

PRIVACY POLICY

of Messe Congress Graz Betriebsgesellschaft m.b.H.

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TABLE OF CONTENTS

1. WHO IS RESPONSIBLE FOR DATA PROCESSING AND WHO CAN YOU CONTACT? 3

2. JOINT PROCESSING AND RESPONSIBILITY 3

3. PURPOSE OF DATA PROCESSING..... 4

4. LEGAL BASIS FOR DATA PROCESSING..... 4

5. WHAT IS PERSONAL DATA?..... 4

6. ARE YOU REQUIRED TO PROVIDE YOUR PERSONAL DATA? 4

7. WILL YOUR PERSONAL DATA BE DISCLOSED? 5

8. HOW LONG WILL YOUR DATA BE STORED? 5

9. DATA PROCESSING IN THE CONTEXT OF BUSINESS RELATIONSHIPS 5

10. ONLINE DATA PROCESSING 6

11. PRESENCE DATA PROCESSING 11

12. COMPETITIONS 12

**13. WHAT DATA PROTECTION RIGHTS DO YOU HAVE AND TO WHOM CAN YOU ASSERT
THESE RIGHTS? 12**

14. RIGHT OF APPEAL 12

1. WHO IS RESPONSIBLE FOR DATA PROCESSING AND WHO CAN YOU CONTACT?

We, Messe Congress Graz Betriebsgesellschaft m.b.H., take the protection of the personal data of our prospective customers, customers and business partners very seriously. This privacy policy informs you about the nature, scope and purpose of the collection and processing of your personal data.

We are the data controllers within the meaning of the General Data Protection Regulation (GDPR) and other data protection regulations:

Messe Congress Graz Betriebsgesellschaft m.b.H.

Messeplatz 1, 8010 Graz
Tel: +43 (0)316/8088-0
Fax: +43 316 8088-250
E-Mail: office@mcg.at

If you have any questions about data protection or data processing, or if you wish to exercise your data protection rights, you can contact our data protection officer at any time:

Digital Inspire GmbH

Neubaugasse 24, 8020 Graz,
E-Mail: datenschutz@mcg.at

2. JOINT PROCESSING AND RESPONSIBILITY

In order to offer our customers and business partners smooth business operations and visits to our trade fairs and events, we have our own exhibition stand construction and logistics provider on site at the exhibition grounds (Messeplatz 1, 8010 Graz): **AMB Ausstellungsservice u. Messebau GmbH**.

To process your personal data, we jointly use a customer service tool (RUBIN) and jointly determine the purposes and means of the following processing operations:

- Supplier management
- Purchasing and warehouse management
- Quality assurance & customer satisfaction
- Data transfer within the group
- Event management and project planning
- Planning, administration, coordination and documentation of events and projects.
- General external communication
- CRM and sales
- Marketing for own purposes
- Customer service, helpdesk, service desk

The joint controllers within the meaning of the General Data Protection Regulation (GDPR) and other data protection provisions in connection with the above-mentioned processing activities are therefore

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E-Mail: office@mcg.at

and

AMB Ausstellungsservice u. Messebau GmbH

Messeplatz 1, 8010 Graz
Tel: +43 (0)316/831 000 0
Fax: +43 (0)316/831 000 10
E-Mail: office@ambgraz.at

If you have any questions in this regard, you can contact either of the two companies or our data protection officer at any time.

We, Messe Congress Graz Betriebsgesellschaft m.b.H. and AMB Ausstellungsservice u. Messebau GmbH, have concluded an agreement on the joint processing of personal data. This agreement regulates who fulfils which obligations in accordance with the GDPR and other data protection regulations. We are happy to provide you with the essential content of this agreement at any time. All provisions of this privacy policy are therefore also applicable to areas of joint responsibility.

3. PURPOSE OF DATA PROCESSING

We process your personal data for the following purposes:

- Implementation and organisation of own and third-party events. These include, in particular, trade fairs and public exhibitions as well as public and private events;
- Processing of orders, purchase orders, supply contracts, etc. within the framework of business relationships;
- Responding to enquiries, sending information about trade fairs and events, invitations, newsletters
- Processing payments in connection with participation in trade fairs or the organisation of events.
- Marketing measures (e.g. market observation, analyses, evaluations), including advertising for future trade fairs, events and offers.
- Analysing the use of our website in order to optimise it (see also the section on 'Cookies').

