

## PRIVACY NOTICE PURSUANT TO ARTT. 13 AND 14 OF THE REG. (EU) 2016/679 (“GDPR”)

Veronafiore S.p.A. provides you with the information required by GDPR concerning the processing of personal data provided when applying for admission to the exhibition (hereinafter referred to as the "**Event**"), as better set out in the relevant terms and conditions.

### 1. Identity and contact details of the data controller

Data controller is **Veronafiore S.p.A.**, Viale del Lavoro, 8, 37135 - Verona VR (hereinafter referred to as "**Veronafiore**" or "**Controller**") Tel. 045 8298111 - Fax 045 82 98 288 - email [info@veronafiore.it](mailto:info@veronafiore.it)

### 2. Contact details of the data protection officer (DPO)

You can contact the DPO at the email address [dpo@veronafiore.eu](mailto:dpo@veronafiore.eu)

### 3. Categories and sources of data

Categories of personal data: name, surname, email, etc. related to the exhibitor (sole trader or legal representative of a legal person) as well as to other individuals referring to the same, such as the exhibitor's "reference persons".

Sources of personal data: data is provided directly by data subject or, as for the exhibitor's "reference persons" or other individuals referring to the same, by the exhibitor when filling out the relevant form.

### 4. Data processing purposes, legal basis and data retention

| WHY IS YOUR PERSONAL DATA BEING PROCESSED?  | WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL?   | HOW LONG DO WE KEEP YOUR PERSONAL DATA?   |
|---|---|---|
| <p>For the <b>assessment of the application for admission to the Event</b>.</p> <p>If the relevant requirements are met and the exhibitor is consequently admitted, Veronafiore will provide the credentials for accessing to the "business portal", where it is possible to register for the Event and <b>purchase and/or use the relative services</b>.</p> | <p>With regard to the exhibitor (sole trader or legal representative of a legal person), the performance of the <b>contract</b> to which data subject is party.</p> <p>With regard to the exhibitor's "reference persons" or to other individuals referring to the same, the <b>legitimate interest</b> of the Controller.</p>                | <p>For the time necessary to assess the application (in any case, no later than the day before the start date of the Event) and, if the exhibitor is admitted, as set forth in the relevant terms and conditions, for an indefinite duration, without prejudice to the right to withdraw at any time.</p> |
| <p>If the data subject does not fully meet the requirements for admission to the Event, to <b>propose participation in similar events organised by Veronafiore</b> in the field to which the Event refers.</p>  | <p>The <b>legitimate interest</b> of the Controller in facilitating and increasing participation in fair events, taking into account the exhibitor's interest in participating in events similar to the one to which he has applied for admission, also in order to benefit from the networking opportunities that such events represent.</p> |   |
| <p>To monitor the correct use of the "business portal" and, <b>if necessary, for the establishment, exercise or defence of legal claims</b>.</p>  | <p>The legal basis of the processing is the <b>legitimate interest</b> of the Controller.</p>   | <p>For the duration of the contractual relationship and, in case of litigation, for the length of such dispute.</p>   |

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| <p>In order to <b>send promotional communications</b> – to the e-mail address provided by the exhibitor admitted to the Event – regarding the new editions of the Event as well as other events organised by Veronafiery relating to the field of the Event.</p>  | <p>The legal basis of the processing is the <b>legitimate interest</b> of the Controller and the so-called “soft spam” pursuant to art. 130.4, d. lgs. 196/03, “Codice Privacy”, taking into consideration the exhibitor's interest in being informed about new editions of the Event as well as events in the same field.</p> | <p>Until data subject's objection.</p>  |
| <p>In order to carry out <b>direct marketing activities</b>: performing market research and sending communications, information, newsletters and advertising material, generally concerning events organised by Veronafiery and companies belonging to the same group or concerning third parties' services or products related to the Event, using both automated (e-mail, apps, messaging, social networks) and traditional contact methods (paper mail, operator calls).</p> | <p>The legal basis of the processing is <b>consent</b> of data subject.</p>  | <p>Until the withdrawal of consent.</p>   |
| <p>To <b>disclose data to third parties</b> acting in the field to which the Event refers <b>for their own marketing purposes</b> (commercial / advertising communications will be sent by third parties).</p>  | <p>The legal basis of the processing is <b>consent</b> of data subject.</p>  | <p>Until data are disclosed to third parties, without prejudice to the right to object of data subject against third parties.</p> |
| <p>Once the above data retention terms have expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup.</p>   |  |   |

## 5. The provision of data

The provision of data highlighted with an asterisk is necessary in order to apply for admission to the Event. Otherwise, it will not be possible to submit such application.

## 6. Categories of recipients to whom data may be disclosed

Data may be disclosed to parties acting as controllers, such as public authorities or professional firms.

If you have given your consent, data will be disclosed to third parties acting in the same field that will process them for their own marketing purposes.

Data may be processed, on behalf of the Controller, by third parties, appointed as Processors pursuant to art. 28 of the GDPR, carrying out activities that are functional to the services provided (e.g. IT services providers, marketing and communication companies, etc.).

Furthermore, data are processed by Veronafiery employees who have been expressly authorised to process such data for the above-mentioned purpose and have received adequate operating instructions.

## 7. Data subjects' rights

The data subject shall have the following rights:

- i) to obtain the confirmation as to whether or not personal data concerning him/her are being processed, and,

where that is the case, access personal data and the information referred to in art. 15;

- ii) to obtain the rectification of inaccurate data;
- iii) to have incomplete data completed;
- iv) to obtain the erasure of data in the cases provided for by Article 17 GDPR,
- v) to obtain restriction of processing in the cases provided for by Article 18 GDPR;
- vi) to object, on grounds relating to his/her own particular situation, to the processing carried out in the legitimate interest of the Controller and, in any case, to processing for marketing purposes;
- vii) where the processing is based on consent or contract and is carried out by automated means, to receive the data in a structured, commonly used and machine-readable format and to transmit those data to another controller without hindrance from the controller to which the personal data have been provided (the right to data portability);
- viii) to withdraw the consent at any time, without prejudice for the processing lawfully carried out before such withdrawal (e.g. for marketing purposes).

In order to exercise Your rights, You can contact the Controller by sending a written communication to the address specified at point 1 or an e-mail to [privacy@veronafiere.it](mailto:privacy@veronafiere.it).

Data subjects shall have the right to lodge a complaint with the competent supervisory authority in the Member State of his or her habitual residence, place of work or place of the alleged infringement.

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