



MESSE BREMEN

Public Procedural Directory of WFB Wirtschaftsförderung Bremen GmbH

The BremDSG § 8 (BDSG § 4 g [– Germany's Federal Data Protection Act]) dictates that the Data Protection Officer must make available the following details to everyone in a suitable form:

1. Name of responsible offices:

WFB Wirtschaftsförderung Bremen GmbH and its subsidiary:
Glocke Veranstaltungs-GmbH

2. Management:

WFB Wirtschaftsförderung Bremen GmbH: Andreas Heyer (Chairman), Michael Göbel, Claus Kleyboldt, Hans Peter Schneider, Dr. Klaus Sondergeld
Glocke Veranstaltungs-GmbH: Jörg Ehntholt

3. Responsible Data Processing Officer / Head:

Dr. Stephan Schleaf (WFB Wirtschaftsförderung Bremen GmbH)

4. Address of responsible offices:

WFB Wirtschaftsförderung Bremen GmbH
Kontorhaus am Markt
Langenstraße 2-4 (Eingang Stintbrücke 1)
28195 Bremen

Glocke Veranstaltungs-GmbH
Domsheide 4/5
28195 Bremen

5. Purpose of data collection, processing or use:

WFB Wirtschaftsförderung Bremen GmbH is responsible, on behalf of the Free Hanseatic City of Bremen, for developing, strengthening and marketing Bremen as a location for business, trade fairs and events.

WFB Wirtschaftsförderung Bremen GmbH and its subsidiary Glocke Veranstaltungs-GmbH are companies of the city-state of Bremen and as such have to report to the Bremen Senate.

- The events division concentrates on operational organisation for the Bremen Arena and the Musical Theater Bremen.
- The commercial services division undertakes central tasks such as personnel/organisation, accountancy, controlling and IT organisation for the whole company.

- The division Messe Bremen with the exhibition halls and the Bremen Congress Centre is the partner for event organisers and visitors of Messe Bremen.
- The business development division covers the core tasks corporate service and sales, innovation promotion and the areas development and construction as well as real estate.
- The location marketing division has a cross-divisional function at WFB, acting as service supplier as well as the “concept and advertising agency” for the Senate portfolio.

The companies store and process personal data for their own purposes. We wish to point out that the data partly have to be collected on the basis of statutory provisions such as the German Tax Code, the German Banking Act, and the Prevention of Money Laundering Act.

6. Description of the affected group of persons and the data or data categories:

The personal data that are collected, processed and used essentially concern the following groups of persons:

- Customer data (address data of the applicants and of the responsible employees in the company, application data for promotion measures, data regarding financial services, bank connections, if necessary data from guarantors and alternative account holders and tenants)
- Personal data of visitors of events (inquiry, newsletter, reservation, participation in a trade fair, ticket purchase)
- Data of prospects (promotion options, events)
- Personal data of business start-ups
- Employee data, applicant data (personal data for personnel administration, control and accounting)
- Business partners and agencies, contractors (address and accounting data) in so far as these are necessary for fulfilling the purposes named under 5.

7. Recipients or recipient categories to whom the data can be communicated:

- Public bodies that receive the data on the basis of statutory provisions (e.g. regulatory authorities, national insurance agencies, tax authorities)
- External contractors (service companies) in accordance with § 9 BremDSG and § 11 BDSG

- Other external bodies such as financial institutions, authorized experts, consulting companies

8. Mandatory periods for the deletion of data:

The legislator has decreed numerous obligations and terms for data retention. After expiry of these terms the data concerned are routinely deleted if they are no longer necessary for fulfilling the contract. In so far as data are not affected by this they are deleted if the purposes named under 5. cease to be valid.

9. Planned data transfer to third countries:

Transfer of data to third countries is not planned.

WFB Wirtschaftsförderung Bremen GmbH

Data Protection Officer