

Privacy Notice on Visitor Analysis Using Vispal Sensor Technology (Art. 13 GDPR)

1. Controller

The controller responsible for data processing within the meaning of the General Data Protection Regulation (GDPR) is: The exhibitor on whose exhibition area the visitor analysis is carried out.

2. Contact for Data Protection

For questions regarding the processing of your personal data, please contact FREUNDE Messebau GmbH (Friedenstraße 11, 71069 Sindelfingen).

Email: info@freunde-messebau.de

The exhibitor may additionally appoint its own Data Protection Officer. Relevant contact details are available upon request at the exhibition stand.

3. Purpose and Legal Basis of Processing

The processing is carried out for the purpose of analyzing visitor flows and the use of exhibition stands (e.g. visitor frequency, dwell time, walking routes).

The legal basis for processing is Art. 6(1)(f) GDPR. The exhibitor's legitimate interest lies in optimizing its trade fair presence and improving marketing and sales measures.

The interests of the data subjects are safeguarded because the processing is only temporary and the data is anonymized immediately (see Section 5).

4. Categories of Personal Data Processed

Within the sensor detection area, the following categories of personal data are processed temporarily:

- Image data (video recordings of persons)
- Derived movement and frequency data (e.g. visitor numbers, walking routes, dwell time)

No identification of individuals is carried out.

5. Functionality and Anonymization

Visual sensors are used for the analysis within the exhibition stand (e.g. mounted on the ceiling).

The captured image data is automatically processed and anonymized immediately after collection. Identification of individuals is no longer possible after this processing step.

The raw image data is not stored and is deleted immediately after anonymization.

6. Recipients or Categories of Recipients of the Data

As part of the processing, the following parties may have access to the data:

- FREUNDE Messebau GmbH as a sub-processor (provision and operation of the sensor technology)

Processing may also technically take place on systems operated by IT service providers (this applies only if processing is carried out in cloud systems).

All service providers are contractually bound in accordance with Art. 28 GDPR.

7. Storage Period

The raw image data is automatically anonymized immediately after collection and subsequently deleted (generally within milliseconds).

Only anonymized evaluations are stored, which no longer contain any personal reference.

8. Obligation to Provide Data

The provision of data is neither legally nor contractually required.

You are not obliged to remain within the detection area of the sensors. By avoiding the appropriately marked areas, you can avoid the processing.

9. Your Rights

You have the following rights vis-à-vis the controller:

- Right of access (Art. 15 GDPR)
- Right to rectification (Art. 16 GDPR)
- Right to erasure (Art. 17 GDPR)
- Right to restriction of processing (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR)
- Right to Object

You have the right to object at any time, on grounds relating to your particular situation, to processing based on Art. 6(1)(f) GDPR (Art. 21 GDPR).

10. Right to Lodge a Complaint with a Supervisory Authority

You have the right to lodge a complaint with a data protection supervisory authority if you believe that the processing of your personal data violates the GDPR (Art. 77 GDPR).

11. No Automated Decision-Making

Automated decision-making, including profiling within the meaning of Art. 22 GDPR, does not take place.