

21. Interzoo App

Within the scope of the “Interzoo” trade fair that we organise, you will receive access to the “Interzoo App” (**hereinafter: App**) we provide. This provides publicly available information to enable trade-fair planning, and to search for exhibitors, products, trademarks, and supporting programmes. Furthermore, the App offers an interactive hall plan, news functions and the transmission of so-called push notifications (**all the aforementioned functions of the App hereinafter: Basic Functions**). If you have acquired an event ticket or hold an exhibitor pass, in addition to the Basic Functions described, the App offers you an integrated ticket wallet and individual profile editing functions. After acquiring an event ticket, if you use the exchange contacts function and the connectivity function you will also be able to exchange data with other users and exhibitors, as well as to network with the help of the networking function (**all the functions linked with the acquisition of an event ticket / exhibitor pass hereinafter: Additional Functions**).

a. App – use and data protection

The use of the App and the conclusion of a corresponding user agreement are voluntary and are not preconditions for attending the “Interzoo” trade fair. However, when using the App, you can plan your visit to the trade fair using the functions described in the introduction and structured according to your needs.

b. Consent

In order to use the App as described above, users are obliged to accept this Privacy Policy. This applies notwithstanding whether you only use the Basic functions of the App or also the Additional Functions. A declaration of consent must be given after downloading the App from the relevant app store and will be requested again on first use of the networking function in the App.

c. Usage data and its use as well as the legal basis for the relevant use of the Basic Functions without acquiring an event ticket / exhibitor pass

While using the App, device information is sent (e.g. device type, system version, etc.). The information is only needed to deliver device-specific content to the App (e.g. graphic formats that are suitable for the device, version-dependent navigation elements). In order to use all of its functions, the App also requires the following permissions, which you can optionally grant:

- Internet access: This is required to load the current trade fair data onto your device. In addition, functions such as sending contact requests (networking) or watching live streams (event program) require Internet access.
- Camera access: This is required so that QR codes can be scanned. These are used to import contact details of scanned trade fair participants (QR code on trade fair ticket or networking QR code in the App) into the networking address book in the App. The function also makes it possible to transfer favorites from the online exhibitor search to the App. Camera access is also required for navigation purposes onsite, provided this service is offered at the respective event.
- Location and Bluetooth access: Access is required for location-based navigation and information purposes onsite, provided this service is offered at the respective event.
- Access to the gallery: This is required if you want to upload a profile photo from your photo album.
- Access to the address book: This is required in order to be able to save contacts in your device's address book.
- Calendar access: This is required in order to be able to import/save appointments made via the app into your calendar.

- Access to device storage: This is required to save contact list export files on your device.

The following personal data will be processed during use of the Basic Functions even without acquiring an event ticket / exhibitor pass:

(1) Usage data

When you use our App, we will collect the following data:

- IP address,
- Date and time of the request,
- Time zone difference from Greenwich Mean Time (GMT),
- Contents of the request (concrete page),
- Access status/HTTP status code,
- Data quantity transmitted,
- Website from which the request comes,
- Browser,
- Operating system and its interface,
- Language and version of the browser software,
- Email address.

(2) Use of usage data

By registering to use our App you can receive “In-App notifications”. “In-App notifications” are notifications sent to your App that you as a reader see when you open the App. In addition, it will be possible for you to use the “Message Centre”. You can call up and administer messages with the “Message Centre”. You can also receive “Push notifications” about updates, new App functionalities, information or advertising that we send to end-users on behalf of exhibitors. Push notifications are notifications sent to your App that appear both on the lock screen and the unlocked display in the App.

(3) Firebase

Our App uses the analysis service “Firebase”. With the help of Firebase, we record data about the manner in which functions are used and how they are used within the App. We refer to section 18 of our Privacy Policy in this regard. The following user procedures will be analysed:

- Pages: calls (e.g. lists, detailed pages etc.)
- Favourites: add/delete
- Data: update
- Notes: add/delete
- Contacts: add/delete
- Sponsor banner: displayed/clicked
- Matchmaking/Networking: login/logout
- URLs/Links: open
- Calendar appointments: add
- Search function: apply
- Settings page: call
- Contact information: click on call, email, website
- App contents: use the function “Share” in the social media area

(4) Legal basis for the data usage described above

We process the personal data specified in **c) (1)** as per Art. 6 (1) 1 b) of the GDPR to initiate, implement and settle the user agreement for use of the App. Furthermore, we process the data we require technically in order to offer you the functions of our App and to be able to guarantee stability and security as per Art 6 (1) 1 f) of the GDPR. Within the scope of the necessary consideration of interests, we have compared your interest in the relevant secrecy of your personal data with our interest in providing the App, making contact and the need for security. Your interest in secrecy is overridden here. Because otherwise, we would not be able to guarantee the IT security and the functionality of our App, as described above. The use of "Firebase" described in **c) (3)** is intended to continuously optimise our App, its contents and its user-friendliness. These purposes are our legitimate interest in the data processing. Consequently, this processing relates to the legal basis of Art. 6 (1) 1 f) of the GDPR. Within the scope of the necessary consideration of interests, we have compared your interest in the relevant secrecy of your personal data with our interest in providing the App, making contact and the need for security. Your interest in secrecy is overridden here. Because otherwise, we would not be able to guarantee the continued development of improved functionalities of our App, as described above.

