
Data Protection Notice for Events, Conferences, and Trade Fairs

Version as of 04.2026.

Data protection is a matter of trust. With this privacy notice, the BKW Group (“BKW”, “we”, “us”) informs you about how we process personal data in connection with the planning, organization, execution, documentation, and follow-up of events, conferences, specialist events, customer events, webinars, trade fairs, and other events of the BKW Group.

This data protection notice explains which data is processed for which purposes, on what legal basis this is done, who has access to the data, how long we retain the data, what rights you have, and how you can contact us with questions about data protection.

This data protection notice is not part of any contract and may be amended by us in accordance with Section 14.

1. Who does this data protection notice apply to?

This data protection notice applies to the processing of personal data of natural persons in connection with events, conferences, and trade fair appearances, in particular of:

- Customers;
- Prospective customers;
- Business partners;
- Visitors;
- Participants;
- Speakers;
- Moderators;
- Representatives of exhibitors, sponsors, or cooperation partners;
- Media representatives;
- Accompanying persons;
- Contact persons at service providers, agencies, event venues, and security services;
- Other individuals who interact with or are exposed to an event or trade fair presence.

This data protection notice applies both to events organized by the BKW Group itself and to participation in third-party events, in particular trade fairs, congresses, specialist forums, and industry events.

Where applicable to the respective processing, the Swiss Federal Act on Data Protection (FADP), the EU General Data Protection Regulation (GDPR), and, where applicable, other relevant national data protection laws apply.

2. Who is responsible for processing the data?

BKW acts as the “controller” within the meaning of the EU General Data Protection Regulation (GDPR), the Swiss Federal Act on Data Protection (FADP), or other applicable data protection laws, and determines the purposes and means of processing your personal data in accordance with this privacy notice. This privacy notice does not form part of a contract, even if reference is made herein to a contract with you. You can contact our Data Protection Office as follows: Data Protection Unit, Viktoriaplatz 2, CH-3013 Bern, Email: datenschutz@bkw.ch

3. Which categories of personal data are processed?

We process the following categories of personal data:

- **Master and contact data**
E.g. last name, first name, form of address, title, function, company, address, email address, telephone number, language, correspondence details.
- **Registration and participation data**
E.g. information from registration forms, invitation status, participation confirmation, ticket or booking data, participant category, attendance tracking, badge information, access data, seat or appointment bookings.
- **Communication data**
E.g. correspondence via email, telephone, contact form, or messenger, responses to invitations, appointment coordination, inquiries, feedback, and responses.
- **Event and interaction data**
E.g. participation in sessions, workshops, or discussions, questions from the audience, networking contacts, conversation notes, lead information, booth visits, scanned badge or business card data, interest profiles relating to our services or topics.
- **Image, audio, and video data**
E.g. photographs, video recordings, livestream recordings, audio recordings, recordings of presentations, group photos, recordings from event venues, image material from trade fair appearances, and, where applicable, drone recordings.
- **Online, system, and security data**
E.g. IP address, time of registration, usage and log data for online registrations, access data, device data, log files, records of consent, security and access logs.
- **Billing and organizational data**
E.g. billing address, payment data, cost centers, information on travel, accommodation, or catering, insofar as this is necessary for organization or billing purposes.
- **Special categories of personal data (sensitive data)**
As a rule, we ask you to provide such data sparingly and only if necessary. In exceptional cases, we may process such data, for example information on allergies, intolerances, mobility or accessibility needs, or other health-related information, if you voluntarily provide this information during registration or during the event and if processing is necessary for the organization of the event. Where the GDPR applies, we

process personal data in accordance with Article 9(2)(a) GDPR where explicit consent is required.

4. Where does the personal data come from?

We primarily obtain personal data directly from you, for example when you register, communicate with us, visit a booth, or participate in an event. Where permitted, we may also obtain personal data from other sources, in particular from:

- Your employer, client, or the organization you represent;
- Co-organizers, sponsors, cooperation partners, or trade fair organizers;
- Service providers for event management, registration, ticketing, hospitality, travel, or security;
- Publicly accessible sources such as websites, company directories, social media profiles, or media;
- Other persons whom you name as a contact or accompanying person.

5. Are you obliged to provide personal data?

The provision of certain personal data is necessary for registration, organization, and implementation of an event or for processing your request. This includes identification, contact, registration, communication, and, where applicable, billing data.

