

Mack Brooks Exhibitions Ltd, as the Organisers of EuroBLECH, offers online services for registered users, such as the ticket registration for complimentary admission tickets. The registration processes for these services involve the creation of user accounts. Mack Brooks Exhibitions Ltd is a registered UK company and therefore all data handling is subject to the data protection law of the United Kingdom [UK Data Protection Act 1998].

Personal data will not be disclosed to third parties. Questions, suggestions or comments regarding data protection should be sent via email to: info@euroblech.com

This Declaration of Consent can be revoked at any time, in which case, the revocation will apply from the date of revocation forward.

St Albans, 26 July 2016

Mack Brooks Exhibitions Ltd, Romeland House, Romeland Hill, St Albans, Herts, AL3 4ET, United Kingdom

Collection of Data

The following is a list of services and the types of data that are collected, processed and used in relation to them:

Creating a user account:

- **Mandatory:**
Email address, Title, First name, Last name, Country
- **Voluntary:**
Other title, Company, Sector, Job function, Telephone, Mobile, Postal address (Street name/No., Postal Code and City)

Registering complimentary admission tickets:

- **Mandatory:**
Email address, Title, First name, Last name, Company, Sector, Job function, Country, Postal address (Street name/No., Postal code, City)
- **Voluntary:**
Other title, Telephone, Mobile

Using the Lead Management Service:

The Lead Management Service offers visitors a convenient option for giving approved exhibitors access to the data that was collected and stored during the registration of their tickets. Data can only be made available in this way to exhibitors individually approved by the visitors concerned. Approved exhibitors can access the visitor's data stored by scanning the barcode on the visitor's ticket.

- **Mandatory:**
Email address, Title, First name, Last name, Company, Country, Postal address (Street name/No., Postal code, City)
- **Voluntary:**
Other title, Telephone, Mobile

Declaration of Consent

I hereby give my consent to collect, process and use my personal data. In the event that I register complimentary admission ticket(s), I hereby give my consent for my personal data to be communicated to the exhibitor who invited me (by sending me the ticket). In the event that I use the Lead Management Service, I hereby give my consent for my personal data to be communicated to the relevant exhibitor(s).

1. CREATING A USER ACCOUNT

I hereby give my consent for the mandatory and voluntary data collected from me in the course of creating a user account to be used by Mack Brooks Exhibitions Ltd for the purposes of enabling me to use online services such as ticket registration. I further give my permission for my user account details to be stored indefinitely. I acknowledge and understand that I can deactivate my user account at any time if I no longer wish it to be stored. I acknowledge and accept that this data will be used for commercial purposes in accordance with clause 4 of this Declaration of Consent.

2. TICKET REGISTRATION

I hereby give my consent for Mack Brooks Exhibitions Ltd to use, for the purposes of complimentary ticket registration, the mandatory and any voluntary data I provide when registering a complimentary admission ticket. I further give my consent for the voluntary data, together with the ticket registration date, to be communicated to the exhibitor who invited me (by sending me the complimentary admission ticket). I hereby give my permission for the exhibitor to use this data for his or her present and future trade fair planning. I acknowledge and accept that this data will be used for commercial purposes in accordance with clause 4 of this Declaration of Consent.

3. LEAD MANAGEMENT

In the event that I choose to use the Lead Management Service, I hereby give my permission to transmit my mandatory and voluntary data to exhibitors who – with my express permission, given on site at the show – scan my ticket in the interest of using said data. I give my consent for said exhibitors to retrieve such data and to use it for the purpose(s) individually agreed upon, the data protection terms of the exhibitor apply thereafter.

4. USE OF PERSONAL DATA FOR ADVERTISING PURPOSES BY MACK BROOKS EXHIBITIONS LTD

I hereby give my consent for Mack Brooks Exhibitions Ltd to store the following types of data as a profile for internal purpose and to analyse and use the same for the purpose of targeted advertising communications to me on relevant topics and products in connection with trade fairs and/or exhibitors of interest.

- Mandatory and voluntary data collected when creating a user account
- Mandatory and voluntary data collected in combination with ticket registration as well as the date of the ticket registration

I furthermore consent to the mathematical and statistical analysis of my personal data for advertising purposes (scoring). However, my email address may only be used for advertising purpose with my express consent.

5. GENERAL

This Declaration is subject to English Law. The Declaration is available in English and German. In the event of any discrepancies between the different language versions, the English version shall apply.