



Data protection information pursuant to Art. 13 GDPR

At the PICTAday trade fair by the organiser BVPA

Name and contact details of the data controller

The data controller responsible for the data collection is

BVPA Bundesverband professioneller Bildanbieter e.V.
Mr. Andreas Genz, Chairman of the Board
Schaperstr. 18, 10719 Berlin, Phone: +49 30 3249917, email: info@bvpa.org

If you have any questions regarding data protection, please do not hesitate to contact the office, headed by Matthias Jahn.

Purposes and legal basis of the processing

We run a trade fair of professional image suppliers and service providers under the name PICTAday, so that image suppliers, their image providers and image buyers as well as other service providers can meet, make contacts, do business and exchange ideas (networking).

Exhibitor data: For this purpose, the name, contact details of the booth personnel and the other data requested in the registration form will be collected. The data is needed to process the participation contract, to write an invoice, to prepare the exhibitors' name badges and to issue invitations to future events. The exhibitor's company name and web address will be published in an exhibitor list on the Pictaday.org and bvpa.org websites, as well as at the exhibition with table or booth number, to enable visitors to find their way around quickly. Exhibitors can inform the organiser of visitors or guests (first name, last name, company for admission tickets) so that they receive a prepared name badge when they visit the event. In addition, the visitors' email address should be communicated in order to be able to inform them about the current event, directions, exhibitor list etc. and to invite them to future events.

The name badges are used to promote communication at the fair and to enable admission control in the interest of a smooth and safe event. The visitor data is also used anonymously for catering planning. The transmission of visitor data by the exhibitor saves visitors having to register separately.

The legal basis of the processing is the contractual agreement, Art. 6 (1) (b) GDPR, between exhibitor and organiser.

Visitor data:

Unless visitor data is reported by exhibitors, visitor registration is done via the website – <https://bvpa.org/pictaday/>. The data processing is carried out for the aforementioned purpose.

The legal basis of the processing is the consent given with the registration, Art. 6 (1) (a) GDPR.

Photographs:

We have our event photographically documented in order to report on it retrospectively and to promote potentially comparable events in future. The reporting and event promotion may be performed in all usual media (in particular our own print publications, provision as press photos for downloading from our website and printing in third-party print publications in the context of reporting on the above-mentioned event, ad placement in third-party print publications, distribution in our company's social media channels e.g. Facebook, Instagram, Twitter etc.). The reporting may be performed with persons known to us by name, especially the speakers or artists involved, but also prominent guests with the name of their company.

The legal basis for the processing is – insofar as this has been agreed, for example, with speakers or participants in the event – the contractual agreement, Art. 6 (1) (b) GDPR; for other persons participating in the event to be photographed, the legitimate interest of the organiser as well as the legitimate interest of the photographer in the exercise of his or her activity, Art. 6 (1) (f) GDPR.

Recipients or categories of recipients of the personal data

Exhibitor data will be disclosed to visitors to the BVPA.org website and to visitors to the event as part of the promotion of the event, and also for the purposes of running the event.

Visitor data will only be used by the organiser to perform the event and will not be passed on to third parties. Provided that the visitors have agreed to this when registering (consent), exhibitors will receive a list of visitors with their name and company in order to be able to plan the equipment of their booth with displays and personnel.

Photos: Photographs will be made available to these persons (as paper prints/online via password-protected download link etc.) depending on the agreement with the speaker and the participants (as part of the registration for the event). Other recipients are our website hoster, the operators of the social media channels we use (see above) and press companies.

Transfer of personal data to a third country (outside the EU)

A deliberate, active transfer of the recordings and further data to a third country does not generally take place. Due to the language version of our website and our social media channels, we only address the German-speaking region (DE, AT, CH). If photographs are posted online on social media channels of a company based in a third country (e.g. Facebook), the transmission is made to the respective social media company. The photographs may also be accessible in countries which do not have data protection legislation comparable to that of the EU and where the confidentiality, integrity (inviolability), authenticity (genuineness) and availability of personal data are not guaranteed.

Duration of the storage of personal data

The data will be processed for a period of three years after the end of the year in which the event took place and the photographs were taken. If there are legal obligations to retain data (e.g. invoice data), data will be stored until the retention periods expire.

Furthermore, we are entitled (but not obliged) to keep the original photo files together with the photo order for the purpose of proving authorship and thus for exercising or defending against legal claims (legitimate interest) for the duration of the copyright protection periods (70 years after the death of the author). Photographs not used by us will be deleted promptly after they have been taken.

Your rights as a data subject

Under the General Data Protection Regulation, you have the following rights:

If your personal data is processed, you have the right of access to information about the data stored about you (Art. 15 GDPR).

If inaccurate personal data is processed, you have the right to rectification (Art. 16 GDPR).

If the legal requirements are met, you may request the deletion or restriction of processing and object to processing (Art. 17, 18 and 21 GDPR).

If you have consented to data processing or if there is a contract for data processing and the data processing is carried out with the aid of automated procedures, you may have a right to data portability (Art. 20 GDPR).

If you make use of your above-mentioned rights, we will check whether the legal requirements for this are fulfilled.

Furthermore, there is a right to lodge a complaint with the Berlin Commissioner for Data Protection and Freedom of Information, Maja Smoltczyk, Friedrichstr. 219, 10969 Berlin, phone +49 (0) 30 13889-0, email: mailbox@datenschutz-berlin.de

Right of withdrawal in case of consent

If you have consented to data processing by us by making a corresponding declaration, you can revoke your consent at any time with effect for the future. This has no bearing on the legality of the data processing performed on the basis of the consent up to the point of revocation.

Obligation to provide the data

If you conclude a contract with us for participation in the event, we require your data in order to be able to process the contract with you. As a visitor, it is helpful if you provide your email address so that we can inform you of event details, if necessary at short notice, and invite you to future events. However, it is not mandatory for visitors to provide an email address. You are not obliged to allow yourself to be photographed or filmed. If you do not wish this, please indicate this to the photographer.

Status of the data protection information: 16 January 2023