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Frankfurter Buchmesse GmbH

Postfach 10 01 16  
60001 Frankfurt am Main  
Germany

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## SEPA Direct Debit Mandate

### Authorised account for SEPA direct debits

BIC / SWIFT

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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IBAN

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Bank (Name | Address)

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Company name

Customer number

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Surname | First name (account holder)

Street and number

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Postal code and location

E-mail

Frankfurter Buchmesse GmbH, Braubachstraße 16, 60311 Frankfurt am Main

SEPA Creditor Identifier: DE11ZZZ00000008501

The Unique Mandate Reference will be stated in your bills.

I hereby authorise Frankfurter Buchmesse GmbH, Braubachstr. 16, 60311 Frankfurt am Main, Germany, to directly debit payments from the above-listed account.

Furthermore, I also request my bank to permit Frankfurt Buchmesse GmbH to debit my account.

I can cancel direct debits within 8 weeks of the transaction date. The conditions of my bank still apply.

Note: This SEPA direct debit mandate applies to all credits and debits to or from the above-listed account and shall remain valid until cancelled in writing.

**Please signed and send back the original by regular mail.**

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Datum | Ort | Unterschrift

# Privacy Policy

- 1. GENERAL INFORMATION ON DATA PRIVACY**
- 2. INFORMATION SERVICES AND NEWSLETTER SERVICES**
- 3. RIGHTS OF THE DATA SUBJECT**

## **1. General information on data processing and its purpose and legal basis**

This Data Protection and Privacy Statement is to inform you of how Frankfurter Buchmesse GmbH collects, manages and processes your personal data.

a – Name of the controller of the data file according to data protection law  
Frankfurter Buchmesse GmbH, Frankfurt am Main

b – Managing director and head of data processing  
Juergen Boos

c – Data protection officer of the operation  
Tatjana Walter, [privacy@buchmesse.de](mailto:privacy@buchmesse.de)

d – Address of the controller of the data file according to data protection law  
Braubachstraße 16, 60311 Frankfurt am Main

e – Purpose of collecting, processing or using the data

The purpose of the company is organising the Frankfurter Buchmesse, promoting the book and publishing industry by organising book fairs and events abroad, organising congresses, conferences, seminars and similar events on a national and international level, as well as providing information on the book and publishing industry in the form of online databases. All data are collected processed and used solely in pursuit of the declared objectives of the company, in particular for the purpose of:

- Handling the respective business process
- market and opinion research
- enabling the event organiser or a service provider commissioned by the organiser to send out event-related offers
- providing information before and after the event
- advertising by mail
- communicating and updating our portfolio of exhibitors and sharing selected data with individual service providers in fulfilment of a contract.

f - Description of the groups of data subjects and of the associated data or data categories

In pursuit of the purposes mentioned in clause e, the following personal data of each of the different groups of individuals is collected, processed and/or used:

