

## Data Privacy

We take the protection of your personal data very seriously and strive to provide you with comprehensive information about the processing of your personal data. The following privacy policy explains how and for what purposes we process your personal data when you visit our website, visit us on social media or contact us

### 1. Participation in appointments

You have been invited by your contact person from the Schwarz Group to an appointment at the Expo Real 2024 trade fair. Appointments are organised via an electronic appointment booking portal in which your contact person has stored your data (name, e-mail address and company affiliation). Based on this data, we can assign you to the booked date at the trade fair stand. When booking appointments on the website, you will also receive a booking confirmation for each appointment from the e-mail address [ugs\\_exporeal@xfair.com](mailto:ugs_exporeal@xfair.com) with an Outlook appointment invitation.

The legal basis for the processing of your data is Art. 6 para. 1 lit. f) GDPR. It is carried out in our legitimate interest in the planning and implementation of appointments at the trade fair.

As a rule, we do not transfer the data to third parties other than you and the trade fair booth staff. In exceptional cases, your personal data may be accessible to XFAIR GmbH, Ohmstr. 1, 85716 Unterschleissheim, Germany, and its subcontractors for support and maintenance purposes because the e-mail address is hosted on our behalf on servers provided and operated by XFAIR GmbH. These subcontractors are LINK Mobility Austria GmbH, Brauquartier 5/13, 8055 Graz, Austria, and Skyfillers GmbH, Schiffbrücke 66, 24939 Flensburg, Germany

We store the aforementioned data for a period of 28 days after the end of the event.

### 2. Controller within the Meaning of Article 4(7) GDPR

The controller responsible for data processing within the meaning of Article 4(7) GDPR is:

Schwarz Immobilien Service GmbH & Co. KG, Stiftsbergstraße 1, 74172 Neckarsulm  
Lidl Stiftung & Co. KG, Stiftsbergstraße 1, 74172 Neckarsulm  
Kaufland Stiftung & Co. KG, Olgastraße 57, 74072 Heilbronn  
Lidl Immobilien Dienstleistung GmbH & Co. KG, Bonfelder Straße 2, 74206 Bad Wimpfen  
Kaufland Dienstleistung GmbH & Co. KG, Heiner-Fleischmann-Straße 2, 74172 Neckarsulm

The aforementioned companies are acting as joint controllers with respect to the data processing. A standardized and joint approach is being taken to make efficient use of company resources and simplify trade fair scheduling.

The companies involved have jointly defined the purposes and means of processing personal data in the individual process steps. They are therefore jointly responsible for the protection of your personal data within the process steps as described below (Article 26 GDPR). Within the scope of their joint responsibility under data protection law, the above-mentioned companies have agreed which of them shall fulfill which obligations under the GDPR. This relates in particular to the fulfillment of the rights of data subjects and the information obligations under Articles 13 and 14 GDPR.

Data Processing Step/Obligation	Obligations Fulfilled by
Information obligations in accordance with Articles 13, 14 GDPR	Schwarz Immobilien Service GmbH & Co. KG
Collection	All contracting parties

Storage	All contracting parties
Transfer	All contracting parties
Use	All contracting parties
Modification	All contracting parties
Blocking	All contracting parties
Erasure	All contracting parties
Obligation to provide information pursuant to Article 15 GDPR	All contracting parties

Even if joint responsibility exists, the parties shall fulfill the data protection obligations in accordance with their respective responsibilities for the individual process steps as follows:

- Under joint responsibility, each company is responsible according to the table above.
- The respective company shall make the information required under Articles 13 and 14 GDPR available to the data subjects free of charge in a concise, transparent, intelligible and easily accessible form using clear and plain language. Each party shall provide the other with all necessary information in relation to its area of activity.
- The parties shall inform each other without undue delay of any legal rights asserted by data subjects. They shall provide each other with all information necessary to respond to requests for information.
- Data protection rights can be asserted vis-à-vis any of the parties involved. Data subjects will generally receive information from the office where the rights were asserted.

## 3. Data processing

### 3.1.1. Purposes and Legal Basis of Data Processing

Your business partners of the Schwarz Group can book appointments with you at the trade fair via the appointment booking portal. You will be created as a visitor in the system. In order to create a visitor in the system, the following data of the visitor is collected: first name, last name, e-mail address, company affiliation of the visitor

When scheduling an appointment, the following data is mandatory:

- Date
- Time
- Table
- Subject of the appointment
- Participant

Optionally, details of the event can be entered in a free text field.

When booking appointments on the website, you will receive a booking confirmation for each appointment from the e-mail address [ugs\\_exporeal@xfair.com](mailto:ugs_exporeal@xfair.com) with an Outlook appointment invitation. The data will be used exclusively for the purposes of organising the trade fair.

The mandatory data is processed pursuant to Article 6(1)(b) GDPR. The optional data is processed on the basis of your consent given pursuant to Article 6(1)(a) GDPR, which you grant by providing the data and can withdraw at any time.

### 3.1.2. Recipients/Categories of Recipients

As a rule, we do not transfer the data to third parties other than you, the trade fair booth staff and Messe München. Your personal data can be accessed by you from the time at which you enter it, and can be accessed by the Schwarz Group trade fair booth staff starting two weeks before the trade fair begins. Your personal data can be accessed by the trade fair booth staff on the website and in the "XFAIR.app" on the iPads available at the trade fair booth. Your password is encrypted and can only be accessed by you.

