

PRIVACY NOTICE

Who is the controller responsible for processing your data?

mobile.de GmbH, Dernburgstraße 50, 14057 Berlin, is the operator of the services and the controller within the meaning of the General Data Protection Regulation (GDPR). When this privacy policy refers to "we", "our" or "mobile", it always means mobile.de GmbH as the controller. Contact email: datenschutz@team.mobile.de

This privacy notice is valid from: May 13, 2025

What data do we collect?

We may process personal data about you as part of event management. The personal data we process may include, among others, the following:

- Contact information: First name, last name, email, company, role, category.
- Images, audio recordings, and videos of you.
- Billing data and payment information, if payment is required.
- Case ID, Case Owner, Salesforce Contact ID, if you register via a mobile.de account.

This information is collected directly from you or through your registered mobile.de account when accepting the event invitation.

How and why do we use your personal data?

We have established the following purposes for processing your personal data:

Purpose of processing	Legal Basis
Management of your registration, access, and participation in events for which you have registered.	Performance of a contract pursuant to Art. 6(1)(b) GDPR

Image, audio, and video recordings of you during the event for internal and external communication purposes. The content may be used, for example, in email campaigns, social media, printed publications, internal communication, and for exhibition purposes, but always only in relation to communication about this specific event.	Legitimate interest pursuant to Art. 6(1)(f) GDPR
Sending surveys to you to obtain your feedback and suggestions about the event you attended.	Legitimate interest pursuant to Art. 6(1)(f) GDPR
Information about new events related to Mo:re events. Please note that you can request at any time not to receive this type of communication.	Legitimate interest pursuant to Art. 6(1)(f) GDPR
Processing of payment for the event ticket. Please note that we only process this data if such payment is required. Participation in the event is free for dealers with a mobile.de account and mobile.de partners.	Performance of a contract pursuant to Art. 6(1)(b) GDPR

How long will your personal data be retained?

Your personal data will only be retained for as long as necessary to fulfill the purposes for which it was collected, and subsequently, while blocked for other purposes, for as long as necessary to fulfill legal or contractual obligations.

To whom will your data be forwarded?

For the provision of "event management services", we use the third-party provider "Eventito", which acts as a "processor" for mobile according to Art. 28 GDPR. In providing the services, it may be necessary to transfer data to Switzerland. For Switzerland, there is an adequacy decision pursuant to Art. 45(1) GDPR, according to which the European Commission has determined an adequate level of protection for the processing of personal data in this country.

What rights do you have regarding your personal data?

Rights	Content
Access (Art. 15(1) GDPR)	You can obtain information about whether your personal data is being processed, what categories of personal data are involved, and for what purposes they are being processed.
Rectification (Art. 16)	You can have your personal data corrected if it is inaccurate and

GDPR)	completed if it is incomplete
Erasure (Art. 17 GDPR)	You can request the deletion of your personal data if, among other things, it is no longer necessary for the purposes for which it was collected.
Objection (Art. 21 GDPR)	You can object to the processing of your personal data. We will cease processing the data unless the processing is for legitimate purposes or for the establishment, exercise, or defense of legal claims.
Restriction of processing (Art. 18 GDPR)	In the following cases, you can request the restriction of the processing of your data: <ul style="list-style-type: none"> - While the accuracy of your data is being verified; - If the processing is unlawful and you oppose erasure and request restriction instead; - If your data is no longer processed but is required for the establishment, exercise, or defense of legal claims; - If you have objected to the processing of your data for the performance of a task in the public interest or for the protection of a legitimate interest, while it is being verified whether the legitimate grounds for processing override your interests.
Data portability (Art. 20 GDPR)	You can receive the personal data processed as a result of your use of the website in electronic form and forward this data to another entity.

If you have concerns about our processing of your personal data, you can submit a complaint to us using the contact details at the beginning of this privacy notice.

You can lodge a complaint with a supervisory authority at any time pursuant to Art. 77(1) GDPR. The supervisory authority responsible for us is:

Berliner Beauftragte für Datenschutz und Informationsfreiheit (BlnBDI)

Alt-Moabit 59-61

10555 Berlin

Phone: 030 13889-0

Fax: 030 215 50 50

E-Mail: mailbox@datenschutz-berlin.de

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

Image rights

If you personally attend the event, we inform you that we will take photos and videos to document the event.

mobile.de will take photos and videos during the event for marketing and documentation purposes and not for the identification of individuals. We use these for reporting, social media, and other corporate purposes. If you do not wish to be photographed and filmed, please inform our event team. Due to the possibility that these photos may make a person identifiable, all photos and videos taken during the event will be processed in accordance with the GDPR and other relevant regulations, ensuring that appropriate security measures are taken to protect personal data.

If you do not wish to be photographed and filmed, please inform our event team on site.

