

# **INFORMATION ON DATA PROTECTION**

Effective April 2021



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The decision was made not to dispense with gender-specific differentiation. If at any stage this has not been taken into account, the relevant terms apply to both sexes, as a matter of principle and consistent with the principle of gender equality.

## Points of principle on data protection

Welcome to Messezentrum Salzburg - Salzburg's Trade Fair Centre – and to the Salzburg Arena! We are very happy to welcome you, as a visitor, an event organiser, an exhibitor or a partner company!

Because protection of your data and your privacy is very important to us, we would like to inform you comprehensively, on the following pages, as to what type of data we use and to what purpose, and what we are doing to protect them.

Compliance with the requirements of the law is a matter of course for our company and all our employees. The provisions of the General Data Protection Regulation (GDPR), and of Austria's Data Protection Act (DSG), according to the Adaptation of the Data Protection Act 2018 (Datenschutz-Anpassungsgesetz) version, come into force from 25 May 2018.

The GDPR establishes rules for protection of natural persons with regard to processing of personal data. It applies to all data-processing activities within the European Union and is also applicable for companies whose registered offices are located outside the EU – the market location principle applies.

We adhere to the following data-protection principles at all times:

### **Lawfulness, fairness, transparency**

Data provided to us must be processed in a lawful way, fairly, and in a way that is readily intelligible for the data subject.

### **Purpose limitation**

If personal data are collected, this happens for purposes that are specific, explicit and legitimate.

### **Minimisation of data**

The collection of personal data must be limited to a degree necessary for the purposes of processing.

### **Correctness**

Personal data must be collected in such a way that the data correspond to the facts; incorrect data must be erased or rectified.

### **Storage limitation**

Personal data must be stored in a form that makes it possible to identify the data subject only for as long as is necessary for the purposes for which the data was processed. The storage-periods and data-retention periods established by law apply.

### **Integrity and confidentiality**

Security in data processing is guaranteed through suitable technical and organisational measures. Unauthorised people do not have access to data or to the use of devices with which data are processed.

**Do you have questions on the topic of data protection or on the use of your data? You are welcome to contact us at any time:**

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Am Messezentrum 1  
5020 Salzburg

Telephone: +43 662 2404-62  
Fax: +43 662 2404-20  
E-mail: [datenschutz@mzs.at](mailto:datenschutz@mzs.at)

# 1 Data obtained by Messezentrum Salzburg GmbH

## 1.1 To what purpose do we obtain data?

We, Messezentrum Salzburg GmbH – Salzburg's trade fair company – are event organisers and, at the same time, the lessor for the most diverse range of events on our premises. As your hosts we welcome more than 600,000 visitors each year, more than 5,000 exhibiting companies and numerous event organisers from the most varied spectrum of business sectors.

In our company, data are obtained, used and stored in order to run events of our own and also externally-managed events. This includes specialist trade fairs and fairs for the public, public events (such as folk festivals, shows, concerts, etc.), closed events (such as conventions, congresses, events specific to particular companies) or other leasing out of hall spaces or open spaces on the premises of Messezentrum Salzburg GmbH.

## 1.2 Which data do we obtain?

Our active data research is limited to company contacts. Private contact data of natural persons is only collected by us if you voluntarily provide it to us, for example when purchasing tickets online for an event visit. This includes, among other things, name, address, e-mail address and phone number.

We point out that we obtain, process and store exclusively those personal data

- for which your consent and agreement was given to us; this includes, among other things, sending of newsletters, participation in prize games, online ticket purchases, photographs within the context of your visit to the given event,
- which are publicly accessible; this includes contacts on company websites, advertisements/inserts in newspapers/magazines, advertising materials, telephone book, etc.
- which we hand out in person; this includes the handing over of our business card, or holding a discussion face-to-face.

No data of illegal origin are used.

## 1.3 Which data do we NOT obtain?

At no time do we obtain, use or store private persons' sensitive data. The following is designated to be natural persons' sensitive data, about the person's:

- racial or ethnic origin
- political opinions
- membership of a trade union
- religious or philosophical beliefs
- health
- sex life or sexual orientation
- genetic or biometric data

Likewise we do not obtain, process or store data for which it is a precondition to obtain a child's consent.