In exceptional cases, your personal data may be accessible to XFAIR GmbH, Ohmstr. 1, 85716 Unterschleissheim, Germany, and its subcontractors for support and maintenance purposes because our website is hosted on our behalf

on servers provided and operated by XFAIR GmbH. These subcontractors are LINK Mobility Austria GmbH, Brauquartier 5/13, 8055 Graz, Austria, and Skyfillers GmbH, Schiffbrücke 66, 24939 Flensburg, Germany.

Internal service companies (e.g., Schwarz IT KG) acting as processors may also be given access to the data for support and maintenance purposes or to ensure information security..

### 3.1.3. Obligation to Provide Your Data

You are under no statutory or contractual obligation to provide personal data to us. However, if you fail to provide the mandatory information, you will be unable to take part in the event.

### 3.1.4. Storage Time

We store the aforementioned data for a period of 28 days after the end of the event. The name tags will be returned to the trade fair booth staff at the end of the trade fair so that they can be cut up and disposed of.

## 3.2. Contact and Processing Inquiries

### 3.2.1. Purpose of the Processing/Legal Basis

We treat all personal data that we receive from you by e-mail or telephone confidentially. We use your data solely for the limited purpose of processing your inquiry and contacting you regarding the trade fair. The legal basis for the processing is Article 6(1)(f) GDPR. Our legitimate interest arises from the interest in responding to your inquiries so that customer satisfaction is ensured and promoted.

When you send us personal data by contacting us for purposes of initiating or performing an existing contractual relationship, Article 6(1)(b) GDPR is the legal basis for data processing.

During the trade fair, trade fair booth staff may contact you by SMS or telephone via the website. Only trade fair booth staff can contact you or send you an SMS from the website. Calls are initiated from the website by selecting your telephone number in your profile and are made using the telephone at the trade fair booth. SMS messages that only use "Schwarz Group" and not a number as the sender cannot be answered.

To ensure that phone calls are billed correctly, individual call records are processed for the relevant billing period, section 65 (1) sentence 1 of the German Telecommunications Act (*Telekommunikationsgesetz – TKG*) in conjunction with section 11 (1), (3) sentence 1 of the German Telecommunications and Telemedia Data Protection Act (*Telekommunikation-Telemedien-Datenschutz-Gesetz – TTDSG*).

### 3.2.2. Recipients/Categories of Recipients

As a rule, we do not transfer the data to third parties other than you and the trade fair booth staff. In exceptional cases, your personal data may be accessible to XFAIR GmbH, Ohmstr. 1, 85716 Unterschleissheim, Germany, and its subcontractors for support and maintenance purposes because the e-mail address is hosted on our behalf on servers provided and operated by XFAIR GmbH. These subcontractors are LINK Mobility Austria GmbH, Brauquartier 5/13, 8055 Graz, Austria, and Skyfillers GmbH, Schiffbrücke 66, 24939 Flensburg, Germany.

Internal service companies (e.g., Schwarz IT KG) acting as processors may also be given access to the data for support and maintenance purposes or to ensure information security.

The SMS message history between the trade fair booth and you can be accessed by the trade fair booth staff on the website. The trade fair booth staff do not have an overview of the phone calls made.

### 3.2.3. Obligation to Provide Your Data

You are under no statutory or contractual obligation to provide personal data to us. However, if you do not provide us with the data required to process your request, we will not be able to process or respond to it.

### 3.2.4. Storage Time/Criteria for Determining Storage Time

We delete or securely anonymize all personal data we receive from you when you make inquiries no later than 28 days after the final response is sent to you. The information is retained for 28 days in case you contact us again after a receiving a response from us on the same matter and we need to refer to our previous correspondence. Based on experience, we generally do not receive any questions concerning our responses after 28 days.

## 4. Your rights as a data subject

Pursuant to Article 15(1) GDPR, you have the right to request information, free of charge, on the personal data stored about you.

If the statutory requirements are met, you also have a right to rectification (Article 16 GDPR), erasure (Article 17 GDPR) and restriction of processing (Article 18 GDPR) of your personal data.

If the basis of processing is Article 6(1)(e) or (f) GDPR, you have a right to object under Article 21 GDPR. If you object to processing, your data will no longer be processed thereafter, unless the controller demonstrates compelling legitimate grounds for the processing which override the interests of the data subject in the objection.

If you have provided the processed data yourself, you have a right to data portability under Article 20 GDPR.

If the data processing is carried out on the basis of consent granted under Article 6(1)(a) or Article 9(2)(a) GDPR, you may withdraw that consent at any time with effect for the future without this affecting the lawfulness of the previous processing.

In the above-mentioned cases, or if you have questions or complaints, please write to or e-mail the data protection officer (see below for contact details). You also have a right to lodge a complaint with a data protection supervisory authority. The data protection supervisory authority located in the state in which you live or where the controller is domiciled has jurisdiction.

If you assert your rights as a data subject, your personal data will be stored for three years after the final response in order to document the fact that we provided you with comprehensive information and that the legal requirements have been met.

## 5. Data Protection Officer

For further questions concerning the processing of your data or the exercise of your rights, please contact one of the controller's competent data protection officers: by mail to Stiftsbergstr. 1, 74172 Neckarsulm, or by sending an e-mail to [datenschutz@mail.schwarz](mailto:datenschutz@mail.schwarz), [datenschutz@lidl.de](mailto:datenschutz@lidl.de), [datenschutz@lidl.com](mailto:datenschutz@lidl.com) or [datenschutz@kaufland.de](mailto:datenschutz@kaufland.de).