Group of individuals (data subjects)	Data collected, processed and/or used	Purpose	Legal basis according to Article 6 – EU-GDPR
Representatives of exhibiting companies (exhibitors)	Company details including addresses, names of contact persons and communication data, information on branch of business, product data as well as contractual, payment and accounting data, website access data, login data (IP-address)	<ul style="list-style-type: none"> <li>• Organising the Frankfurter Buchmesse</li> <li>• Handling the respective business process</li> <li>• Ticket sale</li> <li>• Market and opinion research</li> <li>• Enabling the event organiser or a service provider commissioned by the organiser to send out event-related offers</li> <li>• Providing information before and after the event</li> <li>• Advertising by mail</li> <li>• Communicating and updating our portfolio of exhibitors and sharing selected data with individual service providers in fulfilment of a contract.</li> </ul>	<ul style="list-style-type: none"> <li>• Performance of a contract or fulfilling pre-contractual measures;</li> <li>• Compliance with a legal obligation to which the controller is subject;</li> <li>• The data subject has given consent.</li> </ul>
Representatives of exhibiting companies (trade visitors)	Addresses, names of contact persons and communication data, information on branch of business, product data, as well as contractual and accounting data, website access data, login data (IP-address)	<ul style="list-style-type: none"> <li>• Organising the Frankfurter Buchmesse</li> <li>• Accreditation</li> <li>• Ticket sale</li> <li>• Market and opinion research</li> <li>• Enabling the event organiser or a service provider commissioned by the organiser to send out event-related offers</li> <li>• Providing information before and after the event</li> <li>• Advertising by mail</li> <li>• Communicating selected data to individual service providers in fulfilment of a contract.</li> </ul>	<ul style="list-style-type: none"> <li>• Performance of a contract or fulfilling pre-contractual measures;</li> <li>• Compliance with a legal obligation to which the controller is subject;</li> <li>• The data subject has given consent.</li> </ul>
Visitors of events without limitations applying to trade visitors	Name, address, communication data, payment and accounting data, product data, website access data, login data (IP-address)	<ul style="list-style-type: none"> <li>• Organising the Frankfurter Buchmesse</li> <li>• Ticket sale</li> <li>• Market and opinion research</li> <li>• Enabling the event organiser or a service provider commissioned by the organiser to send out event-related offers</li> <li>• Providing information before and after the event</li> <li>• Advertising by mail</li> <li>• Communicating selected data to</li> </ul>	<ul style="list-style-type: none"> <li>• Performance of a contract or fulfilling pre-contractual measures;</li> <li>• Compliance with a legal obligation to which the controller is subject;</li> <li>• The data subject has given consent.</li> </ul>

		individual service providers in fulfilment of a contract.	
Interested parties	Company details including addresses, names of contact persons and communication data, information on branch of business, product interests	<ul style="list-style-type: none"> <li>• Organising the Frankfurter Buchmesse</li> <li>• Handling the respective business process</li> <li>• Market and opinion research</li> <li>• Enabling the event organiser or a service provider commissioned by the organiser to send out event-related offers</li> <li>• Providing information before and after the event</li> <li>• Advertising by mail</li> <li>• Communicating selected data to individual service providers in fulfilment of a contract.</li> </ul>	<ul style="list-style-type: none"> <li>• Performance of a contract or fulfilling pre-contractual measures;</li> <li>• The data subject has given consent.</li> </ul>
Users of visa services	Company details including addresses, names of contact persons and communication data, passport number, website access data, login data (IP-address)	Drawing up letters of invitation for the purpose of applying for a visa to visit the Frankfurter Buchmesse.	<ul style="list-style-type: none"> <li>• Performance of a contract or fulfilling pre-contractual measures;</li> <li>• The data subject has given consent.</li> </ul>
Registered journalists and bloggers	Company details including addresses, names of contact persons and communication data, information on branch of business, product interests, website access data, login data (IP-address)	<ul style="list-style-type: none"> <li>• Organising the Frankfurter Buchmesse</li> <li>• Accreditation</li> <li>• Enabling the event organiser or a service provider commissioned by the organiser to send out event-related offers</li> <li>• Providing information before and after the event</li> <li>• Advertising by mail</li> <li>• Communicating selected data to individual service providers in fulfilment of a contract.</li> </ul>	<ul style="list-style-type: none"> <li>• Performance of a contract or fulfilling pre-contractual measures;</li> <li>• Legitimate interest: Reporting on the Frankfurter Buchmesse;</li> <li>• The data subject has given consent.</li> </ul>
Point of contact for suppliers, service providers and other business partners	Company details or data of institutions including addresses, names of contact persons and communication data, information of services provided as well as contractual and accounting data.	<ul style="list-style-type: none"> <li>• Organising the Frankfurter Buchmesse</li> <li>• Handling the respective business process</li> <li>• Market and opinion research</li> <li>• Enabling the event organiser or a service provider commissioned by the organiser to send out event-related offers</li> <li>• Providing information before and after the event</li> <li>• Advertising by mail</li> <li>• Communicating selected data to individual service providers in fulfilment of a contract.</li> </ul>	<ul style="list-style-type: none"> <li>• Performance of a contract or fulfilling pre-contractual measures;</li> <li>• Compliance with a legal obligation to which the controller is subject;</li> <li>• The data subject has given consent.</li> </ul>
Website users	Access data, IP-addresses	<ul style="list-style-type: none"> <li>• Evaluation</li> <li>• Optimising the website</li> </ul>	<ul style="list-style-type: none"> <li>• Legitimate interests:</li> <li>• Safe operation of the website,</li> </ul>