## 1.4 For which purposes are the data used?

If private persons give their consent to use of the personal data provided, we use these data exclusively for purposes that are specific, explicit or legitimate; these include:

- the sending of a newsletter in order to issue the desired regular information regarding the named, event-related interests,
- participation in one of our prize games,
- issuing of access or of information, in accordance with the individual enquiry,
- the handling of specific individual cases,
- if applicable, sending invitations to our events.

Existing contacts and data of companies exhibiting, organising an event or providing services are used consistent with the conducting of events and for the purpose of fulfilling the respective contract. A contact with companies or organisations and their contact individuals, for sales purposes, is made only if the

services rendered by Messezentrum Salzburg GmbH correspond to the portfolio of the company contacted and can be of use in the context of mutual economic interest. The following are processed:

- the company postal address,
- the name of the competent contact person,
- the company's mail address and
- where applicable, the company telephone number.

For the purpose of direct advertising for the exhibitors at events that our company manages, i.e. not by an external company (gaining new customers or obtaining information on existing customers), we use this data on the legal basis of a justified interest.

### 1.5 For how long are the data stored?

The principles of data minimisation and of storage limitation apply. Personal data are stored exclusively for the duration needed to fulfil the purpose.

For the processing of data on natural persons but also on juristic persons, the storage periods and retention periods established by law apply.

### 1.6 How do we protect your data?

Our IT service provider ensures the security of data submitted electronically; that provider has certification for this, according to the international norm ISO/IEC 27001 'Information technology - security techniques – information security management systems (ISMS)'.<sup>1</sup> According to the security guideline from our IT service provider, conova communications GmbH, audits are conducted regularly, to be able to identify risks systematically and to overcome them. Beyond this, the ISMS' function is to guarantee continual improvement regarding the protection goals for information security – namely confidentiality, integrity, and availability.

Our staff are trained accordingly to engage with the topic of data protection; for daily and (above all) legally-compliant interaction with data; the company makes the corresponding working resources and documents available for this. The processing of data is subject to the internal company guidelines and also to standardised processes for being able to guarantee secure use of the data provided to us.

### 1.7 Data transfer

Data will generally not be transferred to third parties unless we are required to do so by law, the data transfer is necessary for the performance of the contractual relationship, or you have previously given your express consent to the transfer of your data.

You may revoke your express consent to the transfer of your data at any time. The revocation does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

### 1.8 Data-processing notice for event organisers, exhibitors and contractual partners

In order to maintain our premises in good order at all times, and to be able to offer you comprehensive services at the location for your event, we are working together intensively with our contractual companies and service companies.

Behind the scenes, successful events require many different trades and services; this is why integrate our partners into the planning in the best-possible way. For this purpose, where applicable, data on contract fulfilment are provided to our contractual partners, if these companies are involved in provision of the services. The data, made known to us when the order is placed or respectively when an exhibitor registers for the event, are communicated exclusively for order-fulfilment and limited to that purpose; it is prohibited for our contractual partners to use the data for their own, additional purposes.

We are entitled to point out that if circumstances require this (e.g. delay with payment, breaches of contract, instances of damage, etc.) it is permitted to pass on your company data to our debt-collection agency, to our lawyer or to our insurance company.

We would also like to inform you that, due to the structure of our company, governed by public law, we are subject to checks undertaken by the municipal office of monitoring, by the Federal State of

Salzburg's Audit Office (Landesrechnungshof) and also by Austria's Federal Audit Office. (Bundesrechnungshof); all these organisations are entitled to inspect information about our commercial actions.

## 2 Data protection while you are online

On our websites we would like to inform you about our company generally, about the events taking place on our premises, and about our latest news.

