

# Stockholmsmässan's Data Protection Policy

Version 2024-04-23

At Stockholmsmässan, we care about your personal privacy. We strive to maintain a high level of security in our data protection work. This policy describes how we collect and process personal data, and how we work to protect this data using both technological and organizational safeguards. The policy also describes your rights with regard to how we process your personal data and how you can exercise these rights.

Stockholmsmässan processes personal data in accordance with the General Data Protection Regulation (Regulation No. 2016/679 of the European Parliament and of the Council, commonly abbreviated as the GDPR).

## Contents

You will find general descriptions of how Stockholmsmässan processes personal data under the headings below. At the end of the document, in the appendix “Specification of personal data processing”, there is a detailed overview of the purposes, legal bases and retention periods for all the categories of personal data that we process.

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## **Personal data controller**

The personal data controller is Stockholmsmässan AB, CIN 556272-4491, at the address Mässvägen 1, SE-125 80 Stockholm, Sweden.

## **Categories of personal data**

The personal data we process depends on your relationship with Stockholmsmässan, e.g., whether you are a visitor, exhibitor or organizer. It usually includes your contact details and purchase history. At the end of the document, in the appendix “Specification of personal data processing”, there are tables showing all the categories of personal data we process. We collect the information directly from you, from our partners and suppliers, or from publicly available registers. Your personal data may also be collected when you visit one of our websites or use one of our mobile apps.

Stockholmsmässan does not collect personal data from children. In order to buy tickets to our events, you must be at least 13 years old. If you are between the ages of 13 and 18, you will need permission from your legal guardian to purchase the tickets.

In some cases, we collect personal data from you, but the data refers to someone else. For example, if you buy a ticket to an event, you can sometimes purchase personalized tickets for multiple visitors or register multiple visitors for activities during an event. Similarly, if you are an exhibitor, you will be able to register the people who will be working in your stand or register multiple designated contacts from your organization. In these situations, we assume that the person providing us with the personal data of other people has their approval or some other valid reason to do so. We will inform these individuals about our data protection policy at our first contact with them.

In Stockholmsmässan’s digital channels, for example on our websites, we use cookies and other similar technologies. More information about how we manage cookies can be found in our cookie policy.

## **Purposes and lawful grounds**

Stockholmsmässan processes personal data for several different purposes, e.g., to enable us to:

- process orders, purchases and customer service cases, and communicate with visitors, exhibitors and organizers
- document, evaluate, develop and market our operations
- fulfill our undertakings as a business partner and a responsible corporate citizen
- stop fraud and prevent crime

All processing of personal data carried out by Stockholmsmässan can be justified on the basis of one or more lawful grounds. Below you will find some examples of this, and at the end of the document in the appendix “Specification of personal data processing” there are tables showing which processing is based on which lawful ground.

#### Legal obligation

Example: We need to process certain personal data in order to fulfill the requirements of the Swedish Accounting Act.

#### Contract with the data subject

Example: When you purchase a ticket online for one of Stockholmsmässan’s events, we must obtain some personal data from you so we can send you the ticket.

#### Weighing of interests

Example: If you are professionally active in a certain industry and Stockholmsmässan is organizing an event within this industry, we or our business partners may contact you for the purpose of marketing the event.

#### Consent

Example: When you subscribe to one of our newsletters, we ask for your consent to our processing of your personal data for this specific purpose. You can withdraw your consent at any time by contacting us.

### **Retention periods**

We store your personal data for as long as necessary to fulfill the purposes described above. The data is then erased or anonymized in a secure manner, so it can no longer be linked to you. Our main principle is to store data about private individuals (such as visitors to our events open to the public) for three years and data about professionals (such as exhibitors and visitors to events not open to the public) for six years.

At the end of this document in the appendix “Specification of personal data processing”, there are tables showing all retention periods. Unless otherwise agreed, and provided the law does not require us to keep the data for longer, the retention periods in the table will apply. If you would like us to stop storing your personal data earlier than this, you can request that we do so – please refer to the “Your rights” section below.

### **Protective measures**

In order to protect your personal data against loss, corruption or unauthorized access, Stockholmsmässan has established extensive technical and organizational safeguards that we continuously develop and improve.

#### Physical perimeter protection

Perimeter protection for facilities, computers and IT infrastructure in which personal data processing is conducted.

