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## 1. Introduction

TIF-HELEXPO is committed to the protection of personal data and processes personal information in accordance with the General Data Protection Regulation (EU) 2016/679 (GDPR) and applicable national legislation.

This Privacy Policy explains how personal data relating to visitors, exhibitors, partners, suppliers and users of digital services are collected, used, stored and protected.

## 2. Data Controller

The Data Controller is:

**TIF-HELEXPO**  
154 Egnatia Street  
546 36 Thessaloniki, Greece

 Email: [dpo@helexpo.gr](mailto:dpo@helexpo.gr)

## 3. Sources of Collection & Categories of Data

### 3.1 Sources of Collection

- Participation forms & online registrations
- Communication via email and/or telephone
- Ticketing & accreditation systems
- Websites & digital platforms
- Contractual relationships

### 3.2 Categories of Data

- Identification data
- Contact details
- Professional data
- Technical data (IP address, cookies, logs)
- Transactional data
- Exhibition participation data
- Visual material (photographs / video recordings of events)

## 4. Purposes of Processing & Legal Bases

### 4.1 Performance of a Contract

- Management of exhibitor participation
- Financial management & invoicing
- Provision of services and support

### 4.2 Legal Obligation

- Tax and accounting compliance
- Event safety and security obligations

### 4.3 Legitimate Interest

- Ensuring proper and secure operation of services
- Prevention of incidents, fraud and abuse
- Video surveillance of premises
- Improvement of services

TIF-HELEXPO applies internal balancing and assessment procedures to ensure that processing based on legitimate interest is proportionate and fully compliant with the GDPR.

### 4.4 Consent

- Sending newsletters
- Marketing communications
- Experience and satisfaction surveys

## 5. Data Processors

TIF-HELEXPO cooperates with third-party processors only under GDPR-compliant contracts and with appropriate safeguards in place.

Indicatively, processors may include:

- IT and infrastructure providers
- Ticketing and accreditation service providers
- Security service providers
- Technical providers of online services

## 6. Technical & Organisational Security Measures

The Company implements appropriate technical and organisational measures, including but not limited to:

- Data encryption
- Firewalls and controlled access mechanisms
- Role-based user authentication
- Physical security of systems and facilities
- Regular audits and security assessments
- Data retention and secure deletion procedures

## 7. Data Retention Period

Personal data are retained only for as long as required by:

- The specific purpose of processing
- Applicable legal obligations
- Documented and legitimate operational needs

Upon expiry of the retention period, data are securely deleted or anonymised.

## 8. Cookies & Tracking Technologies

The website uses:

- Strictly necessary (functional) cookies
- Statistical cookies
- Analytics cookies
- Third-party cookies (where consent is required)

Users may manage their preferences via browser settings or through the cookie banner.

The TIF-HELEXPO website uses a **Consent Management Platform (CMP)**, enabling users to transparently manage their cookie and tracking preferences. Through the relevant banner, users may accept, reject or customise cookies by category and withdraw or modify their consent at any time.

## 9. Transfers to Third Countries

Transfers of personal data outside the European Union take place only where:

- An adequacy decision has been issued by the European Commission, or
- Appropriate safeguards are in place, such as **Standard Contractual Clauses (SCCs)**.

TIF-HELEXPO may use service providers located outside the EEA (e.g. cloud, email or ticketing providers). In such cases, SCCs are applied and **Transfer Impact Assessments (TIAs)** are conducted to ensure an equivalent level of data protection.

## 10. Data Subject Rights

Data subjects have the right to:

- Access
- Rectification
- Erasure
- Objection
- Restriction of processing
- Data portability
- Withdrawal of consent
- Lodge a complaint with the Hellenic Data Protection Authority (HDPA)

### 10.1 Data Subject Access Request (DSAR) Procedure

Data subjects may exercise their rights under the General Data Protection Regulation (GDPR) by submitting a request to the Company's Data Protection Officer (DPO) at [dpo@helexpo.gr](mailto:dpo@helexpo.gr).

For security purposes, the Company may request additional information solely for the purpose of verifying the identity of the requester.