			optimisation of the website
Recipient of e-mail communication	Addresses, names of contact persons and communication data,	<ul style="list-style-type: none"> <li>Organising the Frankfurter Buchmesse</li> <li>Market and opinion research</li> <li>Enabling the event organiser or a service provider commissioned by the organiser to send out event-related offers</li> <li>Providing information before and after the event</li> </ul>	<ul style="list-style-type: none"> <li>Performance of a contract or fulfilling pre-contractual measures;</li> <li>Compliance with a legal obligation to which the controller is subject;</li> <li>The data subject has given consent.</li> </ul>
Participants in conferences	Addresses, names of contact persons and communication data, information on branch of business	<ul style="list-style-type: none"> <li>Organising the Frankfurter Buchmesse</li> <li>Handling the respective business process</li> <li>Market and opinion research</li> <li>Enabling the event organiser or a service provider commissioned by the organiser to send out event-related offers</li> <li>Providing information before and after the event</li> <li>Advertising by mail</li> <li>Communicating selected data to individual service providers in fulfilment of a contract.</li> </ul>	<ul style="list-style-type: none"> <li>Performance of a contract or fulfilling pre-contractual measures;</li> <li>The data subject has given consent.</li> </ul>
Staff members	Personal data	<ul style="list-style-type: none"> <li>Internal communication</li> <li>Human resources management</li> <li>Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Performance of a contract or fulfilling pre-contractual measures;</li> <li>Compliance with a legal obligation to which the controller is subject;</li> </ul>
Applicants	Personal data	Recruiting management	<ul style="list-style-type: none"> <li>Performance of a contract or fulfilling pre-contractual measures;</li> <li>Compliance with a legal obligation to which the controller is subject;</li> <li>The data subject has given consent.</li> </ul>

g - Recipients or categories of recipients to whom the data can be provided

- responsible sales and service partners
- data processors processing personal data on behalf of the controller
- customers (in fulfilment of the purposes listed under clause e)
- public agencies (only when overriding legal provisions exist)

h – Retention, vesting and deletion periods:

The data mentioned under clause **f**, will be deleted when the purposes for which they were collected, cease to apply, unless other statutory storage periods are provided by law. The data retained due to statutory storage periods will be deleted upon expiry of the legally prescribed storage periods. To be able to promptly comply with an objection to use personal data that has been collected for advertising purposes, it is necessary to keep the data of persons filing an objection in a block list on a continuous basis.

i - Transfer of data to countries outside of the EU territory

To be able to fulfil the purposes listed under clauses **e** and **f**, it is necessary to exchange the data between affiliated companies and responsible sales and service partners within Germany, within the EU and across EU boundaries and such exchange is stipulated by contract. The data of interested parties, exhibitors, visitors, journalists or users of the website is therefore transferred to service partners within Germany, within the EU and across EU boundaries. Data are only transferred to countries outside EU boundaries, if these countries have a corresponding data protection agreement to that effect that this agreement ensures a data protection level similar to that within the EU (e.g. The Privacy Shield Agreement with the United States of America and/or the Binding Corporate Rules).

