

Information on data protection in the ticket shop for IAA TRANSPORTATION (German Association of the Automotive Industry)

As of: March 9, 2026

The protection of your personal data is very important to us. The following information provides an overview of how we process your personal data and your rights under data protection law.

I. General information and contact details

Controller within the meaning of the GDPR

German Association of the Automotive Industry (VDA),

Behrenstr. 35,

10117 Berlin

(Tel.: +49 (0)30 897842-0; info@vda.de).

Further information can be found in the imprint of the German Association of the Automotive Industry (VDA): [imprint](#).

If you have any questions about data protection and exercising your data protection rights, please contact our data protection officer.

You can reach our data protection officer as follows:

Postal address:

Data Protection Officer of the German Association of the Automotive Industry (VDA),

Behrenstr. 35,

10117 Berlin

Email: datenschutz@vda.de

II. What sources and data do we use in the web shop?

We only process the personal data that is necessary for the respective purpose of processing in the ticket shop. This is data that we have received directly from you during registration in the IAA ticket shop or when purchasing tickets.

The VDA uses Deutsche Messe AG as a processor for technical processing.

Deutsche Messe AG uses the service provider ADITUS GmbH as a subcontractor approved by us in accordance with Art. 28 (2) GDPR to perform these tasks.

III. Why do we process your data (purpose of processing) and on what legal basis?

Your personal data is processed in accordance with the General Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG).

As a trade visitor event, IAA TRANSPORTATION is primarily aimed at trade visitors who attend the event for business or professional reasons. Online ticket sales for IAA TRANSPORTATION 2026 via the online ticket shop offers you the opportunity to purchase a complete package consisting of various services that facilitate the exchange of information and the sharing of insights about the transport and commercial vehicle market, which are essential for a trade visitor event. The aim is to make your visit as interesting, successful, and enjoyable as possible.

In addition to online ticket sales via the online ticket shop, you also have the option of purchasing a ticket for the IAA at the box office on site at any time.

3.1. Ticket purchase and registration

To purchase online tickets for the IAA, you must create your own user account. The registration and contract conclusion process is described in the [General Terms and Conditions](#), sections 2.1 and 2.2.

This account gives you access to additional services and allows you to book more tickets and reuse it for future events.

You can deactivate this account at any time. You can use your user account to view your previously registered tickets and – in the event of loss, for example – retrieve your current e-ticket again. Alternatively, you can purchase tickets on site at the ticket office without a user account or registration.

The collection and processing of registration and order data is carried out technically by Deutsche Messe AG as a processor exclusively in accordance with our instructions pursuant to Art. 28 GDPR. Deutsche Messe AG does not process data for its own purposes.

When purchasing tickets online and registering, personal data is collected to ensure access to the event, personalization of tickets, and fulfillment of the requirements of a trade visitor event.

This includes, in particular, the following mandatory information:

Email address, first name, last name, address, billing address, payment details, visitor status (trade or private visitor), company (for trade visitors), professional position, influence on purchasing/procurement decisions, industry, company size, and job title.

The data is collected by Deutsche Messe AG on behalf of the VDA.

This data is processed for the purpose of fulfilling the contract in accordance with Art. 6 (1) (b) GDPR.

In addition to the required data, the following information may be provided: Title, company, state

If you log in with an existing user account, your previously stored data will be used for ticket purchase and event processing. The legal basis for this is also Art. 6 (1) lit. b GDPR. Data processing is limited to what is necessary for the fulfillment of the contract (Art. 5 (1) lit. c GDPR).

The tickets are personalized and non-transferable; registration for other persons is not possible. Registration in the ticket shop is also required to participate in networking tours.

Your data will be processed for the purpose of performing the contract (Art. 6 (1) (b) GDPR), in particular for admission, the creation of name badges, billing, and the processing of complaints. The data will be stored in accordance with the statutory retention obligations under Sections 146 et seq. of the German Fiscal Code (AO) and Section 257 of the German Commercial Code (HGB) and deleted after the expiry of the retention periods (Art. 6 (1) (c) GDPR). In the case of guest tickets for which an exhibitor covers the costs, the registration data (master data and voluntary information) will be passed on to the inviting exhibitor (Art. 6 (1) (f) GDPR).

3.2. Guest tickets and disclosure to exhibitors

If you use a guest ticket for which the inviting exhibitor covers the costs, your registration data will be passed on to this exhibitor. This serves the legitimate interest of the exhibitor in the traceability of invitations and compliance with the event conditions. The legal basis for this is Art. 6 (1) lit. f GDPR.

3.3. Use of other IAA services

Registered users also have the option of using the following event services as part of a service package ("Services"):

The following data processing takes place during the individual processes:

3.3.1.

Contact data exchange and lead management:

During contact data exchange and lead management, the IAA ticket and the data you have stored in your user account are linked. This allows you, if you wish, to have your data stored during ticket registration transmitted to an exhibitor by giving the exhibitor the opportunity to scan the barcode on the ticket on site and retrieve the stored data in order to use it for the purposes individually agreed with you.