If you do not provide us with the required data, this may result in us being unable to process your registration, enable your participation, meet security needs or access requirements, or respond to inquiries.

Insofar as we process data for optional purposes, we will inform you separately. Failure to provide consent for optional processing generally has no impact on your participation, provided that the relevant data processing is not necessary for the event.

6. For what purposes and on what legal basis do we process personal data?

We process your personal data for the following purposes:

- **Communication, invitation management, and event planning**

We process personal data to send invitations, manage groups of interested parties and participants, receive responses, answer inquiries, coordinate appointments, and prepare events in terms of content and organization.

Where the GDPR applies, we base the processing, depending on the situation, on Art. 6(1)(b) GDPR insofar as the processing is necessary for pre-contractual measures or participation, and otherwise on Art. 6(1)(f) GDPR. Under Swiss data protection law, processing is carried out in accordance with the principles of Art. 6 FADP; where justification is required, in particular Art. 31 FADP.

- **Online registration, participant management, and implementation**

We process personal data to accept registrations, maintain participant lists, send con-

firmations, create badges, organize access, manage seating or appointments, document participation, and carry out the event operationally.

Where the GDPR applies, we base the processing on Art. 6(1)(b) GDPR where necessary for participation+ or contractual services, supplemented by Art. 6(1)(f) GDPR. Under Swiss law, processing is carried out in accordance with Art. 6 FADP; where justification is required, in particular Art. 31(2)(a) FADP.

- **Access control, security, and domiciliary rights**

We process personal data to ensure the safety of persons, infrastructure, events, and trade fair appearances, for access control, prevention of misuse, enforcement of security concepts, and the exercise of our domiciliary rights.

Where the GDPR applies, we base processing on Art. 6(1)(f) GDPR and, where legal obligations exist, additionally on Art. 6(1)(c) GDPR. Under Swiss law, processing follows Art. 6 FADP; where required, in particular Art. 31(1) FADP.

- **Support of speakers and business contacts**

We process personal data to coordinate speakers, moderators, partners, exhibitors, sponsors, and other business contacts, organize their involvement, exchange materials, and implement cooperation in connection with an event or trade fair.

Where the GDPR applies, processing is based on Art. 6(1)(b) and/or (f) GDPR. Under Swiss law, processing follows Art. 6 FADP; where required, in particular Art. 31(1) or (2)(a) FADP.

- **Lead capture, contact management, and business relations**

At events and trade fairs, we process personal data to document contacts, follow up on discussions, conduct follow-up communication, record interest in our services, and maintain existing business relationships.

Where the GDPR applies, processing is based on Art. 6(1)(f) GDPR and, where there is a specific request or pre-contractual relationship, also on Art. 6(1)(b) GDPR. Where further marketing communication via email or similar channels requires consent, we rely on Art. 6(1)(a) GDPR. Under Swiss law, processing follows Art. 6 FADP; where required, in particular Art. 31 FADP.

- **Catering, accessibility, and special organizational needs**

We process personal data to consider catering preferences, allergies, mobility or accessibility needs, and similar requirements, where you provide this information and it is necessary for the event.

Where the GDPR applies, processing of regular data is based on Art. 6(1)(b) or (f) GDPR; for special categories, where required, on Art. 9(2)(a) GDPR. Under Swiss law, processing follows Art. 6 and, where necessary, Art. 31 FADP.

- **Documentation, reporting, and internal communication**

We process personal data to document events internally and externally, report on them, prepare content, evaluate reach and feedback, and further develop our event and communication processes.

Where the GDPR applies, we base the processing on Art. 6(1)(f) GDPR. Under Swiss data protection law, processing is carried out in accordance with the principles of Art.

6 FADP.

- **Photo, video, and audio recordings at own events**

At our own events, we may create photos, video, and audio recordings or have them created by commissioned service providers. This may serve the documentation of the event, internal communication, media work, corporate communications, public relations, as well as publication on websites, in brochures, presentations, on the intranet, and on social media.

(1) Overview, atmosphere, and event recordings: e.g. recordings of audiences, stages, panels, exhibition stands, or event spaces without specifically highlighting individual persons. Where the GDPR applies, we generally base this processing on Art. 6(1)(f) GDPR. Under Swiss data protection law, processing is carried out in accordance with the principles of Art. 6 FADP; where justification is required, in particular Art. 31 FADP.

