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# FAIRKEY

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This document describes what FairKey is and how FairKey handles and protects personal information.

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## WHAT IS FAIRKEY

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FairKey is a system that enables exhibitors and organizers at mainly trade fairs to gain easy access to customer and participants consents and contact information.

The FairKey System at MCH Trade Fairs consists of:

FairKey Check In – create chip cards that can be used as digital business cards

OR

MCH access badge that can be used as digital business cards

FairKey Box (when applicable) – stand alone device where the chip cards can be used to register

FairKey App – An App that e.g. exhibitors use to register the chipcards or barcodes representing the registered data

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## WHAT YOU AGREE TO

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You allow FairKey to store and pass on your contact details and information about your profession and similar information.

FairKey **MUST ONLY** pass on the data to users of either FairKey App or FairKey Box and **ONLY** data about the individuals whom have willingly scanned or let their card be scanned.

FairKey **MUST ONLY** pass on the data collected about all registered persons to the organization (MCH A/S) that are using FairKey Registration.

FairKey **MUST NOT** share information about which individuals have been scanned by whom to anyone but the organization that received the individuals consent through a scan.

3 months after the end of the event FairKey will anonymize all registered personal data. FairKey will keep Company Name, Title, Postal code/City and Country only to be used for anonymous usage statistics.

## HOW DO WE HANDLE THE DATA

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The FairKey App and Box enables the exhibitor to document leads and customer information as an integrated part of the FairKey Trade Fair System.

The App stores pictures and customer information locally on the device as well as transferring it to the FairKey servers where they can be accessed from the FairKey Cloud Administration by the exhibitors that collected the data.

The App DOES NOT collect any data from the device except what is selected by the exhibitor when interacting with the individual customer.

FairKey NEVER shares any detailed customer information which is captured through the FairKey App with any third party.

FairKey may share with MCH A/S macroscopic data such as the number of scans performed by individual Trade Fair Exhibitors on the FairKey App and FairKey Box.

All visitor's data stored on the FairKey servers are anonymized at latest three months after the Trade Fair is over. Macroscopic data like scan numbers are not deleted.

The FairKey App itself does not delete any data automatically. No data except any pictures taken with the App is stored when uninstalled.

The exhibitor is immediately The Data Controller on data received from FairKey systems. FairKey is the Data Processor to the user for the specific data connected to their scans during the Trade Fair and up to 3 months after whereafter FairKey is no longer the dataprocessor.

The Data Controller for personal information collected from the particular Trade Fair and stored on the FairKey servers is MCH A/S.

All personal data is stored in an encrypted database in a secured data center within the EU.