The legal basis for this is your consent in accordance with Art. 6 (1) (a) GDPR or the performance of a contract in accordance with Art. 6 (1) (b) GDPR, provided that you actively use a service.

3.3.2.

IAA App:

If you use the IAA TRANSPORTATION app, you can save the data you have selected, such as companies you would like to visit during the IAA, for the respective services offered there, such as the chat and networking function, visit planning, watch list, and search.

Data processing is carried out for the purpose of providing the respective app function and is based on your consent in accordance with Art. 6 (1) a GDPR or the fulfillment of a contract.

3.3.3.

Networking Tours:

When you register for a networking tour, we process your contact data in order to organize your participation and facilitate communication between you and the participating exhibitors. The exhibitors for each tour are determined in advance and will be communicated to you upon registration. The exhibitors will receive your contact details so that they can prepare for the exchange and provide you with relevant information during the tour.

The legal basis for this data processing is Art. 6 (1) lit. b GDPR (fulfillment of the contract for participation in the networking tour). The data will only be passed on for this purpose.

Please note that the exhibitors are independent controllers within the meaning of the GDPR and we have no influence on whether and to what extent they subsequently process your data for their own purposes (e.g., commercial use or marketing). Further information on this can be obtained directly from the respective exhibitors.

3.3.4.

Mobility Meetings:

To participate in the free "Mobility Meetings" (speed networking sessions, twice daily from Tuesday to Friday), you can book an appointment in the ticket shop. In addition to the master data already stored in your user account, we also process the interests you have specified in order to match you with suitable discussion partners as part of the matchmaking process.

The matchmaking is carried out by a service provider commissioned by us, who processes your data exclusively in accordance with our instructions and only for the purpose of organizing the Mobility Meetings. On site, you will check in via your registration, after which you will be assigned a table according to the matchmaking.

The legal basis for the processing is Art. 6 (1) (b) GDPR, as participation is part of your user relationship within the scope of the event.

Your information will only be used for the purpose of conducting the Mobility Meetings and will then be deleted, provided that there are no legal retention obligations. Your data will not be passed on to other participants; conversation partners will only receive your name in the context of personal exchanges on site.

3.4. Processing of personal data for advertising purposes by the VDA, including newsletters

Sending information about the booked event and trade fair newspaper

We use your email address to send you information about IAA TRANSPORTATION 2026 (e.g., organizational details, program updates, information about exhibitor stands, products, and events at the event) in the form of an IAA TRANSPORTATION newsletter, as well as the digital trade fair newspaper (e-paper) during the event. This is done without separate consent on the basis of our legitimate interest (Art. 6 (1) (f) GDPR) in conjunction with § 7 (3) UWG (German Unfair Competition Act).

You can object to this use at any time without incurring any costs other than the transmission costs according to the basic rates. We will inform you of your right to object both when collecting your data and in every email.

Additional commercial use

For the sending of information on other VDA events or products, as well as for the transfer of your data to exhibitors (e.g., in the context of networking tours), your data will only be processed with your express consent (Art. 6 (1) (a) GDPR, Section 7 (2) No. 3 UWG).

The data will be sent exclusively by processors commissioned by us in accordance with Art. 28 GDPR. Deutsche Messe AG is not involved in the mailing processes.

IV. Who receives my data

Access to your personal data within the VDA is restricted to those departments whose access is necessary for the purpose of processing. In addition, the VDA uses service providers who process personal data exclusively in accordance with our written instructions and with whom corresponding data processing agreements have been concluded in accordance with Art. 28 GDPR. We carefully select these service providers and ensure that they comply with the requirements of the EU General Data Protection Regulation and the Federal Data Protection Act.

4.1. Banks and payment service providers

To process your ticket purchases in the ticket shop, payment information is transmitted to the selected payment service providers. The following payment methods are available in the ticket shop:

- Credit card
- PayPal

Your payment data is processed for the purpose of executing the purchase contract concluded with you. The legal basis for this is Art. 6 (1) (b) GDPR (contract performance) and Art. 6 (1) (f) GDPR (legitimate interest) in the secure and efficient processing of payment transactions.

The payment service providers process your payment data under their own responsibility for data protection.

We generally store payment and transaction-related data for the duration of the statutory limitation period (usually three years), insofar as this may be necessary for the defense against possible legal claims. The

legal basis for this is Art. 6 (1) lit. f GDPR (legitimate interest in the defense and enforcement of legal claims).

The provision of personal data required for payment processing is mandatory, as otherwise no contract can be concluded.

Profiling and automated decision-making

There is no exclusively automated decision-making within the meaning of Art. 22 GDPR that has legal effect on you or similarly significantly affects you.