(2) Targeted individual recordings, portraits, interviews, or testimonials: e.g. close-up recordings of individuals, naming individuals, video statements, or interview-like formats. Where the GDPR applies, we rely on Art. 6(1)(a) GDPR, where legally required. Under Swiss data protection law, processing is carried out in accordance with the principles of Art. 6 FADP; where necessary, we obtain your consent.

Where practicable, we also provide on-site information about image and video recordings, for example through notices at the entrance, in invitations, during the registration process, or in the program. In the case of justified objections, you may contact the on-site contact point or the data protection contact specified in this data protection notice. The GDPR provides a right to object to processing based on legitimate interests.

- **Drone recordings**

At our own events, we may – where legally permissible and organizationally necessary – also use drones for photo or video recordings, for example to capture event areas, visitor flows, location images, or overall views.

Where the GDPR applies, we generally base the processing of overview recordings on Art. 6(1)(f) GDPR; where more targeted, intrusive, or individualized recordings are planned, we obtain consent where legally required. Under Swiss data protection law, processing is carried out in accordance with the principles of Art. 6 FADP and in compliance with other applicable legal requirements. We do not use drones for covert or systematic surveillance of individuals.

- **Publications on websites, in media, and on social networks**

We may publish image, video, and audio material as well as information about speakers, participants in active roles, panels, exhibitors, or trade fair appearances on our websites, in newsletters, media releases, presentations, on the intranet, and on social networks.

Where the GDPR applies, we rely – depending on the type of content – on Art. 6(1)(f) GDPR or, where legally required, on Art. 6(1)(a) GDPR. Under Swiss data protection law, processing is carried out in accordance with the principles of Art. 6 FADP; where necessary, we obtain your consent.

Please note that when content is published on social networks, personal data may

also be processed by the respective platform operators for their own purposes. We have only limited influence over such processing.

- **Evaluation, statistics, and quality improvement**

We process personal data to evaluate events, collect feedback, measure participant satisfaction, improve content and formats, compile statistics, and analyse the effectiveness of our events or trade fair appearances.

Where the GDPR applies, we base the processing on Art. 6(1)(f) GDPR. Under Swiss data protection law, processing is carried out in accordance with the principles of Art. 6 FADP.

- **Compliance with legal obligations, compliance, and internal governance**

We process personal data to comply with legal, regulatory, and internal requirements, for example in the areas of accounting, retention, security, auditability, compliance, data protection, anti-corruption, or obligations to cooperate with authorities.

Where the GDPR applies, we base the processing on Art. 6(1)(c) GDPR and additionally on Art. 6(1)(f) GDPR. Under Swiss data protection law, processing is carried out in accordance with the principles of Art. 6 FADP; where processing is required by law, in particular Art. 31(1) FADP.

- **Assertion, exercise, or defense of legal claims**

We process personal data insofar as this is necessary to clarify, enforce, defend, or document claims in connection with events, trade fair appearances, or other business relationships.

Where the GDPR applies, we base the processing on Art. 6(1)(f) GDPR. Under Swiss data protection law, processing is carried out in accordance with the principles of Art. 6 FADP; where justification is required, in particular Art. 31(1) FADP.

- **IT security and protection of our systems and processes**

We process personal data to ensure the confidentiality, integrity, availability, and traceability of our systems, registration platforms, communication channels, and processes, as well as to prevent misuse, unauthorized access, and security incidents.

Where the GDPR applies, we base the processing on Art. 6(1)(f) GDPR and, where applicable, additionally on Art. 6(1)(c) GDPR. Under Swiss data protection law, processing is carried out in accordance with the principles of Art. 6 FADP.

7. Who receives your personal data?

We only disclose your personal data if this is legally permitted and necessary for the purposes stated. Recipients may include, in particular:

- **Companies of the BKW Group**, where this is necessary for organization, implementation, administration, communication, IT, compliance, or internal services;
- **Co-organizers, cooperation partners, sponsors, or trade fair organizers**, insofar as this is necessary for implementation or coordination;
- **Service providers and processors**, e.g. for IT, hosting, cloud services, event management, registration, ticketing, badging, livestreaming, photography, video production,

drone operations, security, support, archiving, communication, or dispatch;

- **Event venues, hotels, travel and transport service providers, caterers, or logistics partners**, insofar as this is necessary for organization;
- **Authorities, public bodies, courts, parties to proceedings, and legal representatives**, where there is a legal obligation or where this is necessary for the assertion, exercise, or defense of legal claims;
- **Media, platform operators, or other third parties**, insofar as content is published in the context of public relations.

