

# GDPR Trade Fair Data Protection (IFAT)

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## Record of Processing Activities (RoPA)

Title: Collection and Processing of Trade Fair Leads (Lead Management)

Controller:

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Purpose:

- Lead management and business initiation
- Documentation of trade fair discussions
- Follow-up of contacts

Legal Basis:

- Art. 6(1)(f) GDPR (legitimate interest)
- Optional: consent (Art. 6(1)(a))

Data Categories:

- Name, company, position
- Contact details
- Discussion notes

Recipients:

- Internal: Sales, Marketing
- External: IT/CRM providers

Use of AI Systems:

AI-based tools may be used for processing and evaluating data. These are either operated internally or hosted within the EU. No non-EU providers are used.

Retention:

- Maximum 24 months if no business relationship is established

Security Measures:

- Access control
- Secure storage
- Data deletion processes

Date: 30<sup>th</sup> April 2026