



## PRIVACY STATEMENT

*Updated on 6/5/2021*

Messeforum Oy is a company that provides expert services in the trade fair industry. In addition to providing our own range of services, we are also the official representatives of Messe Frankfurt Exhibition GmbH, NürnbergMesse GmbH and Monaco International Clubbing Show (MICS) in Finland.

We at Messeforum Oy value your privacy and are committed to processing your personal data in accordance with current data protection legislation. This privacy statement contains more detailed information relating to how we process your personal data within the context of the Messeforum business operation.

Should you require it, further information is available on the following:

- who to contact regarding matters relating to the processing of personal data
- the kind of data we process
- why we process the data
- how long we keep your data
- how you can influence the processing of your personal data
- to whom we may transfer or release data
- how we protect the personal data we process
- how we use cookies in our online services

### Contact details

The controller in the processing of personal data that we refer to in this privacy statement is Messeforum Oy.

For matters relating to the processing of your personal data you may contact:

Messeforum Oy

Kauppatie 8 B, 04340 Tuusula, Finland

tel. 040 544 5577

[info@messeforum.fi](mailto:info@messeforum.fi)

[www.messeforum.fi](http://www.messeforum.fi)

Business ID: 2273640-6



## The personal data processed

We only process the personal data needed for predetermined purposes. When collecting data we try to explain what information is needed to use our services and what users may provide if they so wish. We typically collect the following data:

- **Data on our corporate customers and their contact persons:**
  - Details of the corporate client, such as name, business ID, industry, address, billing and payment information, and any direct marketing ban.
  - Contact person's name, name of the company, job title, telephone number, email address and the details of direct marketing permissions and bans.
  
- **Data used for purposes of marketing:**
  - The person's name, the name of the company the person represents, job title and any area of responsibility, email address, telephone number and the details of direct marketing permissions and bans. We do not collect data on consumers (customers) for purposes of marketing.
  
- **Data on order history and communications/contact:**
  - Data on previous purchases and other order history, such as acquired services and products and information on fairs and exhibitions the person has attended, with dates.
  - Data on feedback provided and communications/contact (logged communications, email correspondence) and data on any offers made.
  
- **Automatically captured data on online behaviour:** We automatically collect data on how you use our services (e.g. time and duration of visits), what websites and website areas you visit and how you use our information content (clicks and historical data). The data automatically accrues in server logs and is merged with a cookie installed in the user's terminal equipment.

The data we collect may vary depending on which of our services you use or what type of service or product you have ordered, and we do not necessarily collect all the data described above.

The data we collect we generally obtain from the person him/herself when contacting us, for example when completing a contact or order form on our website or in some other way, such as email or telephone. We also obtain data when the person enters into an agreement with us relating to our products or services. We also obtain data from the companies we represent in Finland where it concerns the customers we have in common (Finnish visitors to fairs and exhibitors). We might furthermore collect data from generally available sources either for a fee or free of charge (such as company websites, etc.).



## The purpose of processing personal data and the legal basis for it

We process data for the following purposes:

- **The performance of a contract and customer relationship management.** We process personal data to perform a contract relating to a service that you have ordered and for any other purpose linked to the management of the customer relationship, such as communications and notifications, billing and debt recovery, and direct marketing based on the relationship, including target marketing based on information relating to functions and responsibilities, areas of interest in connection with the order history and other information we obtain. The processing of personal data is necessary to enable us to make an offer, perform a contract, raise an invoice, or maintain contact with you in matters relating to our relationship and the contract. The processing of personal data in such a case is based on the existence of a contract between us.
- **Direct marketing and other communications.** We process your personal data in order to send you information in the form of direct marketing related to our products and services (after the customer relationship has ended or where none exists), to provide you with other forms of communication you have ordered (such as newsletters), in order to analyse and develop our services and business operation, for product development and reports, and to investigate and prevent irregularities. We may also use targeted direct marketing and other forms of communication based on information relating to functions and responsibilities, areas of interest in connection with the order history and other information we obtain. We process personal data for all these purposes on the basis of a legitimate interest. You may contest the processing of data as described further on in this document.
- **Consent-based data processing.** If we have requested your consent for a specific purpose, we will process the personal data specifically for this purpose based on your consent. You may withdraw your consent at any time as described below.
- **Compliance with statutory obligations.** We may be obliged to process some of your personal data even after the customer relationship has ended in order to comply with accounting or other mandatory law. In such a case the processing of data is based on compliance with a statutory obligation.



## The personal data retention period

We always keep the personal data based on the customer relationship at least while the relationship lasts and for six months after it ends, after which we delete all the relevant details relating to the customer relationship unless there are complaints pending or other unresolved disagreements which the processing of data make it necessary to deal with. We keep certain data even beyond this time if it is necessary to comply with any legal obligations in place (such as accounting legislation). Even if the customer relationship has ended, we may still keep your contact details for purposes of direct marketing as described below.

We keep the personal data that we process for the purposes of direct marketing (information on potential customers) for as long as you have not specifically refused to receive marketing materials. If you do refuse to accept marketing materials, and there is no other reason to process data, we will retain the information on the ban and the contact details so that we can be sure of complying with the ban.

