

## License plate registration on the parking areas of Messe München GmbH

Complete privacy notice pursuant to Article 13 of the GDPR

Last update: 08/06/2020

### 1. Name and contact data of the persons responsible

Messe München GmbH,  
represented by the Managing Directors  
Mr. Klaus Dittrich, Dr. Reinhard Pfeiffer, Mr. Stefan Rummel,  
Mr. Falk Senger, Mr. Gerhard Gerritzen and  
Ms. Monika Dech  
Messegelände  
81823 Munich,  
Germany  
Phone: +49 89 949-20720  
Fax: +49 89 949-20729  
E-mail: [newsline@messe-muenchen.de](mailto:newsline@messe-muenchen.de)

### 2. Contact information of the data protection officer

Messe München GmbH Data Protection Officer  
Messegelände  
81823 Munich,  
Germany  
Phone: +49 89 949-20045  
Fax: +49 89 949-20069  
E-mail: [datenschutz@messe-muenchen.de](mailto:datenschutz@messe-muenchen.de)

### 3. Purpose and legal basis

- To streamline and speed up the arrival and departure of vehicles from the trade fair site
- Legal basis: Article 6(1) point f of the GDPR

### 4. Legitimate interests pursued by the controller

- Faster vehicle handling

Messe München GmbH considers the purpose listed above not only as a legitimate interest of Messe München GmbH itself, but also as a purpose that is in the interest of individuals who use its parking garage.

The restrictions on the rights and freedoms of affected individuals have been weighed against these interests.

During these considerations, Messe München GmbH concluded that the benefits of a license-plate registration system, conducted on the basis of parameters described here, would outweigh the restrictions on the rights and freedoms of the affected individuals.

A range of technical and organizational measures has been taken in order to restrict the rights and freedoms of affected individuals to the smallest extent possible.

## **5. Recipients or categories of recipients of the personal data**

As a matter of principle, the data processed as part of the license-plate registration system will not be shared with third parties.

The company Scheidt & Bachmann GmbH, Breite Str. 132, 41238 Mönchengladbach, Germany, has been hired to provide remote support for the license-plate registration system. An agreement based on contract processing pursuant to Article 28 of the GDPR has been concluded in this regard.

The company APCOA PARKING Deutschland GmbH, Luftfrachtzentrum 605/6, Ebene 6 70629 Stuttgart, Germany (airport), has been hired to manage the parking garage. An agreement based on contract processing pursuant to Article 28 of the GDPR has been concluded in this regard.

The images will be shared with law enforcement authorities only if Messe München GmbH is legally bound to do so under Article 6(1) point c of the GDPR.

## **6. Storage period**

- For departures within 30 minutes (free of charge): immediate erasure
- For longer parking periods: immediate erasure of the license plate images after departure. For service purposes (e.g., questions regarding the payment process, etc.), the text file generated from the video image will be stored in encrypted form for a maximum of 14 days and then erased.

## **7. Rights of the data subject**

All data subject rights of the GDPR are afforded by Messe München GmbH, provided that these apply in individual cases:

- Article 15: Right of access by the data subject
- Article 16: Right to rectification
- Article 17: Right to erasure
- Article 18: Right to restriction of processing
- Article 19: Notification obligation regarding rectification or erasure of personal data or restriction of processing
- Article 20: Right to data portability
- Article 21: Right to object
- Article 22: Automated individual decision-making, including profiling

## **8. Right to lodge a complaint with a supervisory authority**

You have the right to lodge a complaint about our processing of your personal data with a data protection supervisory authority. We fall under the jurisdiction of the following data protection supervisory authority:

Bayerisches Landesamt für Datenschutzaufsicht  
(Bavarian State Agency for Data Protection  
Oversight) Promenade 18  
91522 Ansbach,  
Germany  
Phone: +49 981 180093-0  
Fax: +49 981 180093-800  
E-mail: [poststelle@lda.bayern.de](mailto:poststelle@lda.bayern.de)

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You will find all other privacy information related to Messe München GmbH here:  
<https://messe-muenchen.de/de/datenschutzhinweise/>