4. LEGAL BASIS FOR DATA PROCESSING

Your personal data is processed on the basis of the following legal principles:

- to carry out pre-contractual measures or to fulfil our contractual obligations (Art. 6(1)(b) GDPR),
- to fulfil legal obligations to which we are subject (Art. 6(1)(c) GDPR),
- to safeguard our overriding legitimate interests or those of a third party (Art. 6(1)(f) GDPR)
- within the scope of voluntary consent (Art. 6(1)(a) GDPR)

5. WHAT IS PERSONAL DATA?

Personal data is information relating to individuals whose identity is identified or identifiable (such as name, address, billing details, IP address, etc.).

6. ARE YOU REQUIRED TO PROVIDE YOUR PERSONAL DATA?

You are not obliged to provide us with your personal data. However, within the scope of business relations, the provision of personal data is necessary for the proper execution of contracts and company management. If you do

not provide us with your personal data, we may not be able to conclude a contract with you or may have to terminate any existing contractual relationships.

7. WILL YOUR PERSONAL DATA BE DISCLOSED?

Your personal data will only be passed on if this is necessary to achieve the aforementioned purposes.

Within our company, your personal data will only be disclosed to those persons who need it to fulfil contractual and/or legal obligations or on the basis of your consent.

In order to fulfil the above purposes, it may be necessary to transfer or disclose your personal data to recipients. These recipients may include:

- Service providers (e.g. IT service providers, payment service providers, system platforms, newsletter tools)
- Companies within our group of companies
- Social media operators, advertising agencies, Google Analytics
- Media representatives
- Authorities
- Insurance companies
- Lawyers, courts

Some recipients may be based outside Austria or process your personal data outside Austria. The level of data protection in other countries may not correspond to the Austrian level of data protection. We only transfer your personal data to countries that, according to the EU Commission, have an adequate level of data protection. Alternatively, we take measures to ensure that all recipients have an adequate level of data protection.

Your personal data will only be passed on to third parties if this is necessary to achieve the above-mentioned purposes, if there is a legal obligation to do so, or if you have given your prior consent to the transfer of your personal data to third parties.

8. HOW LONG WILL YOUR DATA BE STORED?

Your personal data will only be stored for as long as is necessary to fulfil the above-mentioned purposes or for as long as statutory storage and retention obligations exist. If data processing is based on consent, your personal data will be stored until revoked in case of doubt.

9. DATA PROCESSING IN THE CONTEXT OF BUSINESS RELATIONSHIPS

For the purpose of initiating and conducting business and for proper corporate management, we process the following personal data that we or one of our processors have collected from you in the course of business relations or generated in the course of processing, as well as data that you yourself have made public:

- Master data of contact persons, including contact details for communication
- Correspondence and email traffic in a business context
- Contracts, orders, delivery confirmations, etc.
- Data on service content and scope (scope of delivery, delivery times, etc.)
- Data on performance assessment and target achievement
- Bank details
- Possibly creditworthiness data of the company

- Billing data
- Marketing and sales data (purchase/sales history, areas of interest, etc.)
- If applicable, user IDs and technical access data

10.ONLINE DATA PROCESSING

10.1. Website

We operate the website www.mcg.at. Each time our website is accessed, we collect general data that is stored in the server log files. This includes, among other things:

- Browser and operating system used,
- Referrer website,
- Subpages accessed,
- Date and time of access,
- IP address,
- Internet service provider of the accessing system, and
- Other technical data that serves to ensure the security of our IT systems.

This data is used exclusively to deliver the website correctly, ensure its functionality and security, optimise content and advertising, and assist law enforcement agencies in the event of a cyber attack.

If you contact us by email or via the contact form, we will store the personal data you provide in order to process your enquiry.

10.2. Newsletter

10.2.1. General

You can subscribe to our newsletter on our website, via registration forms and contract offers. The personal data transmitted is taken from the input mask during registration. The newsletter will only be sent if:

- you have a valid email address,
- you have registered for the newsletter, or
- we have a legitimate interest in doing so due to an existing business relationship.

The data provided will be used to communicate with you, send you updates and marketing information, and analyse the popularity of the newsletter. For marketing automation, we use the 'Brevo' tool from Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin.

