

PRIVACY NOTICE

Document Control

Reference: GDPR REC 4.1

Issue No:

Issue Date:

Page: 1 of 8

1. Scope

All data subjects whose personal data is collected, in line with the requirements of the GDPR.

2. Responsibilities

- 2.1 The Data Protection Officer / GDPR Owner is responsible for ensuring that this notice is made available to data subjects prior to Forest Exhibitions Ltd collecting/processing their personal data.
- 2.2 All Employees/Staff of Forest Exhibitions Ltd who interact with data subjects are responsible for ensuring that this notice is drawn to the data subject's attention and their consent to the processing of their data is secured.

3. Privacy notice

3.1 Who are we?

Forest Exhibitions Ltd organises Automechanika Birmingham, the UK's leading exhibition for the automotive industry. The brand Automechanika is licensed from Messe Frankfurt.

Our Data Protection Officers Olivia Brockwell and Chloe Hyland and data protection representatives can be contacted directly here:

- info@automechanika-birmingham.com
- 01483 483 984

The personal data we collect through

- Event registrations through a third party supplier
- Exhibitor contracts through stand sales
- Desk research
- Data opt in forms on website

Personal data type:	Source (where Forest Exhibitions Ltd obtained the personal data from if it has not been collected directly from you, the data subject. Note if the personal data has been accessed from publicly accessible sources):
----------------------------	--

PRIVACY NOTICE

Document Control

Reference: GDPR REC 4.1

Issue No:

Issue Date:

Page: 2 of 8

First name	Visitor registration/website opt in forms/exhibitor contracts/desk research
Last name	Visitor registration/website opt in forms/exhibitor contracts/desk research
Full postal address	Visitor registration/website opt in forms/exhibitor contracts/desk research
Email address	Visitor registration/website opt in forms/exhibitor contracts/desk research
Job title	Visitor registration/website opt in forms/exhibitor contracts/desk research
Telephone	Visitor registration/website opt in forms/exhibitor contracts/desk research

The personal data we collect will be used for the following purposes:

- To contact about future events
- To communicate information about current event
- To offer data to official third party suppliers that will enhance the event experience

Our legal basis for processing for the personal data:

- Will be kept on record for a minimum of 3 years, and thereafter 6 years when the event is biennial from 2021

Any legitimate interests pursued by us, or third parties we use, are as follows:

- To share with 3rd parties including Sector Marketing, Subcon (if attended), Freeman, Livebuzz, Eventful Publishing, TSC Hotels, Impression Communications, Messe Frankfurt, The Social Effect, Buzzing Labs, Explori, NEC, Agility Fairs & Events, Ed Kingsford, Select Serve

The special categories of personal data concerned are:

- Trade association membership

3.2 Consent

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified.

Consent is required for Forest Exhibitions Ltd to process both types of personal data, but it must be explicitly given. Where we are asking you for sensitive personal data we will always tell you why and how the information will be used.

You may withdraw consent at any time by contacting Chloe Hyland & Olivia Brockwell to unsubscribe from any further communications.

3.3 Disclosure

We do not transfer data to countries outside of the EEA unless appropriate safeguards (enforced by standard model contracts) are in place.

3.4 Retention period

Forest Exhibitions Ltd will process personal data for a minimum of three years and will store the personal data for a minimum of three years as long as the subject is actively receiving and acting upon contact from Forest Exhibitions Ltd.

3.5 Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you.
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that Forest Exhibitions Ltd refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in clause 3.6 below.

All of the above requests will be forwarded on should there be a third party involved (as stated in 3.4 above) in the processing of your personal data.

3.6 Complaints

In the event that you wish to make a complaint about how your personal data is being processed by Forest Exhibitions Ltd (or third parties as described in 3.4 above), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Organisation Name's data protection representatives Data Protection Officer.

The details for each of these contacts are:

	Supervisory authority contact details	[Data Protection Officer (DPO)] / [GDPR Owner] contact details
--	--	---

PRIVACY NOTICE

Document Control

Reference: GDPR REC 4.1

Issue No:

Issue Date:

Page: 4 of 8

Contact Name:	Simon Albert	Chloe Hyland/Olivia Brockwell
Address line 1:	Unit 10/11 Innovation Place,	Unit 10/11, Innovation Place,
Address line 2:	Douglas Drive	Douglas Drive
Address line 3:	Godalming	Godalming
Address line 4:	Surrey	Surrey
Address line 5:	GU7 1JX	GU7 1JX
Email:	Simon.albert@uk.messefrankfurt.com	Chloe.hyland@uk.messefrankfurt.com ; Olivia.brockwell@uk.messefrankfurt.com
Telephone:	01483483984	01483 483984

3.7 Privacy statement

Read more about how and why we use your data here:

Exhibitor Portal: I understand and agree that the above data supplied may be held and used by the organiser of this event Forest Exhibitions, and any official third party provider acting on its behalf, in order to run the event and to improve the event experience for exhibitors.