#### Technical information security protection

Several security systems, for example for monitoring and backup, as well as protection against various forms of cyberattacks.

#### Organizational information security protection

Policies, documented procedures and training of employees performing personal data processing.

#### Data access restriction

Employees' access to storage sites and IT systems, in which personal data is processed, is limited to the necessary level of authorization.

### **Transfer of personal data**

Stockholmsmässan may transfer your personal data to the following categories of recipients:

#### Government agencies

Stockholmsmässan may provide necessary information to the authorities, such as the Swedish Police or the Swedish Tax Agency, if we are legally obliged to do so.

#### Business partners

If Stockholmsmässan cooperates with another organization, for example to hold an event, we may transfer your personal data to the other organization. In this case, both parties will be independently responsible for their respective personal data processing. The organizations collaborating with us on each event are specified on the event's website.

#### Personal data processors

If Stockholmsmässan hires another organization to perform services on our behalf – e.g. sales, transportation or IT services – this may involve that organization either collecting personal data for us or requiring access to personal data collected by us. In this case, Stockholmsmässan is the personal data controller and the other organization is the personal data processor. We then enter into a data processing agreement in order to ensure that the personal data is processed correctly and securely.

#### Organizations to which Stockholmsmässan acts as personal data processor

If Stockholmsmässan is hired by another organization, for example in connection with holding one of their events at our venue, we may process personal data on behalf of this organization as personal data processor. In such cases, the other organization will be the data controller. We will then enter into a personal data processor agreement that clearly specifies which personal data processing Stockholmsmässan may carry out and for how long.

### Exhibitors

Exhibitors at Stockholmsmässan may purchase a visitor scanning service at certain events. If you visit such an event and accept an exhibitor scanning your name tag, you thereby approve to the exhibitor gaining access to your personal data.

### Transfer of personal data to countries outside the EU/EEA

Stockholmsmässan's main principle is that we do not transfer personal data to organizations outside the EU/EEA. Exceptions may be made for organizations conducting their business in a third country deemed to have an adequate level of protection in accordance with the European Commission's decision, as well as organizations that have an agreement with Stockholmsmässan based on "standard contractual clauses".

## **Your rights**

According to the GDPR, you have a number of rights vis-à-vis Stockholmsmässan as a data subject. If you would like to exercise these rights, please visit:

[www.stockholmsmassan.se/dataskydd](http://www.stockholmsmassan.se/dataskydd)

You can also send a letter to:

Stockholmsmässan AB  
Att: Data Protection Service  
SE-125 80 Stockholm, Sweden

Regardless of how you submit your request, we will respond within 30 days, calculated from the date on which we were able to verify your identity. In order to protect you and your personal data, Stockholmsmässan will not disclose personal data to anyone whose identity we have not been able to verify. If we are unable to comply with your request, we will notify you of this and provide a justification.

If you consider that Stockholmsmässan's processing of your personal data is in conflict with applicable legislation, or that we have processed a request from you improperly when you wanted to exercise your rights in accordance with the above, you will be able to report this to the Swedish Authority for Privacy Protection (IMY).

### Right to access (right to register extract)

You have the right to receive confirmation as to whether Stockholmsmässan is processing your personal data and, if so, to receive a copy of the personal data in question. Most of Stockholmsmässan's systems use email addresses as identifiers and thus we will normally deliver the copy of the data digitally to your email address.

### Right to rectification

Stockholmsmässan strives to ensure that the personal data processed by us is correct. If you discover inaccuracies in your data, you will be able to request that we rectify the inaccurate data. We will then rectify the mistake.

#### Right to erasure

If you would like us to cease all processing of your personal data, you will be able to request erasure in certain cases. Such cases may, for example, be that the personal data is no longer necessary for the purposes for which it is being processed, or if Stockholmsmässan is unable to justify a legal basis for continued processing. We will then erase all data that can be linked to you as a person.

#### Right to object

If you wish to object to Stockholmsmässan processing your personal data, we will only be able to continue processing it if we can show that our interest in processing it outweighs your interest in terminating the processing. You always have the right to object to the use of your personal data for direct marketing purposes. Our marketing mailings always offer the possibility of “opting out” of future similar mailings from us.