After registering, you may receive a confirmation email in a double opt-in process to verify your consent to receive the newsletter. We also store your IP address, the date and time of registration for legal protection against misuse.

The data collected will be used exclusively for sending the newsletter and will not be passed on to third parties. You can cancel your subscription at any time by using the link in the newsletter or by contacting us by email at community@mcg.at or by post. Consent to data storage can be revoked at any time with future effect.

10.2.2. Newsletter-Tracking

Our newsletters contain tracking pixels, which are small graphics that are loaded from a 'Brevo' server when the email is opened. This allows us to perform statistical analyses of the success of our newsletter mailings, e.g. whether and when the email was opened and which links were clicked. The personal data collected in this way is stored by us and used to optimise the newsletter dispatch and to tailor the content to your interests.

10.3. Cookies

Our website uses cookies to improve user experience. Cookies are small data files that are stored on your device

via your browser and enable unique identification. They serve to recognise your browser during subsequent visits and facilitate the use of the website, e.g. by storing login data or personalised settings.

We distinguish between 'essential' cookies, which are necessary for the secure operation of the website, and 'optional' cookies, which help us analyse user behaviour and display targeted advertising. Essential cookies cannot be deactivated, while optional cookies are used after the user has given their consent.

By giving your consent, you also give us permission to use the services associated with these cookies (such as YouTube).

Consent to the use of optional cookies, including consent for associated services, can be revoked at any time via the cookie settings in the browser or the cookie consent dialogue. Users can also deactivate the storage of cookies in principle via the browser settings, but this may restrict the functionality of the website.

Further details on the cookies used, including names, purposes and storage duration, can be found in the cookie consent dialogue.

10.4. Google marketing und web analytics services

Our website uses the following marketing and web analysis services provided by Google LLC ('Google'), headquartered at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. For Europe, we generally obtain the service through Google Ireland Ltd, Gordon House, Barrow Street Dublin 4, Ireland:

- Google Analytics 4
- Google Ads
- Google Optimize
- Google Tag Manager
- Google Marketing Platform (formerly DoubleClick)

10.4.1. *Google Analytics 4*

We use Google Analytics 4 to track and analyse user behaviour on our website across platforms. This helps us optimise our website and marketing activities, including targeted advertising (e.g. Google Ads). A tracking code on our site records your usage behaviour (e.g. clicks, page views). The data is usually transmitted to Google Analytics servers in Ireland, but transmission to the USA is possible.

The analyses provide us with reports on your user behaviour, such as:

- Target group reports (user interest in our products)
- Ad reports (optimisation of online advertising)
- Acquisition reports (customer acquisition strategies)
- Behaviour reports (interactions with the website),
- Conversion reports (actions based on marketing messages),
- Real-time reports (current user activity on the website).

Further information on this can be found at:

<https://policies.google.com/privacy>
<https://safety.google/intl/de/principles/>
<https://business.safety.google/privacy/>
<https://business.safety.google/adsprocessor/terms/>

10.4.2. *Google Ads*

We use Google Ads (formerly AdWords) to advertise our services online. We use conversion tracking to tailor advertising measures to customers and prospects, measure visitor behaviour and evaluate the effectiveness of our advertising. With Google Ads, we also place ads on external websites to target interested parties. To do this, we integrate a small code (conversion tracking tag) on our site that stores a conversion cookie on your browser when you click on one of our ads. Conversion tracking in connection with Google Ads refers to the recording and evaluation of actions taken by a user after clicking on an ad. The aim is to make it possible to trace whether a specific action defined as a conversion has actually taken place in connection with an advertising measure.

Further information on this can be found at:

<https://policies.google.com/privacy>
<https://safety.google/intl/de/principles/>
<https://business.safety.google/privacy/>
<https://business.safety.google/adsprocessorterms/>

10.4.3. Google Optimize

Google Optimize is a website optimisation tool that uses Google Analytics variants to analyse which versions of our website are most popular with users and lead to interactions. We also receive statistics and suggestions for improvement to help us achieve our goals.

Further information on this can be found at:

<https://policies.google.com/privacy>
<https://safety.google/intl/de/principles/>
<https://business.safety.google/privacy/>
<https://business.safety.google/adsprocessorterms/>

10.4.4. Google Tag Manager

Google Tag Manager is a tool for centrally managing code snippets (tags) for online marketing purposes. It makes it easier to integrate and organise tags from Google services or third-party providers. Tag Manager itself does not set any cookies or store usage data. The data is only forwarded to the respective services, which are used with your consent.