However, automated checking mechanisms may be used to prevent fraud and ensure IT security (e.g., plausibility checks of payment data, technical detection of unauthorized access). These serve exclusively to protect against fraudulent transactions and to maintain system security.

The legal basis for this is Art. 6 (1) lit. f GDPR (legitimate interest in IT security and fraud prevention).

4.2. Other recipients used – processors for the operation of the ticket shop

The VDA uses Deutsche Messe AG as a processor for the technical handling of the ticket shop.

Deutsche Messe AG uses the service provider ADITUS GmbH as a subcontractor approved by us in accordance with Art. 28 (2) GDPR to perform these tasks.

Deutsche Messe AG processes the data exclusively on behalf of the VDA in accordance with Art. 28 GDPR. Processing for its own purposes is excluded.

4.3. Transfer to third countries

As a matter of principle, no personal data is transferred to countries outside the European Union or the European Economic Area (third countries). Insofar as tracking or analysis tools are used on the general IAA website, the data protection information provided there applies: <https://www.iaa-transportation.com/de/datenschutz>

V. Note on data protection when using the IAA websites

Information about our processing of your personal data and your rights under data protection law when using the IAA websites can be found at www.iaa-transportation.com/en/data-protection.

VI. Processing of data when accessing the IAA ticket shop websites

The ticket shop is operated by Deutsche Messe AG on behalf of the VDA.

Insofar as tracking or analysis tools are used on the ticket shop, their use is carried out exclusively in accordance with our instructions and by Deutsche Messe AG as a processor.

Below, we outline the data processing that takes place when accessing a website of the ticket shop/registration.

6.1. Processing of data when accessing the website – log file data

When you access our website/app, information of a general nature is automatically collected. This information (server log files) includes, for example, the type of web browser, the operating system used, the domain name of your Internet service provider, and similar information.

In addition, the IP address is transmitted and used to provide the service you have requested. This information is technically necessary to correctly deliver the content you have requested from websites and is mandatory when using the Internet.

The log file data is stored for a period of three weeks in order to detect and analyze any attacks against our website. The legal basis for data processing is Art. 6 (1) f GDPR.

6.2. Processing of data when using the website – your inquiries

If you send us an inquiry by email or via the contact form, we will collect the data you provide for the purpose of processing and responding to your request.

We store this information for verification purposes for a period of up to two years.

The legal basis for data processing is Art. 6 (1) f GDPR.

6.2.1 Cookie and tracking technologies

Information on the use of cookies, tracking technologies, and integrated third-party providers can be found in the privacy policy of the IAA TRANSPORTATION website at:

www.iaa-transportation.com/en/data-protection.

If different or additional technologies are used in the ticket shop (e.g., session cookies that are technically necessary for the ordering process or security-related log technologies), these are implemented exclusively in accordance with our instructions by Deutsche Messe AG as a processor and are listed separately in this ticket shop privacy policy.

The use of cookies in the ticket shop serves exclusively for the technical provision and secure execution of online ticket purchases. Tracking or marketing cookies are only used in the ticket shop if consent has been given for this or if these measures are already covered by the general IAA cookie management.

VII. Storage period

The storage period for your data depends on the respective processing purpose. As soon as the data is no longer required, it will be deleted – unless there are legal retention obligations (e.g. under commercial or tax law) or limitation periods require longer storage, such as contract and accounting-related data, which is stored for 10 years, or data for legal defense, which is stored for three years (statutory limitation period).

VIII. Your rights under data protection law

Information, correction, deletion, restriction of processing, objection, data portability, complaint - you have the right to obtain information about the origin, recipient, and purpose of your stored personal data free of charge at any time in accordance with Art. 15 GDPR. In addition, you have the right to rectification in accordance with Art. 16 GDPR, to erasure in accordance with Art. 17 GDPR and to restriction of processing in accordance with Art. 18 GDPR, the right to object to processing in accordance with Art. 21 GDPR and the right to data portability in accordance with Art. 20 GDPR. The restrictions under Sections 34 and 35 of the German Federal Data Protection Act (BDSG) apply to the right to information and erasure. If you have any questions about your data protection rights, you can contact datenschutz@vda.de at any time. Further contact details of the responsible body and our data protection officer can be found in section 1. In the event of violations of data protection law, you have the right to lodge a complaint with a competent supervisory authority in accordance with Art. 77 GDPR in conjunction with § 19 BDSG.

IX. Revocation

You can revoke your consent to data processing at any time by sending us an informal notification by email to datenschutz@vda.de (further contact details can be found in section 1). Your revocation only applies to the future. The processing of your data that has already taken place on the basis of your consent prior to revocation remains lawful.

X. Right to object pursuant to Art. 21 EU GDPR

You may object to the processing of your personal data for advertising purposes - including profiling related to direct marketing—at any time without giving reasons.

In addition, you also have a general right to object (cf. Art. 21 (1) GDPR). In this case, the objection to data processing must be justified.