right to erasure

The prerequisite for the right to erasure is that one of the following reasons applies:

- The personal data is no longer necessary for the purposes for which it was collected and processed.
- The data subject has withdrawn their consent to data processing.
- The personal data has been processed unlawfully.

5.5 right to restriction of processing

The prerequisite for the right to restriction is that one of the following reasons applies:

- The data subject has contested the accuracy of the personal data; for a period enabling the controller to verify the accuracy of the personal data.
- The data subject has objected to processing; pending the verification whether the legitimate reasons of the controller override those of the data subject.
- The processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of its use instead.
- The controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims.

5.6 right to data portability

The right to data portability enables data subjects to receive 'their' data and to reuse it for their own purposes and for various services. Messezentrum Salzburg GmbH is obliged to provide the data in a structured, commonly used and machine-readable format (.csv or .xml). However, this does not mean that it has to adopt or retain technically compatible data processing systems.

The data subject's claim must not affect the rights of other persons. This is not the case if this 'third-party data' is closely related to the data of the data subject.

5.7 right to object

The right to object may be exercised in various situations:

- The data subject provides reasons relating to their particular situation and the processing is carried out for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller or a third party, including profiling based on those reasons.

- The data subject provides reasons relating to their particular situation and the processing is carried out for scientific, historical or statistical purposes.
- If the processing of the data subject's data is for direct marketing purposes, including profiling if it is related to direct marketing.

5.8 right of revocation

You have the right to revoke your declaration of consent under data protection law at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

5.9 How can you exercise your right?

Messezentrum Salzburg GmbH, as the data controller, takes appropriate measures to provide the data subject with all information in a precise, transparent, comprehensible and easily accessible form in clear and simple language.

If you require information about your data, please send a written request exclusively to datenschutz@mzs.at.

Enquiries made directly to individual employees cannot be answered. If an enquiry is mistakenly addressed to an individual employee (= processor), the processor is not expressly obliged to forward it to the controller, but the processor does have an obligation to provide assistance.

In the event of reasonable doubt about the identity (e.g. use of a fantasy e-mail address), we reserve the right to request additional information to confirm the identity of the data subject.

Requested information will be provided free of charge and in writing within one month (4 weeks). In exceptional cases, this period may be extended by a further two months if this is necessary in view of the complexity and number of requests.

5.10 our right to reject a request

We can either reject manifestly unfounded or - particularly in the case of frequent repetition - excessive requests from a data subject or demand a reasonable fee. The administrative costs for the notification letter may be taken into account. As the controller, Messezentrum Salzburg GmbH bears the burden of proof that the request was manifestly unfounded or excessive in nature.

When asserting the right to cancellation, there are also some special reasons for refusal. The claim may therefore be rejected if the processing is necessary

- for exercising the right of freedom of expression and information;
- for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject;
- for reasons of public interest in the area of public health;
- for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes;
- for the establishment, exercise or defence of legal claims.

If the correction or deletion of the data cannot be carried out immediately because this can only be done at certain times for economic or technical reasons, the company may postpone the fulfilment of this request until this time and the processing of the data must be restricted.

The right to restriction does not exist if

- the data subject has consented to further processing;
- the processing is necessary for the establishment, exercise or defence of legal claims;
- processing is necessary for the protection of the rights of another natural or legal person.

6 Source reference

We have obtained and used information from the Austrian Federal Economic Chamber for the preparation of this document.

All information and documents used by us have also undergone a legal review so that we can act in a legally compliant manner in the interests of the company and in the interests of protecting your privacy.

You can read further general information on the subject of data protection at any time under the following link: <https://www.wko.at/service/wirtschaftsrecht-gewerberecht/EU-Datenschutz-Grundverordnung.html>