In Tag Manager, Google and third parties collect anonymised usage data that is not related to your individual behaviour and is used solely for anonymous competitive comparison. This data is stored on Google servers, primarily in the United States.

Google web analytics services write and read cookies to analyse usage behaviour. These cookies create an anonymous user ID to recognise you on subsequent visits. The data is stored in pseudonymised user profiles. Google does not pass this data on to third parties unless there are legal obligations to do so. If you are logged into your Google account while using our website, the data may be linked to your Google account.

You can prevent cookies from being stored in your browser settings, but this may restrict the use of certain features of the website. For more information about data protection at Google Analytics, please refer to the Google Analytics Help Centre.

Further information on this can be found at:

<https://policies.google.com/privacy>
<https://safety.google/intl/de/principles/>
<https://business.safety.google/adsprocessorterms/>

10.4.5. Google Marketing Plattform (formerly. Doubleclick)

We use Google Marketing Platform services to place and manage online advertisements and to analyse the cost-benefit ratio of our activities. This enables us to show you more targeted advertising messages across various channels. Your usage data is transferred to Google in the United States and other third countries, where it is linked together. Google may pass this data on to third parties.

Your data is processed on the basis of your voluntary consent in the cookie consent dialogue and you can revoke this consent at any time by deleting or blocking cookies in your browser settings. Further details on the cookies used and their storage period can be found in the cookie consent dialogue.

10.5. Social Media

We take the current discussion surrounding data protection on social networks very seriously. We also use the platforms listed below to inform active users about our services. In this context, we would like to point out that, based on current case law, there is joint responsibility between us and the respective platform operator in accordance with Art. 26 GDPR. We have taken the necessary precautions to this end as far as possible. However, the main responsibility for the processing of personal data within the respective network lies with the provider itself, and we refer you to their privacy policies. If you wish to assert your rights as a data subject, we recommend that you

contact the respective social network directly. We ourselves have no influence on the data processing there and do not have access to the data. Only the platform operator can take appropriate measures.

We currently use the following social media platforms and maintain company profiles there:

- *Facebook (Meta)*

As part of this service, data is transferred to the United States or such transfer cannot be ruled out. We would like to point out that on 10 July 2023, the European Commission issued an adequacy decision on the EU-US Data Privacy Framework. Accordingly, organisations or companies (as data importers) in the USA that are registered in a public list under the self-certification option of the Data Privacy Framework offer an adequate level of protection for data transfers. Meta is certified under the Data Privacy Framework: <https://www.dataprivacyframework.gov/list>

Additional information: https://www.facebook.com/legal/terms/information_about_page_insights_data

Gemeinsame Verantwortung: https://www.facebook.com/legal/terms/page_controller_addendum

Further data protection information: <https://www.facebook.com/about/privacy>

- *X (formerly Twitter):*

As part of this service, data is transferred to the United States or such transfer cannot be ruled out. We would like to point out that on 10 July 2023, the European Commission issued an adequacy decision on the EU-US Data Privacy Framework. Accordingly, organisations or companies (as data importers) in the USA that are registered in a public list under the self-certification option of the Data Privacy Framework offer an adequate level of protection for data transfers. Twitter, Inc. is not certified under the Data Privacy Framework.

Additional information: <https://twitter.com/de/privacy>

- *LinkedIn*

As part of this service, data is transferred to the United States or such transfer cannot be ruled out. We would like to point out that on 10 July 2023, the European Commission issued an adequacy decision on the EU-US Data Privacy Framework. Accordingly, organisations or companies (as data importers) in the USA that are registered in a public list under the self-certification option of the Data Privacy Framework offer an adequate level of protection for data transfers.

LinkedIn is certified under the Data Privacy Framework: <https://www.dataprivacyframework.gov/list>

Additional information: <https://www.linkedin.com/legal/privacy-policy>

- *Instagram*

As part of this service, data is transferred to the United States or such transfer cannot be ruled out. We would like to point out that on 10 July 2023, the European Commission issued an adequacy decision on the EU-US Data Privacy Framework. Accordingly, organisations or companies (as data importers) in the USA that are registered in a public list under the self-certification option of the Data Privacy Framework offer an adequate level of protection for data transfers.