#### Right to data portability

If you would like to receive your personal data from Stockholmsmässan in order to be able to use it elsewhere, in certain cases you will be entitled to receive the data in a structured, commonly used and machine-readable format and transfer it to another personal data controller. However, this assumes that the transfer is technically feasible, that the other party accepts the formats we provide and that this can occur with reasonable effort on our part.

#### Right to restriction of processing

If you would like Stockholmsmässan to process your personal data for limited purposes only, you will be able to request a restriction of processing. This applies, for example, if you consider that the data is incorrect, that our processing is unlawful or that we no longer need the data for the stated purposes.

## Appendix to Stockholmsmässan's Data Protection Policy

# Specification of personal data processing

Version 2024-04-23

In this appendix to Stockholmsmässan's Data Protection Policy, we provide information about the personal data we process, the purpose and lawful grounds for the processing, and how long the processing lasts. Our processing of personal data may vary depending on the nature of your relationship with us. In order to ensure clarity, the respective processing is specified per nature of relationship. The specified personal data processing applies regardless of whether your relationship with Stockholmsmässan and our operations is physical or digital.

### [Visitor \(private individual\)](#)

If you visit one of our public events, e.g. a consumer fair open to the public.

### [Visitor \(professional or media representative\)](#)

If you visit one of our events in a professional capacity, e.g. a trade fair not open to the general public. Or if you visit us as a media representative to cover an event for journalistic purposes.

### [Exhibitor](#)

If you represent an organization participating in one of our events, e.g. exhibitors, co-exhibitors or sponsors. Or if you represent an organization hired by one of the above, e.g. as a stand constructor.

### [Organizer](#)

If you represent an organization to which Stockholmsmässan provides premises and services for holding an event at our venue. Or if you represent an organization hired by one of the above, e.g. an event agency, Professional Congress Organizer (PCO) or other service provider to the organizer.

### [Business partner, supplier or other business contact](#)

If you represent a business partner of Stockholmsmässan involved in organizing an event or are contributing to the actual event, e.g., as a speaker or moderator. Or if you represent a supplier of products and services to Stockholmsmässan, have some form of business or operational contact with us, or visit our offices.

## Visitor (private individual)

If you visit one of our public events, e.g. a consumer fair open to the public.

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
Collecting, storing and systematizing information to enable marketing, sales, customer service, administration, communication and analysis.	Name, contact details, age, gender, areas of interest, as well as purchase- and visit history.  Collected during ticket purchases and registration, via legitimate transfers from partners or via ongoing interaction with Stockholmsmässan.	Weighing of interests  Legitimate interest in effectively systematizing customer information management.	3 years  3 months (when Stockholmsmässan acts as personal data processor for another organizer).
Administering ticket purchases and visitor registration, as well as managing admission to an event.	Name, contact details and age.	Contract with the data subject.	3 years  3 months (when Stockholmsmässan acts as personal data processor for another organizer).
Offering relevant customer service before, during and after the event, e.g. by email or phone and on site.	Name, contact details, age, gender and areas of interest, as well as purchase- and visit history.	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to provide relevant customer service.	3 months
Communicating event-related information before, during and after the event, e.g. by email.	Name, contact details, age, gender, areas of interest, as well as purchase-, visit-, subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to send relevant information.	3 years  3 months (when Stockholmsmässan acts as personal data processor for another organizer).
Marketing our events to visitors, e.g. via newsletters and other e-mailings, and via target group-adapted advertising on social media.	Name, contact details, age, gender, areas of interest, as well as purchase-, visit-, subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to market our events.	3 years
Marketing our events to subscribers of digital publications, e.g. via newsletters and other e-mailings.	Names, contact details and areas of interest, as well as purchase-, visit-, subscription-, mailing- and click history.	Consent	3 years
Analyzing purchase-, visit-, subscription-, mailing- and click patterns.	Name, contact details, age, gender, areas of interest, as well as purchase-, visit-, subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing analysis of purchase-, visit-, subscription-, mailing- and click patterns	3 years



Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
		in order to develop our business.	
Administering registration for event-related activities, e.g. contests, seminars and experience-oriented activities.	Name, contact details, age, gender, special requests and areas of interest.	Consent	3 years
Conducting surveys in order to develop our business.	Name, contact details and survey responses (when the survey has not been conducted anonymously).	Weighing of interests  Legitimate interest in conducting surveys in order to develop our business.	3 years
Using images and videos to market and provide information about our business in digital channels, social media and printed matters.	Images and videos depicting situations with people visiting an event and where these can only be identified with significant effort.	Weighing of interests  Legitimate interest in documenting our operations for the purpose of providing information about and marketing our business.	Not routinely deleted.
Using images and videos to market and provide information about our business in digital channels, social media and printed matters.	Images and videos depicting identifiable people visiting an event.	Consent	Not routinely deleted.
CCTV monitoring of our venue in order to uphold security and good order, both preventively and in the event of an investigation.	Images and videos depicting people visiting and dwelling inside and in the immediate vicinity of our venue.	Weighing of interests  Legitimate interest in upholding security and good order.	7 days
<p>Transferring personal data to Stockholmsmässan's business partners for an event.</p> <p><b>PLEASE NOTE!</b> Stockholmsmässan never sells your personal data to third parties or shares it with parties other than business partners without your explicit consent.</p>	Name, contact details, age, gender, special requests and areas of interest.	<p>Weighing of interests</p> <p>Legitimate interest in sharing customer information with Stockholmsmässan's business partners for an event.</p> <p><b>PLEASE NOTE!</b> Transfers to partners do not take place on a routine basis, but only in such collaborations where there is a legitimate interest for Stockholmsmässan and the partner to share your personal data, e.g. for jointly organized events or other similar collaborations.</p>	Only while the transfer is in progress.

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period
Transferring personal data to personal data processors.	The personal data that Stockholmsmässan has stored and that the personal data processor needs access to in order to perform its assignment for Stockholmsmässan.	Contract with the personal data processor.	Approximate retention period from last relevant activity or interaction.  As long as there is a valid personal data processing agreement between Stockholmsmässan and the personal data processor.

## Visitor (professional or media representative)

If you visit one of our events in a professional capacity, e.g. a trade fair not open to the general public. Or if you visit us as a media representative to cover an event for journalistic purposes.

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
Collecting, storing and systematizing information to enable marketing, sales, customer service, administration, communication and analysis.	Name, contact details, age, gender, industry affiliation, organization affiliation, position, areas of interest, as well as purchase- and visit history.  Collected during ticket purchases and registration, via own prospecting, from publicly available registers, via legitimate transfer from partners or via ongoing interaction with Stockholmsmässan.	Weighing of interests  Legitimate interest in effectively systematizing customer information management.	6 years  3 months (when Stockholmsmässan acts as personal data processor for another organizer).
Administering ticket purchases and visitor registration, accrediting media representatives and managing admission to an event.	Name, contact details, industry affiliation, organization affiliation and position.	Contract with the data subject.	Professional visitor: 6 years  Media representative: 4 years  3 months (when Stockholmsmässan acts as personal data processor for another organizer).
Offering relevant customer service before, during and after the event, e.g. by email or phone and on site.	Name, contact details, age, gender, industry affiliation, organization affiliation, position, areas of interest, as well as purchase- and visit history.	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to provide relevant customer service.	3 months
Communicating event-related information before, during and after the event, e.g. by email.	Name, contact details, age, gender, industry affiliation, organization affiliation, position, areas of interest, as well as purchase-, visit-, subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to send relevant information.	6 years  3 months (when Stockholmsmässan acts as personal data processor for another organizer).
Marketing our events to visitors and media representatives, e.g. via newsletters and other e-mailings, and via target group-adapted advertising on social media.	Name, contact details, age, gender, industry affiliation, organization affiliation, position, areas of interest, as well as purchase-, visit-,	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to be able to market our events.	Professional visitor: 6 years  Media representative: 4 years

