

## Privacy Policy

IMAG thanks you for visiting our Web site and for your interest in our company and our services. We take the protection of your private data seriously and we would like you to feel comfortable when visiting our Internet pages. The protection of your privacy is of the greatest importance to us. It therefore goes without saying that we comply with statutory provisions for data protection. Our staffs are obligated to maintain secrecy with regard to data and they receive regular training in the areas of data protection and data security. In the following, we would like to give you a brief description of how we protect your data and what it means for you when you make use of our online services.

### Access data

When our Internet pages are called up, IMAG receives access data which is stored for protective purposes and which fundamentally permits identification. This data comprises

- the name of your Internet service provider;
- the country you come from;
- the Web site from which you are visiting us;
- the search term if you are coming to our site via a search engine;
- the Web sites of ours which you are visiting;
- the user tool (Web browser, operating system) with which you have accessed us;
- files which you have downloaded from our site (e.g. PDF or Word documents);
- the duration of the visit;
- the date and the time of the visit.

This data is analysed by IMAG in order to get to know and to evaluate user behaviour. In so doing, this data is not utilised on a personal level.

### Personal data

Personal data is information which is used explicitly to determine your identity. It includes information such as your name and your postal or e-mail address. Personal data is saved by us in addition to access data only when you indicate it to us voluntarily, e.g. for subscribing to our newsletter. Moreover, personal data is used only to the extent necessary and only for the purpose consented to by you and for a legally permissible purpose. **IMAG will never sell, exchange, or release any of your individual personal information to a third party without your explicit permission.**

### Verification

We send new subscribers to our newsletter a welcoming email to verify their email address after registration. This method is called double opt-in and protects subscribers of misuse of their email address.

### Power of revocation

If you demand in writing that IMAG should amend, cease from using or delete your personal data, we shall of course carry this out immediately.

As a registered subscriber to our newsletter, we also offer you the possibility to send an email to [news@auto-fairs.com](mailto:news@auto-fairs.com) or alternatively to opt-out on our websites if you do not wish to receive future newsletters from us.

### Cookies

Cookies are small text files which are used by many Web sites throughout the world including Germany. Cookies are created during your visit to our Web site and are placed on your fixed disk by our server. Our cookies contain no specifically personal information. Moreover, cookies placed by our servers can only be read again by us and not by any external Web site. Most browsers are set in such a way that they automatically accept cookies. If you do not wish to avail of the advantages of cookies, you can deactivate this function in your browser. In this connection, please take into account the individual adjustment possibilities of your browser. You can of course view our Web site without cookies too. However, this can lead to limitations in the functioning of our offers.

### Links

The websites of IMAG partly contain links to other Web pages. These direct links are examined by us with all reasonable care. IMAG is not responsible for the content of Web pages to which we link. Moreover, IMAG is not responsible for the content of websites which make reference to us.

### Reservation

IMAG reserves the right to alter these guidelines for data protection at any time in compliance with the stipulations of data protection law.

**Questions and comments**

If you have any questions about this privacy statement, the practices of this site, or your dealings with IMAG, please contact:

IMAG

Kathrin Scharpf

Am Messesee 2

81829 München / Germany

[scharpf@imag.de](mailto:scharpf@imag.de)