We operate the following websites ourselves:

- [www.mzs.at](http://www.mzs.at)
- [www.salzburgarena.at](http://www.salzburgarena.at)
- [www.monumento-salzburg.at](http://www.monumento-salzburg.at)
- [www.automesse-salzburg.at](http://www.automesse-salzburg.at)
- [www.garten-salzburg.at](http://www.garten-salzburg.at)
- [www.dult.at](http://www.dult.at)
- [www.kulinarik-salzburg.at](http://www.kulinarik-salzburg.at)
- [www.classicexpo.at](http://www.classicexpo.at)
- [www.berufsinfomesse.org](http://www.berufsinfomesse.org)
- [www.renexpo-hydro.eu](http://www.renexpo-hydro.eu)
- [www.salz21.at](http://www.salz21.at)
- [www.creativsalzburg.at](http://www.creativsalzburg.at)
- [www.customized-salzburg.at](http://www.customized-salzburg.at)
- [www.levelup-salzburg.at](http://www.levelup-salzburg.at)
- [www.dieherbstlust.at](http://www.dieherbstlust.at)

All details given on these sites are constantly being maintained and are based on information that is deemed to be up-to-date and correct at the point in time at which it is made public.

If you have any questions or inputs regarding individual events or general enquiries, you can contact our staff at any time. Please use the contact details indicated.

### 2.1 Obtaining data; security of data

You can visit the websites of Messezentrum Salzburg GmbH without informing us of who you are. By means of the internet pages being called up we, Messezentrum Salzburg GmbH, receive usage data, such as IP address, date, time and pages viewed. We use this information in anonymised form, to get to know usage behaviour and to set up statistics. Our files' security is of great importance to us. All personal data transferred to us are encrypted before being transferred via the internet.

### 2.2 Newsletter registration and online prize games

We store your name and your e-mail address

- if you register for our newsletter and have consented to the sending of our newsletter
- if you have agreed to receiving our newsletter when purchasing a ticket in our online ticketshop,
- if you have agreed to receiving our newsletter while registering for an event via Talque, or
- if you take part in one of our prize games and consent to the sending of information for this.

The legal basis for data processing for the purpose of sending the newsletter is your consent. Whenever any information item is sent to you, you can de-register at any time and then receive no more newsletters from us. You can revoke your consent at any time. The revocation does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation. We do not pass on your details to third parties.

To process our newsletter dispatch, we work together with an operator of a newsletter management system who is based in the EU.

A valid e-mail address is required to receive our newsletter. Immediately after registering for the newsletter, the provided e-mail address will be checked to determine whether you are actually the owner and are authorised to receive the newsletter. This is done by sending an e-mail with an activation link. After confirmation via the link, the registration is successfully completed.

## 2.3 Cookies & Google Analytics

Our website uses Google Analytics, a website analysis service from Google Inc. ('Google.') Google Analytics uses so-called 'cookies,' text files stored on your computer that make it possible to analyse your use of the website.

The information produced by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, in the event that IP anonymisation is activated on this website, your IP address is abbreviated by Google, in advance of this, within the European Union Member States or in European Economic Area (EEA) countries. Only in exceptional cases is the full IP address transferred to a Google server in the USA and abbreviated there. On behalf of this website's operator, Google will use this information to assess your use of the website, to compile reports on the website activities, and also to provide other services in relation to the website operator, associated with the website use and internet use. The IP address provided by your browser in the context of Google Analytics is not brought together with other data from Google.

You can prevent storage of the cookies by setting your browser software accordingly; however, we point out to you that, in that case, where applicable, you will not be able to use all this website's functions to the full degree. Beyond this, you can prevent the capture of the data related to your website use and produced by the cookie (incl. your IP address) and the data transfer to Google, in addition to preventing processing of this data by Google, by downloading and installing the browser plug-in available under the following link (<http://tools.google.com/dlpage/gaoptout?hl=de>).

You can also find further information on this at <https://support.google.com/analytics/answer/6004245?hl=en> (general information on Google Analytics and data protection).

We point out to you that Google Analytics was extended on this website, to include the code 'gat.\_anonymizelp()'; so as to ensure that IP addresses are obtained anonymously (so-called. 'IP masking').

