

1) Introduction

This Privacy Policy outlines how all members of Sherwood Event Services Ltd (Registered company number 06395373) may use, process and share your personal data.

We included a description below of the companies and entities described in this policy.

- 'Sherwood Event Services' refers to the Official UK and Ireland Sales Partner for Messe Frankfurt GmbH
- 'The Messe Frankfurt Group' refers to our head office, and all other official Messe Frankfurt subsidiaries, entities and sales partners across the world
- 'You' or 'your' refers to you, the person or business engaging with us

By registering either as a visitor or exhibitor for one of our events, subscribing to our services, interacting with us, providing us with a business card or in the course of our targeted B2B marketing campaign, we will process your personal data in accordance with this Privacy Policy.

2) Contact Us

Address: FAO Data Protection Officer, Sherwood Event Services, Unit 10 & 11 Innovation Place, Douglas Drive, Godalming, Surrey, GU7 1JX, United Kingdom.
Email: info@uk.messefrankfurt.com

3) How we collect your information

We collect information you provide to us when you complete registration forms via the Messe Frankfurt Group. This includes registration forms (both exhibitor and visitor) and details you provide over the phone or via email. This information might include your name, company names, address, email address, phone number, and details about your registration and interest

We collect information contained in any correspondence between you, us, and the Messe Frankfurt Group via registrations, contact forms, emails, telephone calls and exhibitor brochures

We may share your information with our affiliated service providers. For example our affiliated freight services.

4) How we use your information

We may use your information for the following purposes:

We use personal data to:	Purpose?	Legal basis?
Provide you with information that you have requested from us, in relation to events we represent, or other services we provide	We will need to use your contact details to keep you updated about the products or services you have indicated you are interested in.	By specifically requesting information from us, you are consenting to us using your personal data for the purposes of communicating such information to you.

<p>For general administration and organisation of our events, for example to contact you with information about an event or conference that you're exhibiting at, or attending.</p>	<p>We will need to use your details for planning and logistics, to provide you customer service in relation to the event, and general administration of your attendance at the event.</p> <p>Please note that we may also share your personal data with other entities in the Messe Frankfurt Group</p>	<p>Where you have registered to visit or exhibit at an event, we need to use your personal data to perform our contractual obligations to you. Where you are attending an event but do not have a contract with us (for example you received free tickets), it is our legitimate interest to use your personal data for general administration and logistics of the event.</p>
<p>To keep in contact with you about other similar events or services of ours that may be of interest to you, or for research purposes after an event you have attended.</p>	<p>To keep you up to date on similar events or services you have previously attended or expressed interest in the past. To analyse the effectiveness of our events and offerings to you.</p>	<p>It is our legitimate interest to keep you up to date on similar events of ours you have attended or exhibited at in the past. Where we rely on legitimate interests in this way, we will always offer an opt out, and unsubscribe option on any marketing information we send you.</p>
<p>Pass on your contact details to our logistics partners to enhance your experience at an event you have signed up to exhibit at.</p>	<p>We engage logistic partners in order to enhance your experience at our events, such as engaging stand builders, electricity providers, carpeting, furniture, WIFI providers etc.</p>	<p>Where we need to share these details with such logistic partners in order to perform the contract we have with you, the legal basis would be the performance of a contract.</p> <p>In other circumstances, we have a legitimate interest to provide the details to our partners, because these services are required for a seamless exhibition experience, and it is in your interest to be provided with this information. If you prefer us not to share these details with our logistics partners, you can us indicate using the opt out box when you register your details, or let us know during the contracting process.</p>
<p>Market to you based on your activity in related exhibitions</p>	<p>To make you aware of the business opportunities offered by Messe Frankfurt Events</p>	<p>It is our legitimate interest to market Messe Frankfurt events to companies engaged in the related marketplace. We will always give you the option to opt out and unsubscribe from emails like this in the future.</p>

More information will be provided when you register either as a visitor or exhibitor. View the Messe Frankfurt GmbH policy here: <https://www.messefrankfurt.com/frankfurt/en/privacy-information.html>

5) Who we might share your data with

In certain circumstances we may share your personal information with:

- Other entities in the Messe Frankfurt Group, where appropriate.
- Selected third parties that we work with, where necessary for the purposes of delivering to you services that you request from us. For example, when you register to attend an event that we host, we

may need to share your information with third party sub-contractors, service providers or other Messe Frankfurt Group

8) How do we store and look after your data

We use a variety of security measures to protect your information against any unauthorised access or unlawful use.

We will retain your information for as long as is necessary to provide you with the services that you have requested from us. Where you have not participated, attended or registered to attend or participate in one of our events, or otherwise engaged with us in the past 3 editions of the exhibition in question, we will delete your data, unless we have an obligation to retain it for longer (for example for taxation purposes).

If you have unsubscribed or opted out from a marketing email from Sherwood Event Services, we cannot guarantee that you will not still be contacted by someone else in the Messe Frankfurt Group. For example, if you opt out, but unsubscribe from our marketing emails, but you register for a show – Messe Frankfurt Group will need to contact you directly to send you documents such as registration forms and tickets.

Transmission of information over the internet can be insecure, and although we employ measures to protect your information from unauthorised access we cannot always guarantee the security of information sent over the internet.

10) Your rights in relation to your Personal Data

You have the right to:

- Request a copy of the personal data that we keep about you, by making a request in writing to the Data Protection Officer. Our Data Protection Officers details are provided on Page 1 of this policy. You can ask us to provide the data in a commonly used, machine readable format, and where we are able to; transmit this data to another organisation.
- Contact the Data Protection Officer if you are concerned that any of the information we hold on you is incorrect, to have that data corrected.
- Contact the Data Protection Officer to ask us to stop processing your data, or withdraw consent where we are relying on consent as the legal basis for any processing of your data.
- Contact the Data Protection Officer to request that we delete your personal data.

11) CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Updated privacy policies will be updated on the relevant Sherwood Event Services Website (<http://www.ukfrankfurt.co.uk/>), or provided to you at your request.