The Company shall respond without undue delay and in any event within **one (1) month** from receipt of the request. This period may be extended by up to **two (2) additional months**, in accordance with Article 12 of the GDPR.

The data subject request handling procedure includes the following stages:

1. **Receipt of the request** from the data subject,
2. **Verification of the requester's identity**, where required,

3. **Assessment of the request** by the DPO in cooperation with the competent internal departments,
4. **Provision of a response** within one (1) month, with the possibility of extension where permitted under the GDPR,
5. **Delivery of the response** electronically or in writing, depending on the nature and requirements of the request.

The exercise of data subject rights is provided **free of charge**, except in cases of manifestly unfounded, excessive, or repetitive requests.

The Company reserves the right to refuse requests that adversely affect the rights and freedoms of third parties or conflict with applicable legal obligations, including statutory data retention requirements.

## 11. Video Surveillance (CCTV)

TIF-HELEXPO operates a CCTV system in selected areas of its premises for the protection of persons and property.

- **Legal basis:** Legitimate interest
- **Retention period:** Up to 15 days, unless extended due to an incident
- **Access:** Authorised personnel and competent authorities upon lawful request
- **Restrictions:** No monitoring of restrooms, offices or areas where privacy may be infringed

Appropriate signage is displayed in all monitored areas.

## 12. Photography, Videography & Audio Recording at Exhibitions

During exhibitions and events, photography, videography and/or audio recording may take place by TIF-HELEXPO or cooperating partners, exclusively for promotional, advertising and communication purposes.

External photographers, co-organisers and production companies are contractually bound to comply with the GDPR and the Company's instructions.

By registering or entering the premises, participants are informed that they may be included in audiovisual material. Where required, consent is obtained.

Data subjects may request restriction or deletion of their image, provided this is technically feasible and does not affect third-party rights or overriding legitimate interests.

## 13. Contact with the Data Protection Officer (DPO)

For all matters relating to personal data:

 [dpo@helexpo.gr](mailto:dpo@helexpo.gr)

## 14. Annex

### Legal Basis per Processing Purpose (GDPR Mapping Table)

Processing Purpose	Description	Legal Basis (GDPR)
<b>Exhibitor participation</b>	Application management, communication, invoicing	Performance of a contract
<b>Communication</b>	Support and informational updates	Contract / Legitimate interest
<b>Invoicing</b>	Accounting records and financial management	Legal obligation
<b>Event security</b>	Access control and safety procedures	Legitimate interest
<b>Website</b>	Cookies and analytics	Consent / Legitimate interest
<b>Marketing</b>	Newsletters and promotional actions	Consent
<b>CCTV</b>	Protection of persons and property	Legitimate interest
<b>Suppliers</b>	Contracts and financial management	Performance of a contract
<b>IT support</b>	Technical maintenance and infrastructure	Legitimate interest
<b>Event photography/videography</b>	Promotion and publication of events	Consent / Legitimate interest (where applicable)

## GDPR Frequently Asked Questions (FAQ)

### What constitutes personal data?

Any information relating to an identified or identifiable natural person, including identification details, contact data, professional data, images, IP addresses and cookies.

### Why does TIF–HELEXPO collect my personal data?

For operational purposes, legal compliance, participation management, facility security and, where applicable, promotional communication with consent.

### On what legal basis is processing carried out?

Processing is based on contract performance, legal obligation, legitimate interest or consent, as detailed in this Privacy Policy.

### Who has access to my data?

Only authorised personnel and cooperating partners acting on behalf of the Company under confidentiality and GDPR-compliant obligations.

### How long are data retained?

Only for as long as necessary for the processing purpose or as required by law.

### What applies to CCTV?

CCTV operates solely for security purposes, records image only and retains data for a limited period.

### What about event photography and video recording?

Audiovisual material may be created for promotional purposes. Data subjects may exercise their rights in accordance with GDPR.

### What are my rights?

Access, rectification, erasure, restriction, objection, portability and withdrawal of consent.

### How can I exercise my rights?

By contacting the DPO at [dpo@helexpo.gr](mailto:dpo@helexpo.gr).

### What if I believe my rights are violated?

You may lodge a complaint with the Hellenic Data Protection Authority or contact the DPO for resolution.