## 2.4 Social-media plug-ins

Our websites include programs (plug-ins) from social media. When visiting our website, which includes our plug-in of this kind, your browser establishes a direct connection with the provider's servers; through that, in turn, the plug-in's content is transferred to your browser, which integrates this into the website presented. As a result the information that you have visited our website is transferred to the website operator. If, during your visit to our website, you are logged in via your personal social-media account, your website visit can be allocated to this account. By interacting with plug-ins, e.g. by activating the 'Like' button, or by leaving a commentary, these items of information are conveyed directly to the site operator and stored there.

If you wish to prevent such transfers of data, you must log out from your social-media accounts before visiting our website. Please refer to the respective data-protection notices, regarding the purpose and scope of data being obtained by the website operator, and also regarding further processing and use of the data there and your rights and settings-related possibilities to protect your privacy.

We use the following social media:

### Facebook



Operator: Facebook Inc., Facebook 1 Hackerway, Menlo Park, CA 94025, USA

You can see the plug-ins in the context of our internet page, via the Facebook logo (white 'f' against a black background). <http://www.facebook.com/policy.php>

### Twitter



Operator: Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA

You can see the plug-ins in the context of our internet page, via the Twitter logo (white 't' on turquoise background). <http://twitter.com/privacy>



## Instagram



Operator: Instagram Inc., 181 South Park Street, Suite 2, San Francisco, CA 94107, USA

You can see the plug-ins in the context of our website, via the Instagram logo (white camera icon against colourful background). <http://help.instagram.com/155833707900388>

## LinkedIn



Operator: LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland

You can see the plug-ins in the context of our internet page, via the LinkedIn logo (white 'in' on petrol-coloured background).

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

## Xing



Operator: New Work SE, Dammtorstrasse 30, 20354 Hamburg, Deutschland

You can see the plug-ins in the context of our internet page, via the Xing logo (dark and light green 'X' on white background). <https://www.xing.com/privacy>

## Youtube



Operator: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

You can see the plug-ins in the context of our website, via the Youtube logo (white triangle on red background). <http://www.google.de/intl/de/policies/privacy/>

## Talque



Operator: Real Life Interaction GmbH, Choriner Str. 3, 10119 Berlin, Germany

You can see the plug-ins in the context of our website, via the Talque logo (white balloon on purple background). <https://web.talque.com/en/privacy-policy>

## 2.5 Links to other websites

Our website contains links that lead you to other websites, not run by us. Please note that we have no influence on websites external to our own company and that we therefore assume no responsibility for the protection and/or confidentiality of data that you make available when visiting any such website.

### 3 Data protection while you are on our premises

To make your stay at the Messezentrum Salzburg a pleasant one, we would like to make you aware of the following topics that relate to you during your visit to our premises, regarding protection of your data and privacy.

#### 3.1 Video monitoring on our premises

Our premises are video-monitored. As a general observation on video monitoring of publicly-accessible, large-area facilities, it is particularly important to safeguard the aim of protecting the lives, health and liberty of the persons located there.

The purpose of video monitoring of publicly-accessible, large-area premises is:

- to perform the tasks that public venues must perform
- to safeguard compliance with the rights of premises' owners
- to safeguard justified interests for specifically established purposes.

The data-recordings made by our video monitoring are stored for a maximum of 10 days and then automatically erased. No LIVE recording or assessment takes place.

The material obtained is evaluated exclusively in individual, security-relevant situations in connection with criminal law (e.g. traffic accident, vandalism, theft, burglary, instances of damage, etc.). If notice is given according to the law, the relevant extract of the recording is given to the law-enforcement authorities as proof for criminal-law prosecution.

It is explicitly stated that access to the video monitoring system and the assessment of video recordings are permitted solely by those Messezentrum Salzburg GmbH employees to whom the company management has issued authorisation for these purposes.

#### 3.2 Photographs and film recordings

The right to one's own visual image is a matter of an individual's right to privacy.

It is pointed out that photos and films can be produced at the event location and published for the purpose of documentation and promotion of events in media. In this context, our interest is in no instance the collection of (visual, identifying) data on persons uninvolved in these activities, or the targeted recording of visual subject-matter suitable for identifying persons indirectly. We publish no images that belittle or violate the dignity of the person depicted, expose that person or distort any aspect of them, encroach upon the person's intimate sphere, or violate their personal interests in any way.