Instagram (Meta Platforms, Inc.) is certified under the Data Privacy Framework: <https://www.dataprivacyframework.gov/list>

Additional information: <https://about.instagram.com/de-de/safety> & https://www.facebook.com/privacy/policies/data_privacy_framework

- *TikTok*

ATTENTION! As part of this service, data is transferred to China or such transfer cannot be ruled out.

Additional information: <https://www.tiktok.com/legal/page/eea/privacy-policy/de>

- *YouTube*

We integrate YouTube videos on our website to present content about us or our offerings (e.g. events).

If you have given your consent in the cookie consent dialogue, every time you visit a page with embedded YouTube videos, your browser or YouTube app will connect to YouTube, letting YouTube and Google know which page you are visiting and which video you are watching.

If you are logged in to YouTube or Google services (e.g. Gmail), your user data may be linked to the video viewing data. Processing is based on your voluntary consent, which you give via the cookie consent dialogue or in the YouTube video window. The consent is valid until revoked and can be revoked at any time by deleting the cookies or changing the settings in the dialogue.

Please note that your data may be processed in third countries. For further information, please refer to YouTube's privacy policy.

We are jointly responsible with YouTube for the processing of YouTube data. Further details are available on request at community@mcg.at.

As part of this service, data is transferred to the United States or such transfer cannot be ruled out. We would like to point out that on 10 July 2023, the European Commission issued an adequacy decision on the EU-US Data Privacy Framework. Accordingly, organisations or companies (as data importers) in the USA that are registered in a public list under the self-certification option of the Data Privacy Framework offer an adequate level of protection for data transfers. Google (YouTube is part of the overarching Google privacy framework) is certified under the Data Privacy Framework: <https://www.dataprivacyframework.gov/list>

Additional information: <https://policies.google.com/privacy>

- *Snapchat*

As part of this service, data is transferred to the United States or such transfer cannot be ruled out. We would like to point out that on 10 July 2023, the European Commission issued an adequacy decision on the EU-US Data Privacy Framework. Accordingly, organisations or companies (as data importers) in the USA that are registered in a public list under the self-certification option of the Data Privacy Framework offer an adequate level of protection for data transfers. Snapchat is certified under the Data Privacy Framework: <https://www.dataprivacyframework.gov/list>

Additional information: <https://values.snap.com/privacy/privacy-policy/eea-uk-privacy-notice?lang=de-DE>

10.5.1. Social media Links and links to other sites

Our website contains links to our social media pages or links that refer to third-party websites. When you click on one of these links, you leave our website and are taken to the respective website or social media platform, where we are jointly responsible for data processing together with the provider. These third parties are responsible for processing your data on their websites. If necessary, please inform yourself about the data protection guidelines of these third parties before visiting their websites. Further information is available on request at community@mcg.at.

When you visit the page, your IP address and the address of the page you are visiting will be transmitted to the social media provider or website operator. Cookies may also be set and further data transmitted to the provider, even if you are not logged in to the platform. If you do not want this to happen, please do not click on the link.

10.5.2. Share content

Our website allows you to share content via social media (e.g. Facebook, X,). When you click on the corresponding link, your IP address and links to the content are transmitted to the platform. You can publish a post there if you are registered. We are not responsible for the data protection practices of social media platforms.

Before using the service, please read the provider's privacy policy.

10.5.3. Tracking on social media

If you give your consent in the cookie consent dialogue, we will activate social media pixels from Facebook/Meta, LinkedIn and TikTok. These small image files are requested by our servers and enable us to identify your interest in certain pages and offers. On this basis, we adapt our information offering and our advertising measures on social media.

Details about the pixels, their purpose and storage duration can be found in the cookie consent dialogue.

Please note that your data may also be processed in third countries. If you use these social media platforms, please consider this potential risk before consenting to data processing.

11. PRESENCE DATA PROCESSING

11.1. Video surveillance

For the safety of our visitors and to prevent theft or vandalism, we use video surveillance in the entrance areas and in certain public areas of our premises.

The video material will be automatically deleted after 72 hours at the latest, unless it is evaluated for a specific reason, there are longer statutory retention obligations, or longer storage is required for the exercise or defence of legal claims. Longer storage will be recorded separately and justified. In this case, the recorded data will be deleted as soon as it is no longer required for the investigations.

