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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.

Personal data processing is carried out in accordance with the principles of the GDPR, namely lawfulness, fairness and transparency, purpose limitation, data minimisation, accuracy, storage limitation, and integrity and confidentiality.

2. Data Controller

The Data Controller is:

TIF-HELEXPO

154 Egnatia Street
546 36 Thessaloniki, Greece

 Email: 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
- Access control and parking management systems (LPR – License Plate Recognition)

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)
- Vehicle and parking data (license plate number, entry/exit date and time, parking history, parking subscriber information)

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
- Management and access control of parking areas via an LPR system for security, traffic management, and abuse prevention purposes.

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
- Providers of access control and parking management systems (LPR)

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

Specifically for parking systems (LPR):

- Activity logging (audit logs)
- Role-based restricted access
- Time-controlled remote technical access

Parking system data are stored on an on premise server located within the premises of TIF-HELEXPO

7. Data Breach Management

DETH-HELEXPO implements procedures for the identification, assessment and management of personal data breaches.

In the event of a breach that is likely to result in a risk to the rights and freedoms of natural persons, the company notifies the competent supervisory authority within 72 hours, in accordance with the GDPR.

Where required, the data subjects are also informed.

8. 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
- Parking data of occasional users: up to 1 month
- Parking subscriber data: for the duration of the relevant contract and deleted upon its expiration

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

9. Parking Control System (LPR)

TIF-HELEXPO uses a License Plate Recognition (LPR) system.

The system records:

- License plate number
- Date and time of entry/exit
- Parking history

For parking subscribers, license plate data are linked to the subscriber's full name in accordance with the respective subscription agreement.

The system allows authorised personnel to retrieve parking history based on license plate number exclusively for security and access management purposes.

Legal basis: Legitimate interest.

No automated decision-making or profiling takes place.

Appropriate signage is displayed in the parking areas.

10. 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.

11. 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.

12. 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 (HDP A)

12.1 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**.

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.

13. 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.

14. 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.

15. Contact with the Data Protection Officer (DPO)

For all matters relating to personal data:

 dpo@helexpo.gr

16. Annex

Legal Basis per Processing Purpose (GDPR Mapping Table)

Processing Purpose	Description	Legal Basis (GDPR)
Exhibitor participation	Application management, communication, invoicing	Performance of a contract
Communication	Support and informational updates	Contract / Legitimate interest
Invoicing	Accounting records and financial management	Legal obligation
Event security	Access control and safety procedures	Legitimate interest

Website	Cookies and analytics	Consent / Legitimate interest
Marketing	Newsletters and promotional actions	Consent
CCTV	Protection of persons and property	Legitimate interest
Suppliers	Contracts and financial management	Performance of a contract
IT support	Technical maintenance and infrastructure	Legitimate interest
Event photography/videography	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.

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.