## **2. Information and newsletter services**

### **Subscribing to and unsubscribing from (objection) our newsletter and information services**

Frankfurter Buchmesse GmbH informs its customers and business partners about the offers of the company in regular intervals by means of information and newsletter services. The information and newsletter services of our company can generally be received by the interested parties only if (1) they have a valid e-mail account and (2) they have registered for information or newsletter services. We rely on the “double opt-in” process. For legal reasons, a confirmation is sent to the e-mail address that was entered by the person registering for the first time for the information or newsletter service. This confirmation e-mail is sent out to confirm that the owner of the e-mail address, as the data subject, has authorised the receipt of the information and/or newsletter service.

If you register for the information and/or newsletter services, we will also store the IP address that the internet service provider (ISP) has assigned to the computer system that was used by you at the time of the registration, including the date and the time of the log-in. It is necessary to collect these data to be able to track any possible abuse of your e-mail address at a later point of time and thus serves the legal protection of those responsible for the processing of the data.

The personal data gathered during the subscription of the information and newsletter services are used only for providing our informations and newsletter services. Furthermore, subscribers of information and newsletter services can be notified by e-mail if this should be necessary for the operation of the information and/or newsletter service or if a registration is required, e.g. in the case of changes to the information and newsletter services or changes of the technology. The personal data that is gathered within the scope of the information and newsletter services will not be disclosed to third parties. The data subject may at any time cancel the subscription to our information and newsletter services. He or she may at any time withdraw the consent to the storage of personal data that was given for the purpose of using the information and newsletter services. Each information and newsletter service offers a link specifically for the withdrawal of the consent.

### Newsletter tracking

The information and newsletter services offered by Frankfurter Buchmesse GmbH contain so-called tracking pixels. A tracking pixel is a miniature graphic that is embedded in e-mails that are sent in the HTML format and it permits log file recording and log file analysis. This enables the statistical interpretation of the success or failure of online marketing campaigns. By means of the embedded tracking pixel, Frankfurter Buchmesse GmbH can identify if an e-mail was opened by a user and when it was opened and which of the links contained in the e-mail were accessed by the user.

The data gathered by means of these tracking pixels that are contained in the information and newsletter services are stored and analysed by us in order to optimise the mailings and to better adapt the content of future information and newsletter services to the preferences of the client. These personal data are not conveyed to third parties. The data subjects may at any time withdraw the consent that they have given separately by means of the “double opt-in” process. Following the revocation, these personal data are deleted. Unsubscribing from the information and newsletter services will be treated automatically as revocation by Frankfurter Buchmesse GmbH.

## 3. Rights of the data subject

Possibilities to raise objections

- Any data subject has the possibility to object to the use of his or her data for advertising purposes. Please send your objection to [privacy@buchmesse.de](mailto:privacy@buchmesse.de) or to: Frankfurter Buchmesse GmbH, Datenschutzbeauftragte, Braubachstr. 16, 60311 Frankfurt am Main.
- Each data subject has the right to object to the processing of his or her personal data, unless the storage of data is a legal obligation in connection with the business processes. Please send your objection in writing to [privacy@buchmesse.de](mailto:privacy@buchmesse.de) or to: Frankfurter Buchmesse GmbH, Datenschutzbeauftragte, Braubachstr. 16, 60311 Frankfurt am Main.

In addition, each individual (data subject) has the following rights:

- the right to be informed if and what kind of the individual’s personal data are collected and retained by us;
- the right to make a request for immediate rectification and/or completion if personal data are incorrect or incomplete and the right to receive a supplementary explanation;
- the right to make a request for erasure of the personal data;
- the right to make a request for restriction of processing of the data;
- the right to obtain his or her personal data in a structured, conventional and machine-readable format.

Please send your request in writing to [privacy@buchmesse.de](mailto:privacy@buchmesse.de) or to: Frankfurter Buchmesse GmbH, Datenschutzbeauftragte, Braubachstr. 16, 60311 Frankfurt am Main, Germany.

- In addition, each data subject whose personal data are subject to processing has the right to an effective judicial remedy before a court or to lodge a complaint with a supervisory authority.

Last updated: January 2020