(5) Categories of recipient

In using our App, we work together with service providers upon whom we have imposed contractual obligations to treat personal data just as carefully as we do. In this respect, we can also transmit personal data to service providers in third countries. Third countries are countries outside the EU and outside the EEA. Third countries also include the USA, where there is no level of data protection comparable to that in Europe. It is possible for state agencies to access personal data there without you or us finding out. The chances of legal redress are slim. The legal basis for such data transmission is consent pursuant to Art. 49 (1) 1 a) of the GDPR.

(6) Connection to other functions of your smartphone

Registration data can be used with other functions of your smartphone, if you issue the authorisations required for this, for example, to export certain appointments (calendar function).

d) Data for Additional Functions and their use as well as the legal basis for the relevant use on acquiring an event ticket / exhibitor pass within the scope of the Additional Functions

By acquiring an event ticket / exhibitor pass and using the Additional Functions all the data uses apply that are described for the Basic Functions. Therefore, the regulations of c) (1) to (6) also apply when using the Additional Functions. Otherwise, additional data is collected. The following applies to this in addition:

(1) Ticket data

You can upload your event ticket / exhibitor pass to be filed digitally in the App using a code in the ticket wallet. Optionally, it is possible for us to deposit your ticket for you automatically in your ticket wallet. The acquisition of tickets from the TicketShop is also based on our Privacy Policies. We also refer to these at <https://www.interzoo.com/en/data-protection>. Depositing ticket data in the "ticket wallet" will make entrance to the relevant trade fair event easier.

(2) Coronavirus proof of vaccination

In accordance with the requirements of the applicable Covid-19 legal regulations it is possible that attendees may have to meet certain evidence obligations (**hereinafter: Evidence Certificate**). If this obligation to provide evidence applies at the point in time Interzoo takes place, attendees can optionally show the Evidence Certificate at a clearing point on site on the event day or upload it into the Nürnberg Messe TicketShop in advance. The ticket information, including vaccination status, will then be transmitted from there into the App, via the interface of the processor used by WZF, Corussoft GmbH, Kurfürstendamm 56, 10707 Berlin. The information that evidences has been provided will be documented by organising the code generated. The code for the turnstile will then also include the information about vaccination status. In this manner, an upload into the TicketShop will enable quicker and contactless entrance to the trade fair site. Optionally, the organizer reserves another way that allows the participant to upload the verification certificate also directly in the app.

(3) Contact and connectivity data

Using the QR code scan function you can send your own contact details to another end-user/exhibitor or receive the contact details from another end-user/exhibitor using the same function. By scanning the “exhibitor and product QR codes” the contact details given when buying the ticket or the contact details given in the App can be transferred to an exhibitor in the form of **lead reporting**. The same applies to exchanging digital business cards between attendees. This personal data includes your first name and surname, email address, company, job title, telephone number/mobile number. The contact and connectivity function makes communication between trade fair attendees and exhibitors easier by giving them the possibility to open simple communication paths and also maintain these during the period of time after the trade fair.

(4) Lead reporting

Lead reporting allows personal data to be exchanged between exhibitors and users using electronic paths. We will only pass personal data to exhibitors by means of lead reporting if you have given your explicit consent to our Privacy Policy in advance and also pass the data to us. If a user scans the QR code, they will automatically pass their data to the relevant exhibitor. The relevant exhibitor will then be obliged to comply with the provisions of data-protection law with regard to this forwarded data after the data has been forwarded to the exhibitor. We explicitly refer to c) (5) with regard to forwarding data to exhibitors from third countries.

(5) Profile data

When you log in to the App a personal profile with the data from your registration in the TicketShop will be automatically set up for you. You can supplement this data with further data, for example, in the fields “Company”, “Position”, “Telephone number”, “Areas of interest”, “Further information and a profile picture”. This data is used to present the relevant user to other users and exhibitors, to describe their interests and make it easier to make contact and keep in contact.