The video material will only be evaluated in justified cases – i.e. if there is concrete suspicion of a criminal offence (e.g. theft, burglary, damage to property, vandalism, damage, etc.). If required for evidentiary purposes, the relevant video material will be forwarded to the competent court or authority, and, if necessary, to insurance companies. The latter will occur if this is necessary for the settlement of insurance claims.

Access to the video surveillance system and the evaluation of video material will only be carried out by the management together with the MCG works council in accordance with the works agreement concluded for this purpose.

11.2. Film and photo recordings

Film and photo recordings may be made during events. These recordings are processed and published on the basis of our legitimate interest pursuant to Art. 6(1)(f) GDPR, namely for the purpose of public relations work and for the documentation and promotion of events. The recordings may be published in particular on websites, in social media, in printed works or in other publications. Care is taken to ensure that the recordings are used exclusively in a manner that protects the legitimate interests of the persons depicted. Recordings that portray persons in a degrading, disparaging, embarrassing or otherwise unreasonable manner will not be published.

If you do not consent to being filmed or photographed, please inform the photographer on site explicitly. In addition, you can object to the processing or publication of your personal images at any time by contacting us or our data protection officer.

Press photographers are often present at public events. Accredited photographers can be recognised by their clearly visible press cards. When we commission photographers, we acquire the rights to use the images taken within the scope of the assignment. The digital distribution of the photos requires the indication of the author (© notice) and the express consent of the author in accordance with the provisions of copyright law. Even if the copyright notice is not indicated, the photos are protected by copyright and may only be used with the consent of the author.

11.3. Tickets and access control

Tickets for events can be purchased directly on site from the ticket seller CTS Eventim Austria GmbH or online via their website www.oeticket.com.

When purchasing tickets from us on site, no personal data is collected by the box office staff, and no personal data is passed on to us when purchasing online via the CTS Eventim Austria GmbH website. Instead, reference is made to the privacy policy of CTS Eventim Austria GmbH: <https://www.oeticket.com/help/data-protection/?affiliate=B38>

MCG itself does not sell tickets. It should also be noted that in many cases we merely act as the lessor of the event location and therefore have no control over ticket sales. Furthermore, we have no influence on any access restrictions imposed by the respective event organisers and refer to their data protection regulations.

Should special age restrictions apply to events, we reserve the right to check ID before admission. However, no personal data will be collected or stored.

11.4. Parking

The car park and parking spaces on Block 1 on our premises are operated by Parken Plus Betreiber GmbH, Mariatroster Straße 12/Hof, 8043 Graz. Their data protection regulations apply to parking and all related data protection issues and can be viewed on their website.

12. COMPETITIONS

In the context of prize competitions and contests, we collect the data provided by participants in order to notify the winners and award the prize.

Winners will be notified by email or telephone. If specified in the terms and conditions of participation, we will publish the first name, surname and, if applicable, company name of the winners on our website and on social media, and will also pass this information on to any sponsors of the prizes.

The sponsors are responsible for further processing of the data. The data will not be passed on to third parties. The data will be deleted no later than six months after the end of the competition, unless legal retention obligations or legal claims require longer storage.

13. WHAT DATA PROTECTION RIGHTS DO YOU HAVE AND TO WHOM CAN YOU ASSERT THESE RIGHTS?

In accordance with the General Data Protection Regulation (GDPR), you have the following rights:

- to check whether and which personal data we process about you and to obtain copies of this data,
- to request the correction, supplementation or deletion of your personal data that is incorrect or not processed in accordance with the law,
- to request that we restrict the processing of personal data,
- object to the processing of personal data,
- revoke any consent previously given for processing, whereby such revocation does not affect the lawfulness of the processing until revocation,
- request data portability, and
- know the identity of third parties to whom the personal data is transferred.

To exercise your rights, you can contact us at any time, or in areas of joint responsibility, you can also contact AMB Ausstellungsservice u. Messebau GmbH or our data protection officer.

Furthermore, you have the right to lodge a complaint with the Austrian Data Protection Authority or another data protection supervisory authority in the EU, in particular at your place of residence or work.

14. RIGHT OF APPEAL

If you believe that the processing of your personal data is not in accordance with data protection regulations, you have the right to lodge a complaint with the

Austrian Data Protection Authority
Barichgasse 40-42, 1030 Wien
dsb@dsb.gv.at