In the event that a data-recording is made that shows you, and on which you are clearly recognisable and identifiable, the photographer will ask you in advance, in order for you to be able to give your verbal consent. If you do not wish to be photographed, please inform the photographer. No particular permission is required for the depiction of large groups of persons in the context of (prearranged) events.. Please note that consent can be given implicitly if, for instance, you pose for the photographer of your own volition. However, the photographers are at all times under instructions to obtain prior consent to making the photo or film.

For public events, press photographers are regularly present. You can recognise accredited photographers by their press ID material, that is to be worn in plain view.

If we assign photographers for this purpose, we acquire the rights to use of the images in the context of the commercial order that we issued. The digital passing-on of images requires the accompanying transfer of the producer's designation (© notification) and, in the event of being made public, the copyright-holder's explicit consent according to copyright law. However, even if that information is not stated, the photographs are protected and may be used solely with the copyright-holder's consent.

#### 3.3 WLAN use

On our premises you can use our WLAN „>Messe surft!“ If you select this network on your mobile device, you are passed on to the registration page. You can choose from one free-of-charge and three fee-charging opportunities made available to you. After choosing the usage-option, you are directed to the registration page, on which you are asked to provide the following information: form of address, first

name, surname and e-mail address. A personal account is set up using this data –the access data are sent to your stated e-mail address; with this you can log in and log out at any time, for the duration of the WLAN usage-option chosen.

To be able to use our WLAN, you must give your prior consent to the General Terms & Conditions of Business and to the conditions of use; these you find on the registration page.

As an option, you can simultaneously consent to use of your e-mail address for marketing purposes. If you consent to use of your e-mail address, you receive our newsletter. With regard to the provisions for sending newsletters, Sec. 2.2 newsletter registration applies.

### 3.4 Parking on our premises

More than 3,000 parking spaces are available on our premises, run by our parking-area manager, APCOA Parking Austria GmbH. As soon as you get a parking card, at the barrier located at the site entrance, you thereby consent to our parking area manager's [Conditions of Use for Garages and Parking Spaces](#).

The two barrier units on our premises (entrance/exit Bessararbierstrasse or respectively on the autobahn <motorway> side) are also video-monitored. Only violations of the conditions of use for tracking, such as after-rider movements, are evaluated and stored.

When using our parking areas, no personal data are obtained or stored (no automatic recording of vehicle registration numbers or similar). An evaluation of the usage data of our parking areas is done for statistical purposes without any personal reference.

In a justified instance, of security relevance or one connected to a criminal-law prosecution (e.g. unlawful parking of vehicle, violation of road-traffic law, traffic accident, etc.), we retain the property owner's right to initiate proceedings against the vehicle owner, with the law-enforcement authorities.

### 3.5 Extended-period parking cards with an RFID chip

You have the opportunity to obtain a personalised, extended-period parking card from our parking-area manager, APCOA Parking Austria GmbH. For the purpose of invoicing, the data of the buyer required for the accounting are collected. Upon termination of the contract, the customer master data will be anonymised after 90 days. After expiry of the legal retention period, the data will be completely deleted.

The card is fitted with an RFID chip (radio-frequency identification) that enables the entrance-area and exit-area barriers to be opened contact-free, with the help of electromagnetic waves. Purchasing this card denotes consent to our parking-area manager's [Conditions of Use for Garages and Parking Spaces](#).

An assessment of usage behaviour, made by the parking-area manager and including transfer of the data to Messezentrum Salzburg GmbH, takes place exclusively in a justified case that is of security relevance or involves criminal-law prosecution (e.g. suspicion of fraudulent use, violation of road-traffic law, traffic accident, etc.).

In justified individual cases we also reserve the right, as owner of the property, to invalidate individual extended-period parking cards.

### 3.6 Tickets and access control

You can obtain tickets to visit the event relevant to you on our premises or also online, via our authorised ticket-seller, CTS Eventim Austria GmbH, via their website [www.oeticket.com](http://www.oeticket.com), without informing us who you are.