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period
	subscription-, mailing- and click history.		Approximate retention period from last relevant activity or interaction.
Marketing our events to subscribers of digital publications, e.g. via newsletters and other e-mailings.	Name, contact details, age, gender, industry affiliation, organization affiliation, position and areas of interest, as well as purchase-, visit-, subscription-, mailing- and click history.	Consent	6 years
Analyzing purchase-, visit-, subscription-, mailing- and click patterns.	Name, contact details, age, gender, industry affiliation, organization affiliation, position and areas of interest, as well as purchase-, visit-, subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing analysis of purchase-, visit-, subscription-, mailing- and click patterns in order to develop our business.	6 years
Administering registration for event-related activities, e.g. contests, seminars and experience-oriented activities.	Name, contact details, age, gender, industry affiliation, organization affiliation, position, special requests and areas of interest.	Consent	6 years
Conducting surveys in order to develop our business.	Name, contact details and survey responses (when the survey has not been conducted anonymously).	Weighing of interests  Legitimate interest in conducting surveys in order to develop our business.	6 years
Administering invitations to an event sent by exhibitors to their respective customers and contacts.	Name and contact details.	Weighing of interests  Legitimate interest in offering the service to exhibiting customers.	Immediately after completing the transaction  1 month (email system logs)
Administering visitor scanning (lead tracking) that exhibitors can use during an event. If you accept being scanned by the exhibitor during an event, the personal data you provided during registration and ticket purchase will be transferred to the exhibitor.	Name, contact details, age, gender, industry affiliation, organization affiliation, position and areas of interest, as well as the information that the exhibitor adds in connection with the scanning.	Weighing of interests  Legitimate interest in offering the service to exhibiting customers.	3 months
Generating customer invoices in cases where payment is made against invoice.	Name, contact details and organization affiliation.	Contract with the data subject.	10 years
Managing bookkeeping and accounting in cases	Name, contact details and organization affiliation.	Legal obligation	10 years

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
where payment is made against invoice.			
Using images and videos to market and provide information about our business in digital channels, social media and printed matters.	Images and videos depicting situations with people visiting an event and where these can only be identified with significant effort.	Weighing of interests  Legitimate interest in documenting our operations for the purpose of providing information about and marketing our business.	Not routinely deleted.
Using images and videos to market and provide information about our business in digital channels, social media and printed matters.	Images and videos depicting identifiable people visiting an event.	Consent	Not routinely deleted.
CCTV monitoring of our venue in order to uphold security and good order, both preventively and in the event of an investigation.	Images and videos depicting people visiting and dwelling inside and in the immediate vicinity of our venue.	Weighing of interests  Legitimate interest in upholding security and good order.	7 days
Transferring personal data to Stockholmsmässan's business partners for an event.  <b>PLEASE NOTE!</b> Stockholmsmässan never sells your personal data to third parties or shares it with parties other than business partners without your explicit consent.	Name, contact details, age, gender, special requests and areas of interest.	Weighing of interests  Legitimate interest in sharing customer information with Stockholmsmässan's business partners for an event.  <b>PLEASE NOTE!</b> Transfers to partners do not take place on a routine basis, but only in such collaborations where there is a legitimate interest for Stockholmsmässan and the partner to share your personal data, e.g. for jointly organized events or other similar collaborations.	Only while the transfer is in progress.
Transferring personal data to personal data processors.	The personal data that Stockholmsmässan has stored and that the personal data processor needs access to in order to perform its assignment for Stockholmsmässan.	Contract with the personal data processor.	As long as there is a valid personal data processing agreement between Stockholmsmässan and the personal data processor.

## Exhibitor

If you represent an organization participating in one of our events, e.g. exhibitors, co-exhibitors or sponsors. Or if you represent an organization hired by one of the above, e.g. as a stand constructor.

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
Collecting, storing and systematizing information to enable marketing, sales, order dispatch, delivery, customer service, administration, communication, analysis and account management of online services.	Name, contact details, industry affiliation, organization affiliation, position, order history, dialog history, special booking requests, areas of interest, as well as subscription-, mailing- and click history.  Collected during application or booking inquiry, via own prospecting, from publicly available registers, via legitimate transfer from partners or via ongoing interaction with Stockholmsmässan.	Weighing of interests  Legitimate interest in effectively systematizing customer information management.	6 years
Administering applications and booking inquiries from potential exhibitors.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest and special booking requests.	Weighing of interests  Legitimate interest in effectively systematizing the collection of expressions of interest and booking requests from potential exhibitors.	6 years
Offering relevant customer service before, during and after the event, e.g. by email or phone and on site.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest, special booking requests, order history, dialog history, as well as subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to provide relevant customer service.	6 years
Communicating event-related information before, during and after the event, e.g. by email.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest, special booking requests, order history, dialog history, as well as subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to send relevant information.	6 years
Marketing our events to exhibitors and sponsors, e.g. via newsletters and other e-mailings, and via	Name, contact details, industry affiliation, organization affiliation, position, areas of interest,	Weighing of interests  Legitimate interest in effectively systematizing	6 years

