

Information on the handling of Personal Data when using the Online Ticket Shop at VDMA Services GmbH

We, the VDMA Services GmbH (hereinafter "VDMA Services"), take the protection of your personal data and its confidential treatment very seriously. Your personal data is processed exclusively within the framework of the applicable statutory provisions of data protection law, in particular the General Data Protection Regulation (hereinafter "DSGVO"). With this brief information, we would like to give you an overview of the most important points regarding the handling of your personal data.

1. Person responsible for data processing; contact

The person responsible for data processing within the meaning of the data protection laws is:

VDMA Services GmbH
Lyoner Str. 18
60528 Frankfurt am Main
Phone: +49 69 6603 1892
E-mail: vdmaservices@vdma.org

2. Purposes and legal basis of the processing of data you provide in the ticket shop

Below you will find an overview of the purposes and legal bases of data processing within the scope of our business relationship with you.

2.1 Ordering event tickets for visitors

VDMA Services processes the data provided by you for the purchase of personalised trade fair and congress and conference tickets, with which you will be granted admission to the respective event on the designated days. In addition, the data will be used beyond the purchase of the ticket for billing purposes and, if necessary, also for the processing of warranty cases or other complaints. Only the data you provide during the ordering process will be processed. The mandatory data to be provided are e-mail address, name, telephone number, billing address, company, industry, position and your choice of food for the event.

It is also possible to redeem a voucher code received in advance from the conference organizer or an partner as part of the ticket purchase. In this case, the alphanumeric voucher code issued will also be processed. The data processing is carried out on the basis of Art. 6, paragraph 1, letter b) DSGVO as well as on the basis of our legitimate interests according to Art. 6, paragraph 1, letter f) DSGVO.

2.2 Data transfer to the conference app

We will provide a free app to accompany the conference. The data of ticket purchasers should be transferred to the app in advance to enable participants to network and exchange information with each other smoothly and without re-entering data. You already have the option of agreeing to the transfer of your participation to the app when purchasing tickets. For this purpose, we process all the information you provided when purchasing your ticket. The visibility of your data into the app is voluntary and not linked to the use of the app. Within the app, your data can only be viewed by other conference participants or other registered users of the app if you expressly permit this in the app settings or already agree to this when purchasing tickets.

The data processing is based on our legitimate interests according to Art. 6, paragraph 1, letter f) DSGVO.

3. Purposes and legal basis of the data processing that takes place when using this website

When you access our ticket shop, communication-related information (e.g. your IP address) or usage-related information (e.g. information on the start and duration of use) is automatically generated by technical means. These may possibly allow conclusions to be drawn about your person.

3.1 Log files

When you visit and use our website, our web server automatically saves certain log information about this process in a file (log file). This information regularly includes browser type/version, operating system used, page accessed, the previously visited page (referrer URL), IP address, date and time of the server request and HTTP status code.

This processing is technically necessary in order to be able to display our website to you and also serves in particular to improve our online services and to eliminate errors and faults. We process this data to protect our legitimate interests pursuant to Art. 6 Paragraph 1, Letter f) DSGVO, the use of the technically necessary service is based on § 25 (2) No. 2 TTDSG.

As soon as the aforementioned personal data is no longer required to display the website, it will be deleted.

3.2 Cookies

When you visit our ticket shop, the IT system shops information in the form of a "cookie" on your digital end device, which automatically recognises it on your next visit. Cookies are small text files that are generated by a web server and stored on your computer by means of the web browser used during your online visit.

Some cookies allow necessary basic functions of our website and are required for you to visit our pages and use the functions necessary for ticket purchases.

The setting of technically necessary cookies is based on Art. 6 paragraph , letter f) DSGVO and § 25 para. 2 No. 2 TTDSG and serves to protect our legitimate interests, in particular the functionality of the website and the elimination of errors and faults.

As soon as the data transmitted to us via the cookies is no longer required for the purposes described above, this information is deleted.