Visitor Registration: I understand that by choosing to allow my badge to be scanned by the organiser, an exhibitor, sponsor or for a seminar session when at the event or at the co-located SUBCON event, I will be providing them with my personal data. I consent to this personal data being used to contact me about their products or services and understand that this partner or sponsor may transfer this data outside of the European Union for these purposes and I consent to such transfer of my data. I also understand and agree that my personal data may be held and used by the organiser of this event Forest Exhibitions, and any third party hosting provider acting on its behalf, in order to run the event and for analysing visitor traffic with a view to improving the event experience for visitors.

Forest Exhibitions Ltd

Classification_3



Comments to simon.albert@uk.messefrankfurt.com
www.automechanika-birmingham.com

Website: I understand and agree that the above data supplied may be held and used by the organiser of this event Forest Exhibitions, and any official third party provider acting on its behalf, in order to run the event and to improve the event experience. I consent to this personal data being used to contact me about their products or services and understand that this partner or sponsor may transfer this data outside of the European Union for these purposes and I consent to such transfer of my data.

4. [Online privacy statement]

Personal data

Under the EU's General Data Protection Regulation (GDPR) personal data is defined as:

"any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person".

How we use your information

This privacy notice tells you how we, Forest Exhibitions Ltd, will collect and use your personal data for retargeting, cookies, subscriptions, registrations, stand bookings and relevant supplier services.

Why does Forest Exhibitions Ltd need to collect and store personal data?

In order for us to provide you *relevant event information* we need to collect personal data for ensuring customers have the optimal event experience. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

Will Forest Exhibitions Ltd share my personal data with anyone else?

We may pass your personal data on to third-party service providers contract Forest Exhibitions Ltd in the course of dealing with you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to enhance customers' event experience. When they no longer need your data to fulfil this service, they will dispose of the details in line with Forest Exhibition Ltd procedures. If we wish to pass your sensitive personal data onto a third party we will only do so once we have obtained your consent, unless we are legally required to do otherwise.

How will Forest Exhibitions Ltd use the personal data it collects about me?

Forest Exhibitions Ltd

Classification_3

Forest Exhibitions Ltd will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate and up to date, and not keep it for longer than is necessary. Forest Exhibitions Ltd is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

Under what circumstances will Forest Exhibitions Ltd contact me?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure.

Can I find out the personal data that the organisation holds about me?

Forest Exhibitions Ltd at your request, can confirm what information we hold about you and how it is processed. If Forest Exhibitions Ltd does hold personal data about you, you can request the following information:

- Identity and the contact details of the person or organisation that has determined how and why to process your data. In some cases, this will be a representative in the EU.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of Forest Exhibitions Ltd or a third party, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.

PRIVACY NOTICE

Document Control

Reference: GDPR REC 4.1

Issue No:

Issue Date:

Page: 7 of 8

- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

What forms of ID will I need to provide in order to access this?

Forest Exhibitions Ltd accepts the following forms of ID when information on your personal data is requested:

[Passport, driving licence, birth certificate, utility bill (from last 3 months)]

Contact details of the Data Protection Officer / GDPR Owner:

	Data Protection Officer / GDPR Owner contact details
Contact Name:	Chloe Hyland & Olivia Brockwell
Address line 1:	Unit 10/11 Innovation Place
Address line 2:	Douglas Drive
Address line 3:	Godalming
Address line 4:	Surrey
Address line 5:	GU7 1JX
Email:	info@automechanika-birmingham.com
Telephone:	01483 483 984

]

Document Owner and Approval

The Data Protection Officer / GDPR Owner is the owner of this document and is responsible for ensuring that this record is reviewed in line with the review requirements of the GDPR.

A current version of this document is available to *all* members of staff and is published *on the shared drive under the GDPR folder*.

Signature:

Date: 25/01/2018

Change History Record

Forest Exhibitions Ltd

Classification_3



Comments to simon.albert@uk.messefrankfurt.com
www.automechanika-birmingham.com

PRIVACY NOTICE

Document Control

Reference: GDPR REC 4.1

Issue No:

Issue Date:

Page: 8 of 8

Forest Exhibitions Ltd

Classification_3



Comments to simon.albert@uk.messefrankfurt.com
www.automechanika-birmingham.com