The ticket-counter personnel on our premises will not collect any personal data. Personal data obtained by CTS Eventim Austria GmbH during online purchase are not passed on to us. The ticket-provider's data-protection provisions apply to the online ticket purchase: <https://www.oeticket.com/tickets.html?affiliate=E92&doc=info/dataProtection&inPopup=true>

Please note that, in many instances, we are functioning solely as the lessor of the event location and thus have no access to ticket sales in an organiser's capacity. In the scheduled events published on [www.mzs.at](http://www.mzs.at) and on [www.salzburgarena.at](http://www.salzburgarena.at), you will always find the arranger's/organiser's contact

person for the respective event, provided that it is a public-access event or respectively provided that we are permitted to state the contact details of the company organising the event.

If age restrictions apply to a given event, we reserve the right to check visitor's identification documents at the entrance. If there is doubt the identification document, including a photograph, must be shown solely for verification purposes; no data are recorded or stored.

We point out that, in the case of events for which we act solely as the lessor of the facilities, particular access-restriction conditions can apply (e.g. proof of trade-visitor status, participant registration for conventions/congresses, etc.). For your planned event visit, please find out well in advance about the data-protection provisions, directly from the event-organiser responsible/the relevant organisation.

### 3.7 Online Ticketshop

In addition to the above-mentioned options, you can also purchase tickets for our events via our online ticket shop.

Depending on the event, you can choose from different ticket options. After selecting the ticket, you can choose whether you would like to create a "Print@Home" or "Mobile Ticket". You will then be taken to a registration page where you will be asked to provide the following data: title, first name, last name, e-mail address, postcode, city and country, and optionally phone number, company name, designation and company address. Your personal ticket will be created using this data, which will be sent to the given e-mail address after the order has been successfully completed.

As part of the registration process, it is necessary to agree to our terms and conditions and privacy policy. On a voluntary basis, you can also give us your consent to use your e-mail address for marketing purposes (newsletter dispatch) at the same time. With regard to the provisions on newsletter dispatch, Sec. 2.2 Newsletter registration applies.

After conclusion of the contract, your data (including invoice, ticket) will be stored until expiry of the statutory storage and retention obligations, and beyond that until the end of any legal disputes in which the data are required as evidence. If, for example, you have not received tickets or invoices, you are welcome to contact us at any time and we will send you your documents promptly.

We only process the personal data that you, as a customer, provide to us with your registration details.

### 3.8 Visitor surveys

So that we can constantly continue to develop and improve the events that we organise, serving our visitors' interests, we conduct visitor surveys. These surveys are carried out and evaluated on a 100% anonymous basis.

In the evaluation, you need not indicate any data that are suitable for determining your identity or attributable back to you personally. Participation in the visitor survey takes place on a voluntary basis. Consent or non-consent to participation is given to the interviewer verbally.

## 4 Data subjects' rights

The following must be understood to be data subjects' rights: the rights that those natural persons who are data subjects can apply with regard to use of their data.

### 4.1 Duty to provide information

As soon as data are obtained, you will be notified of this accordingly. If the personal data were not obtained directly from the data subject, we are happy to inform you regarding the source of the data.

### 4.2 Right of access

If you would like to know what is happening with your data in our company, you have the right of access to information accordingly at any time. This relates to:

- the type and the scope of the data obtained
- the purpose of the data processing
- the duration of data storage (until consent is withdrawn or respectively until the data storage and data retention periods stated by law have expired).

### 4.3 Right to rectification

The precondition for a legal claim to rectification is that the data that we have are incorrect or are incomplete, taking into account the purpose of processing.

### 4.4 Right to data erasure

The precondition for the right to erasure of the data is that one of the following reasons applies:

- The personal data are no longer necessary for the purposes for which they were obtained and processed.
- The data subject has withdrawn consent to the data-processing.
- The personal data were processed unlawfully.