Below you will find a list of the cookies that are essential for functionality:

Object Name	Object Type	Duration	Purpose	Provenance	Description	Module/Area	Domain Scope	Expiration
JSESSIONID	Cookie	Session	Strictly Necessary	3rd Party	"Monitoring performance session count	Attendee Site	.nr-data.net	Session
eventguestside-service-session	Cookie	Session	Strictly Necessary	1st Party	Authentication and retention of session data	Attendee Site	web.cvent.com	Session
registration-<eventId>	Local storage	Persistent	Strictly Necessary	1st Party	Support multi tabs and coming back to completed registration	Attendee Site	web.cvent.com	n/a
sharePromptFor<confirmationNumber>	Local storage	Persistent	Preference	1st Party	Track if we've prompted users to share on social media	Attendee Site	web.cvent.com	n/a
guest_id	Cookie	Persistent	Marketing	3rd Party	Twitter drops on our site to track Twitter integration and sharing	Attendee Site - Share Widget	.twitter.com	3 months

personalization_id	Cookie	Persistent	Marketing	3rd Party	Twitter drops on our site to track Twitter integration and sharing	Attendee Site - Share Widget	.twitter.com	3 months
tfw_exp	Cookie	Persistent	Marketing	3rd Party	Twitter drops on our site to track Twitter integration and sharing	Attendee Site - Share Widget	.twitter.com	2 weeks
lang	Cookie	Session	Preference	3rd Party	Integration with Twitter	Attendee Site - Social Media Feed Widget	cdn.syndication.twimg.com	Session
metrics_token	Cookie	Persistent	Preference	3rd Party	Integration with Twitter	Attendee Site - Social Media Feed Widget	.syndication.twitter.com	1 month

3.3 Share Buttons

So-called share buttons or widgets from third-party providers are integrated into our ticket shop. These are small buttons that can be used to publish the respective event on social networks under your profile. We have implemented share buttons from LinkedIn and Twitter and sharing with email on our ticket page.

If you activate the respective widget, a pop-up window of the respective provider will open with its own cookie settings.

Please note that by clicking on and accepting the respective cookies - even without logging in - you can already transmit data to the respective provider. For the purpose and scope of the data collection and the further processing and use of the data by the respective third-party providers, please refer to their respective data protection notices.

By calling up our website with the embedded widgets, no data is yet transmitted to the third-party providers. This means that information is only transmitted to the social network when you use the button.

4. Recipients of personal data

Internally, only those persons have access who need it for the stated purposes. We only pass on your personal data to external recipients if this is necessary for the processing or handling of your enquiry, if another legal permission exists or if we have your consent for this. External recipients can be, among others, order processors that we use as service providers for the provision of services, such as the provision of the ticket shop or the conference app,

In the event that you have not objected to the transfer of your data to the app when purchasing tickets, this data will also be visible to the other participants when using the app.

In order to process your order, you will be forwarded to an external payment service provider, to whom we pass on the data collected for this purpose in order to process payments. Your credit card data will not be processed by us.

5. Data processing in third countries

If data is transferred to locations outside the European Economic Area, we will ensure an adequate level of data protection for the transfer of personal data outside the EEA by concluding appropriate agreements with the recipients, which are regularly based on the EU standard contractual clauses, unless the European Commission has issued an adequacy decision for the third country.

6. Storage period

We generally only store your personal data for as long as is necessary to fulfil the purposes or - in the case of consent - for as long as you have not revoked your consent. In the event of an objection, we will delete your personal data unless its further processing is permitted under the relevant legal provisions.

We will also delete your personal data if we are required to do so for legal reasons.

7. Data subject rights

With regard to the processing of your personal data, you have rights to information, correction, deletion, restriction of processing, data portability, revocation of consent and complaints to the supervisory authority.

You have the right to object to data processing by us at any time for reasons arising from your particular situation, insofar as this is based on the legal basis of "legitimate interest". You have the right to object at any time to the processing of your personal data for direct marketing purposes.

To exercise your rights, please contact us at datenschutz@vdma.org.

For further information on your individual rights and general information on how we handle your personal data, please visit www.vdma.org/datenschutz. There you will also find the contact details of our data protection officer. You will also find the contact details of our data protection officer there.

Date: 7 August 2023