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
target group-adapted advertising on social media.	special booking requests, order history, dialog history, as well as subscription-, mailing- and click history.	customer information in order to be able to market our events.	
Marketing our events to subscribers of digital publications, e.g. via newsletters and other e-mailings.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest, special booking requests, order history, dialog history, as well as subscription-, mailing- and click history.	Consent	6 years
Analyzing order-, subscription-, mailing- and click patterns.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest, special booking requests, order history, dialog history, as well as subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing analysis of order-, subscription-, mailing- and click patterns in order to develop our business.	6 years
Administering registration for event-related activities, e.g. social gatherings, industry meetings and other special activities.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest and special requests.	Consent	6 years
Conducting surveys in order to develop our business.	Name, contact details and survey responses (when the survey has not been conducted anonymously).	Weighing of interests  Legitimate interest in conducting surveys in order to develop our business.	6 years
Generating customer invoices.	Name, contact details and organization affiliation.	Contract with the data subject.	10 years
Managing bookkeeping and accounting.	Name, contact details and organization affiliation.	Legal obligation	10 years
Administering exhibitors' listing of stand personnel to enable registration and admission to the event.	Name, contact details, photo, position and organization affiliation.	Weighing of interests  Legitimate interest in supervising the admission of stand personnel to the event for security reasons, and to make it possible to charge the exhibitor for people actually entering.	6 years
Managing and publishing content in digital publications, public and internal websites,	The personal data we have collected and which is relevant and justifiable to publish, e.g. name,	Weighing of interests  Legitimate interest in managing and publishing relevant content for the	Not routinely deleted.

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
smartphone apps, social media and printed matters.	position, photo and organization affiliation.	purpose of providing information about and marketing our business.	
Managing and publishing content for the exhibitor's online profile in a digital stand.	Name, contact details, position, organization affiliation and the information the exhibitor adds to their online profile.	Contract with the data subject.	6 years
Using images and videos to market and provide information about our business in digital channels, social media and printed matters.	Images and videos depicting situations with people exhibiting or similarly participating in our events and where these can only be identified with significant effort.	Weighing of interests  Legitimate interest in documenting our operations for the purpose of providing information about and marketing our business.	Not routinely deleted.
Using images and videos to market and provide information about our business in digital channels, social media and printed matters.	Images and videos depicting identifiable people exhibiting or similarly participating in our events.	Weighing of interests  Legitimate interest in documenting our operations for the purpose of providing information about and marketing our business.	Not routinely deleted.
CCTV monitoring of our venue in order to uphold security and good order, both preventively and in the event of an investigation.	Images and videos depicting people exhibiting or similarly participating in our events and dwelling inside and in the immediate vicinity of our venue.	Weighing of interests  Legitimate interest in upholding security and good order.	7 days
Transferring personal data to Stockholmsmässan's business partners for an event.  <b>PLEASE NOTE!</b> Stockholmsmässan never sells your personal data to third parties or shares it with parties other than business partners without your explicit consent.	Name, contact details, industry affiliation, organization affiliation, position, special requests and areas of interest.	Weighing of interests  Legitimate interest in sharing customer information with Stockholmsmässan's business partners for an event.  <b>PLEASE NOTE!</b> Transfers to partners do not take place on a routine basis, but only in such collaborations where there is a legitimate interest for Stockholmsmässan and the partner to share your personal data, e.g. for jointly organized events or other similar collaborations.	Only while the transfer is in progress.
Transferring personal data to personal data processors.	The personal data that Stockholmsmässan has stored and that the	Contract with the personal data processor.	As long as there is a valid personal data processing agreement between



Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
	personal data processor needs access to in order to perform its assignment for Stockholmsmässan.		Stockholmsmässan and the personal data processor.

## Organizer

If you represent an organization to which Stockholmsmässan provides premises and services for holding an event at our venue. Or if you represent an organization hired by one of the above, e.g. an event agency, Professional Congress Organizer (PCO) or other service provider to the organizer.

