

## **Data Protection Information for Trade Fairs, Workshops, and Other Events**

### **Data protection**

Effective May 25, 2018, standardized and stricter data protection rules apply throughout the European Union. The General Data Protection Regulation (GDPR) subjects the processing of personal data within the European internal market to clear rules. These rules affect all companies with business activities in the EU.

Protecting your personal data is very important to Staatliche Schlösser, Burgen und Gärten Sachsen gemeinnützige GmbH (State Palaces, Castles and Gardens of Saxony, non profit - SBG gGmbH). With this in mind, we have taken technical and organizational measures to ensure that the provisions on data protection are observed.

### **Collection of personal data**

“Personal data” means all information that is used to identify you personally and can be traced back to you. We would like to advise you as our customer that we process your data electronically and use them for occasional informational e-mails and offers. Your personal data, such as name, address, e-mail address, and phone numbers, are stored in our distribution list exclusively for the following purposes:

- Postal and electronic transmission of informational materials (brochures, flyers, group offers, etc.)
- Electronic transmission of the tour operator newsletter
- Making contact by phone

Providing your data is necessary in order to establish and maintain contact. We store and process only the contact information you provide, for your desired purpose of providing informational materials.

## **Sharing of data with third parties**

As a basic principle, your personal data will not be transferred to third parties. The only exception is where this is necessary in order to process contractual relationships with you. This includes, in particular, sharing of data with service providers that we have commissioned (“processors”) or other third parties whose activities are necessary to the implementation of the contract (such as shipping companies or banks). The third parties are only permitted to use the shared data for the stated purposes.

## **Rights of the data subject**

Under applicable data protection law, you as our customer have certain rights, including the right to receive information at no charge regarding the data concerning you that are stored and, where applicable, the right to rectification, to restriction of processing, to object, to data portability, and to erasure of data.

We take protecting your data very seriously. If you have any questions or complaints regarding data protection, please contact our data protection officer at

**Staatliche Schlösser, Burgen und Gärten Sachsen gemeinnützige GmbH**

**Datenschutzbeauftragter (Data Protection Officer)**

**Stauffenbergallee 2a**

**01099 Dresden, Germany**

or ([datenschutz@schloesserland-sachsen.de](mailto:datenschutz@schloesserland-sachsen.de)) or contact a data protection authority.

You can object to the use of your data for advertising and market research at any time, either as a whole or for specific measures. In particular, you can also object to further newsletter transmissions or other e-mail advertising. Notification in text form (such as by e-mail, fax, or letter) is sufficient for this. As a matter of course, you will also find an unsubscribe link in every newsletter and in all other e-mail advertising. You can also withdraw your consent to specific other types of sharing of data. To do this, simply contact the data protection officer using the information above.