Where service providers act as processors on our behalf, we contractually oblige them to comply with applicable data protection requirements.

8. Is personal data transferred abroad?

Your personal data may also be disclosed to recipients abroad or processed there, in particular in Switzerland and in the EU or EEA. Depending on the IT, communication, event, or social media services used, processing may also take place in other countries.

If data are transferred to a country without an adequate level of data protection, we ensure – where legally required – an adequate level of protection through appropriate safeguards, in particular by using standard contractual clauses or other legally recognized mechanisms. Where permitted by law, we may also rely on statutory exceptions in individual cases. Under Swiss data protection law, cross-border data transfers are generally permitted where an adequate level of protection exists; otherwise, appropriate safeguards such as standard data protection clauses are used.

9. How long is personal data stored?

We retain your personal data for as long as necessary for the purposes set out in this data protection notice, in particular:

- for the duration of the planning, implementation, and follow-up of the respective event;
- as long as necessary for participant management, documentation, communication, and follow-up processing;
- for the duration of applicable statutory retention and documentation periods;
- as long as claims can be asserted or as required for legal defense;
- as long as image, video, or documentation material is used for the respective communication and documentation purposes, provided that no overriding opposing interests exist or consent has been withdrawn, insofar as such withdrawal is legally effective.

Once the respective purpose no longer applies, we delete or anonymize your personal data unless there are legal or legitimate grounds for further retention. Information on storage duration or the criteria used to determine it forms part of our legal information obligations.

10. How do we protect your personal data?

We implement appropriate technical and organizational security measures to protect your

personal data against unauthorized access, loss, misuse, alteration, or unlawful disclosure.

These measures include, in particular:

- Access and entry restrictions,
- Role-based access and authorization concepts;
- Logging;
- Encryption and secure transmission;
- Measures to ensure availability and integrity; and
- Regular review and adaptation of our security measures.

11. What rights do you have?

Where data protection law applies, you have – subject to the applicable legal requirements – the following rights in particular:

- Access (Art. 15 GDPR; Art. 25 FADP) to your personal data;
- Rectification (Art. 16 GDPR; Art. 32 FADP) of inaccurate or incomplete data;
- Erasure (Art. 17 GDPR; Art. 32 FADP) (“right to be forgotten”);
- Restriction of processing (Art. 18 GDPR; Art. 32 FADP);
- Data portability (Art. 20 GDPR; Art. 28 FADP);
- Objection to processing based on legitimate interests (Art. 21 GDPR; Art. 30 or Art. 32 FADP); or
- Withdrawal of consent with effect for the future (Art. 7(3) GDPR).

To exercise these rights, you may contact us using the contact details provided in this data protection notice.

You also have the right to lodge a complaint with a competent data protection supervisory authority, in particular in the Member State of your habitual residence, your place of work, or the place of the alleged infringement.

If the Swiss FADP applies, you may also contact the Swiss Federal Data Protection and Information Commissioner (FDPIC).

12. Does automated individual decision-making or profiling take place?

In connection with events, conferences, and trade fair appearances, no automated individual decision-making within the meaning of applicable data protection law generally takes place.

To the extent that we use certain technical systems to support registration, capacity management, communication, security, or evaluation, this does not result in decisions based solely on automated processing that have legal or similarly significant effects on you, unless we inform you otherwise.

13. Additional information on photo, video, and drone recordings on site

If you do not wish to be photographed or filmed, you may inform us of this, where possible,

before or during the event. We will take justified objections into account within the scope of organizational and technical possibilities. Please note, however, that at large events, as well as in overview and audience recordings or live situations, it may not always be possible to completely avoid individual captures.

Where recordings are based on your consent, you may withdraw this consent at any time with effect for the future. The lawfulness of processing carried out prior to the withdrawal remains unaffected.

14. Changes to this data protection notice

We may amend this data protection notice at any time we change data processing activities or if new legal or regulatory requirements make this necessary.

The current version shall apply. The latest version will be made available to you in an appropriate manner, on our website or within the scope of the contractual relationship. Where required by law, we will inform you separately of any material changes.