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
Collecting, storing and systematizing information to enable marketing, sales, order dispatch, delivery, customer service, administration, communication and analysis.	<p>Name, contact details, industry affiliation, organization affiliation, position, order history, dialog history, special booking requests, areas of interest, as well as subscription-, mailing- and click history.</p> <p>Collected during application or booking inquiry, via own prospecting, from publicly available registers, via legitimate transfer from partners or via ongoing interaction with Stockholmsmässan.</p>	<p>Weighing of interests</p> <p>Legitimate interest in effectively systematizing customer information.</p>	6 years
Administering applications and booking inquiries from potential organizers.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest and special booking requests.	<p>Weighing of interests</p> <p>Legitimate interest in effectively systematizing the collection of applications and booking inquiries from potential organizers.</p>	6 years
Digital signing of contracts.	<p>Name, contact details, organization affiliation and position.</p> <p>Special categories: Social security number</p>	<p>Weighing of interests</p> <p>Legitimate interest in systematizing and streamlining the signing process when entering into contracts.</p>	Not routinely deleted.
Registering, storing and monitoring contracts.	Name, contact details, organization affiliation and position.	<p>Weighing of interests</p> <p>Legitimate interest in systematizing and streamlining contract monitoring.</p>	Not routinely deleted.
Offering relevant customer service before, during and after the event, e.g. by email or phone and on site.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest, special booking requests, order history, dialog history, as well as	<p>Weighing of interests</p> <p>Legitimate interest in effectively systematizing customer information in order to provide relevant customer service.</p>	6 years

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period
	subscription-, mailing- and click history.		Approximate retention period from last relevant activity or interaction.
Communicating event-related information before, during and after the event, e.g. by email.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest, special booking requests, order history, dialog history, as well as subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to send relevant information.	6 years
Marketing our venue and our services to organizers, e.g. via newsletters and other e-mailings, as well as via target group-adapted advertising on social media.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest, special booking requests, order history, dialog history, as well as subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing customer information in order to market our venue and our services.	6 years
Marketing our venue and our services to subscribers of digital publications, e.g. via newsletters and other e-mailings.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest, special booking requests, order history, dialog history, as well as subscription-, mailing- and click history.	Consent	6 years
Analyzing order-, subscription-, mailing- and click patterns.	Name, contact details, industry affiliation, organization affiliation, position, areas of interest, special booking requests, order history, dialog history, as well as subscription-, mailing- and click history.	Weighing of interests  Legitimate interest in effectively systematizing analysis of order-, subscription-, mailing- and click patterns in order to develop our business.	6 years
Conducting surveys in order to develop our business.	Name, contact details and survey responses (when the survey has not been conducted anonymously).	Weighing of interests  Legitimate interest in conducting surveys in order to develop our business.	6 years
Generating customer invoices.	Name, contact details and organization affiliation.	Contract with the data subject.	10 years
Managing bookkeeping and accounting.	Name, contact details and organization affiliation.	Legal obligation	10 years
Managing and publishing content in digital publications, public and internal websites, mobile	The personal data we have collected and which is relevant and justifiable to publish, e.g. name,	Weighing of interests  Legitimate interest in managing and publishing	Not routinely deleted.

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period
apps, social media and printed matters.	position, photo and organization affiliation.	relevant content for the purpose of providing information about and marketing our business.	Approximate retention period from last relevant activity or interaction.
Using images and videos to market and provide information about our business in digital channels, social media and printed matters.	Images and videos depicting situations with people organizing or similarly participating in events and where these can only be identified with significant effort.	Weighing of interests  Legitimate interest in documenting our operations for the purpose of providing information about and marketing our business.	Not routinely deleted.
Using images and videos to market and provide information about our business in digital channels, social media and printed matter.	Images and videos depicting identifiable persons organizing or similarly participating in events.	Weighing of interests  Legitimate interest in documenting our operations for the purpose of providing information about and marketing our business.	Not routinely deleted.
CCTV monitoring of our venue in order to uphold security and good order, both preventively and in the event of an investigation.	Images and videos depicting people organizing or similarly participating in events and dwelling inside and in the immediate vicinity of our venue.	Weighing of interests  Legitimate interest in upholding security and good order.	7 days
Transferring personal data to Stockholmsmässan's business partners for an event.  <b>PLEASE NOTE!</b> Stockholmsmässan never sells your personal data to third parties or shares it with parties other than business partners without your explicit consent.	Name, contact details, industry affiliation, organization affiliation, position, special requests and areas of interest.	Weighing of interests  Legitimate interest in sharing customer information with Stockholmsmässan's business partners for an event.  <b>PLEASE NOTE!</b> Transfers to partners do not occur on a routine basis, but only in such collaborations where Stockholmsmässan and the partner have a legitimate interest in sharing your personal data.	Only while the transfer is in progress.
Transferring personal data to personal data processors.	The personal data that Stockholmsmässan has stored and that the personal data processor needs access to in order to perform its assignment for Stockholmsmässan.	Contract with the personal data processor.	As long as there is a valid personal data processing agreement between Stockholmsmässan and the personal data processor.