### 4.5 Right to restrict processing

The precondition for the right to restrict processing is that one of the following reasons applies:

- The data subject has disputed the correctness of the personal data, for as long as the controller is checking the correctness of the personal data.
- The data subject has submitted an objection to the processing, until it is established whether the controller's justified reasons override those of the data subject.
- The processing is unlawful and the data subject has opposed erasure of the personal data, requesting the restriction of the personal data's use instead.
- The controller no longer needs the personal data for the purpose of processing, but the data subject does need it for establishing, exercising or defending legal claims.

### 4.6 Right to data portability

The right to data portability enables the data subjects to obtain 'their' data and to reuse them for their own purposes and for various services. Messezentrum Salzburg GmbH does have the duty to make the data available in a structured, commonly-used and machine-readable format (.csv oder .xml). However, this does not mean that Messezentrum Salzburg GmbH must take over or retain technically compatible data processing systems.

The data subject's legal claim must not impair other persons' exercise of their rights. Rights are not impaired if these 'external data' are closely connected with the data subject's data.

## 4.7 Right to object

The right to object can be established in various situations:

- The data subject cites reasons that emerge from his/her particular situation and the data are processed to perform a task that serves the public interest, or to exercise the state's authority, or to safeguard the justified interests of the controller or of a third party, including profiling conducted on this basis.
- The data subject cites reasons that emerge from his/her particular situation and the data are processed for scientific, historical or statistical purposes.
- If the data subject's data are processed for direct-marketing purposes; this includes profiling, if it is in connection with direct marketing.

## 4.8 Right of withdrawal of consent

At any time, you have the right to withdraw your declaration of consent with regard to data-protection law. Withdrawal of consent does not affect the lawfulness of processing based on consent before consent was withdrawn.

## 4.9 How you can make use of your right?

Messezentrum Salzburg GmbH, as the controller for data-processing, takes suitable measures to provide all information to the data subject in precise, transparent, intelligible and easily accessible form, in clear and plain language.

If you need access to information about your data, please send a written enquiry exclusively to [datenschutz@mzs.at](mailto:datenschutz@mzs.at).

Enquiries sent directly to individual staff members cannot be answered. If an enquiry is mistakenly sent to an individual staff member (=processor of the task), that person has no explicit duty to pass on the matter to the controller; however, the processor of the task does have a duty to provide support.

If there is a justified doubt about a person's identity (e.g. use of a fantasy mail address), we retain the right to request more information to confirm the data subject's identity.

Information requested is provided within one month (4 weeks), in writing and free of charge. In exceptions, this deadline can be prolonged by a further two months, if this is necessary in view of the complexity and number of the applications.

## 4.10 Our right to decline an application

We can either decline, or demand a reasonable fee for, manifestly unfounded or – particularly in the case of frequent repetition – an excessive number of applications by a data subject. In such an instance the administrative costs for the notification letter can be taken into account. As the controller, Messezentrum Salzburg GmbH has the burden of proof that the application was manifestly unfounded or had an excessive character.

In establishing the right to data erasure, some particular reasons for declining a request are added. Thus it is permitted to decline the legal claim if processing of the data is necessary (for one of the following):

- to exercise the right to freedom of expression and the right to information;
- to fulfil a legal obligation which makes the processing necessary, according to European Union law or to the law of the Member States, to which the controller is subject;
- for reasons of public interest with regard to public health;
- for archiving purposes that are in the public interest; for scientific or historical research purposes or for statistical reasons;
- to establish, exercise or defend legal claims.

If the rectification or erasure of the data cannot take place without delay because, for economic or technical reasons, this can only take place at certain points in time, the client can postpone the task of handling this application until that point in time, and the processing of the data is to be restricted.

The right of restriction does not exist if

- the data subject has consented to a more extensive processing;
- the processing is necessary to establish, exercise or defend legal claims;
- the processing is necessary to protect the rights of another natural or juridical person.

## Notice on sources

To produce this document we have sourced and used information from the Austrian Economic Chambers (WKO).

All data given and all documents were also subjected to a check with regard to their legality, so that we can act in compliance with the law, according to the company's interests, and in compliance with the protection of your privacy.

The following link provides you with more extensive, general data-protection-related information at any time:  
<https://www.wko.at/service/wirtschaftsrecht-gewerberecht/EU-Datenschutz-Grundverordnung.html>