(6) Networking data

Using the networking function, you can communicate with other users of the App in private chatrooms without these being visible to anyone else apart from the attendees you have set for the private chatroom. You can also be individually contacted by other users via a private channel. In order to provide this networking function, we process your personal data, in particular your user account data (surname, first name, company, job title, position, profile picture and country). If you use the networking function, we will use an algorithm for matchmaking. This algorithm will identify matches between your interests and the interests of other users and exhibitors and will display these in the order of matching relevance. If you use networking and matchmaking, we will form a profile derived from the interests you have given. We will compare your interests with the interests of other networking participants and form a list of networking participants with whom you share the most interests, adjusted for you in descending order. These participants will be suggested to you as possible contacts. In this respect your personal data will be processed to carry out the agreement and to provide the networking function.

(7) Camera data

In order to scan QR codes, take image memos and use the integrated selfie camera, we require access to your camera. The data will be stored on your device. You can block this access using the settings in your operating system. If you block this access, some of the functions may not be available.

(8) Address data

Access to the address book offers the option of saving the contacts received via the digital business card or the exhibitor directory. The system checks locally on your device whether the contact is already saved in your address book. To save the exhibitor contacts, the app requires access to your address book.

Address book access also offers the option of inviting your own contacts to use the app. As soon as you search for a contact in Networking who is not yet an app user / net-working participant, you can check whether the user exists in the local address book after granting access to the address book and then invite them to use the app.

Access will only take place if you have given your prior consent. The legal basis for this is your consent in accordance with Art. 6 (1) (a) GDPR, which can be revoked at any time. To do so, please deactivate access in the app settings on your device.

(9) Legal basis for the usages of data described above within the scope of the Additional Functions

Ticket data as per **d) (1)** will be processed to initiate, implement and settle the user agreement on which the application via the App is based, pursuant to Art. 6 (1) 1 b) of the GDPR. The coronavirus proof of vaccination data provided as per **d) (2)** will be processed to meet legal obligations that we must meet towards government agencies on demand, for example, pursuant to section 16 (2) 3 of the German Prevention and Control of Infections Act (IfSG); the legal basis for this processing results from Art. 6 (1) 1 c), (2) and (3) of the GDPR in conjunction with section 6 of the Bavarian Prevention and Control of Infection Measures Ordinance (BayIfSMV) and sections 1.3 and 1.9 of the framework concept for trade fairs and exhibitions resulting from the joint announcement of the Bavarian State Ministries of Economics, State Development and Energy

and of Health and Care of 10 December 2021. In addition, with regard to the processing of coronavirus proof of vaccination data we refer to the explanations in the Privacy Policy in section 4. We process contact and connectivity data as per **d) (3)** on the basis of your consent to forward data pursuant to Art. 6 (1) 1 a) of the GDPR, as well as to meet the function laid down about the App in the user agreement pursuant to Art. 6 (1) 1 b) of the GDPR. We will only process lead report data as per **d) (4)** with your consent pursuant to Art. 6 (1) 1 a) of the GDPR. In addition, we will process this data to meet the function laid down in the App to initiate, implement and settle the user agreement pursuant to Art. 6 (1) 1 b) of the GDPR. The legal basis for processing your profile data pursuant to **d) (5)** and the networking data pursuant to **d) (6)** is your consent pursuant to Art. 6 (1) 1 a) of the GDPR. We are only permitted to activate the data detailed in **d) (7)** relating to camera data and in **d) (8)** relating to address data with your consent.

(10) Categories of recipient

We use service providers in our Ticketshop for acquisitions of tickets through our App. The obligation to forward stored visitor data to the health authorities in connection with Covid-19 infections corresponds with the obligation to notify the competent authority, for example, pursuant to the regulation of section 16 (2) 3 IfSG. Accordingly, there is an obligation to issue the required information and to submit documents to the health authority on request. Further, we provide contact, connectivity and networking data of other users, exhibitors and networking providers. For this purpose, we employ service providers within the scope of the functions described and send personal data to these service providers to do this. We also employ service providers to process personal data within the scope of matchmaking and lead reporting. If we forward personal data to service providers in the aforementioned cases, these service providers are contractually obliged to exercise the same care when handling personal data that we use ourselves. If we also transmit personal data to service providers in third countries, the statements in **c) (5)** apply.

(11) Connection to other functions of your smartphone

If you issue us the relevant authorisation, other applications on your smartphone, such as the camera, the photo gallery and/or the export of contacts, will be accessed.

e) Reference to the other regulations of the Privacy Policy

The special information about the Privacy Policy for the use of the “Interzoo App” included under this section 21 shall not affect the other regulations of the Privacy Policy of WZF which can be found at <https://www.interzoo.com/en/data-protection> and merely supplements these to the extent these regulations relate to the use of the App. These statements apply to use of the “Interzoo App”, and consequently in addition to the statements included here under section 21.