## Business partner, supplier or other business contact

If you represent a business partner of Stockholmsmässan involved in organizing an event or are contributing to the actual event, e.g., as a speaker or moderator. Or if you represent a supplier of products and services to Stockholmsmässan, have some form of business or operational contact with us, or visit our offices.

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
Collecting, storing and systematizing information to enable administration and communication during the relationship.	Name, contact details, industry affiliation, organization affiliation, position and dialog history.  Collected via own prospecting, via ongoing interaction with Stockholmsmässan, from publicly available registers or via legitimate transfer from business partners.	Weighing of interests  Legitimate interest in effectively systematizing relationship information.	6 years
Digital signing of contracts.	Name, contact details, organization affiliation and position.  Special categories: Social security number	Weighing of interests  Legitimate interest in systematizing and streamlining the signing process when entering into contracts.	Not routinely deleted.
Registering, storing and monitoring contracts.	Name, contact details, organization affiliation and position.	Weighing of interests  Legitimate interest in systematizing and streamlining contract monitoring.	Not routinely deleted.
Communicating event-related information before, during and after the event, e.g. by email.	Name, contact details, industry affiliation, organization affiliation, position and dialog history.	Weighing of interests  Legitimate interest in effectively systematizing relationship information in order to send relevant information.	6 years
Conducting surveys in order to develop our business.	Name, contact details and survey responses (when the survey has not been conducted anonymously).	Weighing of interests  Legitimate interest in conducting surveys in order to develop our business.	6 years
Managing supplier invoices.	Name, contact details and organization affiliation.	Contract with the data subject.	10 years
Managing bookkeeping and accounting.	Name, contact details and organization affiliation.	Legal obligation	10 years
Managing and publishing content in digital	The personal data we have collected and which	Weighing of interests	Not routinely deleted.

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period Approximate retention period from last relevant activity or interaction.
publications, public and internal websites, mobile apps, social media and printed matters.	is relevant and justifiable to publish, e.g. name, position, photo and organization affiliation.	Legitimate interest in managing and publishing relevant content for the purpose of providing information about and marketing our business.	
Using images and videos to market and provide information about our business in digital channels, social media and printed matters.	Images and videos depicting situations with people participating in our operations and where these can only be identified with significant effort.	Weighing of interests  Legitimate interest in documenting our operations for the purpose of providing information about and marketing our business.	Not routinely deleted.
Using images and videos to market and provide information about our business in digital channels, social media and printed matters.	Images and videos depicting identifiable people participating in our business.	Consent	Not routinely deleted.
Registering and logging visits to our offices and producing visitor badges.	Name and organization affiliation.	Weighing of interests  Legitimate interest in logging visits to our offices for security reasons and effectively systematizing the production of visitor badges.	15 days
CCTV monitoring of our venue in order to uphold security and good order, both preventively and in the event of an investigation.	Images and videos depicting people participating in our operations and dwelling inside and in the immediate vicinity of our venue.	Weighing of interests  Legitimate interest in upholding security and good order.	7 days
Transferring personal data to Stockholmsmässan's business partners.  PLEASE NOTE! Stockholmsmässan never sells your personal data to third parties or shares it with parties other than business partners without your explicit consent.	Name, contact details, industry affiliation, organization affiliation and position.	Weighing of interests  Legitimate interest in sharing relationship information with Stockholmsmässan's business partners.  PLEASE NOTE! Transfers to partners do not occur on a routine basis, but only in such collaborations where Stockholmsmässan and the partner have a legitimate interest in sharing your personal data.	Only while the transfer is in progress.
Transferring personal data to personal data processors.	The personal data that Stockholmsmässan has stored and that the	Contract with the personal data processor.	As long as there is a valid personal data processing agreement between

Purpose of processing	Categories of personal data we process	Lawful ground for processing	Retention period
	personal data processor needs access to in order to perform its assignment for Stockholmsmässan.		Approximate retention period from last relevant activity or interaction.  Stockholmsmässan and the personal data processor.