## Rights of the data subject

Data subjects may have a say in how their personal data is processed in accordance with data protection law. Here are the different ways in which you can influence the processing exercise:

- **Checking, correction and deletion of data.** You have the right to check the personal data we hold on you. If you so request, we will amend, supplement or delete any personal data that is false, incomplete or out of date as far as the purpose of processing it is concerned. You also have the right to ask for your data to be deleted in the situations permitted under the legislation on data protection.
- **Transfer of data.** Under the legislation on data protection, you may also have transferred the personal data which you have supplied and which we process automatically on the basis of consent or a contract.
- **The right to refuse to receive direct marketing.** You may at any time contest the processing of your data for the purposes of direct marketing.
- **Right to contest and restrict the processing of data.** You may, on the basis of a legitimate interest, contest the processing of your personal data for a reason connected with your personal circumstances. In such circumstances, for example, the processing of data will be restricted for as long as it takes to evaluate the grounds for contesting the processing of data. Restrictions may also apply, for example, where the data subject disputes the accuracy of the



data, in which case processing will be restricted until such time as we can be sure that the data is correct.

- **Withdrawal of consent.** You may withdraw your consent at any time. This will not affect the legality of the processing exercise undertaken prior to withdrawal.
- **Right of appeal.** You may complain or appeal to the authority if you believe that your data has been processed contrary to this privacy statement and the law in force at the time. The authority's contact details can be found at [www.tietosuoja.fi](http://www.tietosuoja.fi) (in Finland).

### Transfer and release of personal data

Messeforum will only sell or otherwise pass on your data to third parties in the following situations:

- **Fair and exhibition organisers represented by Messeforum.** We may pass on your personal data to the fair and exhibition organisers we represent in order to send the customer the invitations they issue, to carry out customer programmes and for any other forms of communication (such as marketing).
- **The authorities.** We may pass on your personal data to the competent authorities as required under current legislation.
- **Consent.** We may pass on your data to third parties if we have requested your consent to do so and you have given it.
- **Restructuring.** If we sell our business operation, merge it with another or reorganise it in any other way, your personal data may be passed on to the parties to the new arrangement.
- **Recovery and legal claims.** We may pass on your personal data to third parties if it is necessary to enforce a contract, recover debts, investigate possible infringements, or for the establishment, exercise or defence of legal claims.
- **Subcontractors.** We also use subcontractors to process data, and these may have access to your personal data for the services to be provided. We have entered into contractual arrangements with subcontractors to ensure that data is processed in accordance with the data protection legislation in force at the time.

We will not generally transfer your personal data outside the EU or the EEA. Some of our partners may be based outside the EU or EEA. If we do transfer data outside these areas, we will ensure that



there is adequate protection of personal data through, for example, an agreement on matters relating to the confidentiality of personal data and its processing as prescribed by law. For example, we will use the standard contractual clauses approved by the European Commission and do everything otherwise to ensure that personal data is processed in accordance with this privacy statement. The transfer of data outside the EU or EEC may also be based on your consent.

### **The principles of personal data protection**

We will take great care to protect your data by employing appropriate organisational and technical data protection resources. Messeforum employees who need to process your personal data to do their job will have access to it and will use it. All users have their own user name and password for the system, and they are bound by a duty of confidentiality, as appropriate. The information system hardware used for the processing of personal data is housed in closed computer rooms. In the event of disruption or failures, the data is regularly backed up. The systems are protected by a firewall against incoming contact. Manually processed data is kept locked up. The data processing agreements in place with the service providers we use contain provisions on the confidentiality of data and its protection as required under the legislation on data protection.

### **Cookies**

We may automatically collect information on the terminal equipment of the users of our services using server logs, cookies and other similar technologies. A cookie is a small text file the browser stores on the user's device. Cookies often contain an anonymous, unique identifier which helps us to identify and count the number of browsers visiting our website.

Cookies do not move around automatically: they are only installed on the user's device when the user visits a website. Only a server that has sent a cookie can read it later on and use it. No cookies or other technologies will damage the user's device or files, and cookies cannot be employed to use programs or to spread malware.

Here is some of the data we automatically collect:

- user and browsing data on the features of the service
- the page from which the user has been transferred to our website
- the equipment model
- the browser and browser version
- the IP address



- the time and duration of the session
- the screen resolution and operating system
- a unique device and/or cookie identifier

Cookies in respect of the 'first' party are installed by the website visible in the address bar. In addition, our services make use of the cookies of 'third' parties, such as advertising networks, measuring and monitoring service providers, and social media.

We use both session and persistent cookies. Session cookies expire when the user closes the web browser. Persistent cookies remain on the user's device for a certain period until the user deletes them. The expiration date for persistent cookies typically varies: it could be a few months or a few years later.

Cookies help us to remember the data subject's log-ins and choices, improve our services and business operation, permit the existence of tailor-made advertising that reflects the user's probable areas of interest, and investigate possible irregularities. We also make use of cookies for compiling statistics on the numbers of visitors viewing our services and to discover whether marketing emails or newsletters have been opened and whether any action has been taken as a result.

Users may block cookies using their browser settings. You may also at any time clear cookies from your browser at regular intervals, in which case the unique identifier changes and the profile is reset to default.

On our website we use Leadfeeder and Google Analytics. Users may block the use of website data in Google Analytics by installing an opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout/>. This will prevent the Google Analytics JavaScript on the website (ga.js, analytics.js and dc.js) from sharing website visit data with Google Analytics.

### **Changes to this privacy statement**

We continually endeavour to improve our services and we may accordingly amend this privacy statement. Changes may also be due to amendments to the law. We recommend that you regularly review the content of the privacy statement. We will also aim to keep you informed about any changes to our services.