
Information on data protection for event participants

At **Master Builders Solutions Deutschland GmbH** (hereinafter "MBSD" or "we"), the issue of data protection is a top priority. This of course also includes a high degree of transparency. Therefore, the following provides information on how we process the personal data of our event participants.

It goes without saying that we only process personal data in accordance with the applicable legal provisions on the protection of personal data and data security.

Who is responsible for data processing and who is our Data Protection Officer?

Responsible person for data processing:

Master Builders Solutions Deutschland GmbH

Dr.-Albert-Frank-Str. 32
83308 Trostberg
Phone Number: +49 8621 86 2561

You can contact our **Data Protection Officer** using the above postal address or via e-mail at dataprotection@masterbuilders.com

What categories of data do we process and where does it come from?

The categories of personal data of event participants processed include:

- Contact information (first and last name, address, telephone number, mobile number, fax number and e-mail address)
- Event-related information (food preferences, personal comments)
- Professional data (position / function)
- Photographs
- Video recordings

We collect personal data directly from the event participants as part of the event or upon registering or submitting a declaration of participation. Your ability to participate in events could be reduced if you do not consent to the processing of certain data or if data is not provided. This expressly does not apply to the processing of photographs and video recordings.

Why and according to which legal basis is the data processed?

We process your personal data in compliance with the provisions of the General Data Protection Regulation (“GDPR”), the Federal Data Protection Act (BDSG) and all other relevant laws.

The data processing serves the following purposes:

- Communication with event participants regarding their attendance
- Answering event-related inquiries such as location and time
- Event preparation, execution, and wrap-up
- Safeguarding our justifiable interests, such as reporting and gathering information on internal events, company-related news and documentation
- Public relations
- Interest groups
- Marketing communications with the event participants

It is necessary to process the above categories of personal data to achieve these purposes.

The legal basis for data processing is – unless expressly stated otherwise – Art. 6 para. 1 section f) of the GDPR.

In exceptional cases, we may request express consent in accordance with Art. 6 para. 1 section a) GDPR (e.g., for video and image recordings).

Should we intend to process the personal data of event participants for a purpose not specified above, they will be informed by us in advance.

Who is the personal data passed on to?

Within our company, access to personal data belonging to event participants is only granted to those persons and bodies requiring access thereto to fulfil the above-mentioned purposes.

The MBSD is a company belonging to the Master Builders Solutions Group. Within our group of companies, your data will be transferred to certain companies if they perform data processing tasks on behalf of affiliated companies within the Group in a centralized manner or if doing so is necessary to fulfil the above-mentioned purposes.

We may disclose personal information to courts, regulatory authorities or law firms as permitted and required to comply with applicable laws or to assert, exercise or defend any legal claims.

We also work with service providers to carry out the aforementioned data processing. These service providers shall carry out their activities only as instructed by us and are contractually bound to comply with all applicable data protection requirements.

Recipients of the event participants' personal data may also be located in countries outside the European Economic Area ("third countries") in which applicable laws do not guarantee the same level of data protection as within the European Union. In such cases, we will take appropriate measures to ensure adequate safeguards in order to protect the personal data of event participants.

We will therefore transfer our event participants' personal data exclusively to internal and external recipients in third countries if they have agreed standard EU contractual terms with us or have implemented binding internal data protection regulations (Binding Corporate Rules).

Should we transfer the personal data of the event participants to a third country, we shall inform them of this in advance.

Further information and details on the measures implemented can be obtained from the Data Protection Officer specified above.

How long is personal data stored?

If no explicit storage period is specified at the time of collection (e.g., in a declaration of consent), any personal data belonging to event participants will be deleted insofar as they are no longer required to fulfil the purposes described, and provided that statutory storage obligations (e.g., commercial and tax law storage obligations) do not prevent the data from being deleted. In such cases the data will only be processed to a limited extent.

Which data protection rights can be exercised?

Event participants can request information on their personal data that has been stored via the address specified above. Under certain circumstances, you can also request that your data be corrected or deleted. You may also have the right to restrict the processing of your data as well as the right to have the data provided by you released in a structured, accessible, and electronic format.

If personal data has been processed with their consent, event participants have the right to withdraw their consent at any time without giving any reasons. This withdrawal notice must be addressed to our Data Protection Officer mentioned above and does not affect the legality of the processing that took place prior to the withdrawal.

Should we process event participants' data in order to safeguard legitimate interests, event participants may object to this processing at any time for reasons relating to their particular circumstances. In case of an objection, we will stop processing your personal data, unless we can provide proof of compelling reasons for the processing that are worthy of protection, which outweigh the interests, rights and freedoms of the event participants or the processing serves to assert, exercise or defend any legal claims. Event participants may object to the processing of photographs and video recordings at any time without giving a reason. Please contact the organizer or photographer directly.

Where can you make a complaint?

Event participants have the opportunity to submit a complaint to the Data Protection Officer specified above or to a data protection supervisory authority. Should event participants believe that the processing of personal data relating to them violates the GDPR – irrespective of any other administrative or judicial remedy – they have the right to complain to a supervisory authority, in particular in the member state where they reside or where a suspected infringement has occurred.

The supervisory authority with which the complaint has been lodged shall inform the complainant of the status and outcome of the complaint, including the possibility of a judicial remedy in accordance with Art. 78 of the GDPR.

Moreover, event participants can lodge a complaint with our delegated supervisory authority:

Bayerisches Landesamt für Datenschutzaufsicht (BayLDA)
Promenade 18
91522 Ansbach