

PRIVACY NOTICE "VISITORS" PURSUANT TO ART. 13 OF THE REG. (EU) 2016/679 ("GDPR")

Veronafiere S.p.A. provides you with the information requested by GDPR concerning the processing of personal data you provided for the participation in the event (hereinafter referred to as "Event").

1. Data controller

Data controller is **Veronafiere S.p.A.**, Viale del Lavoro, 8, 37135 - Verona VR, tel. 045 8298111 - fax 045 82 98 288 - email info@veronafiere.it (hereinafter referred to as "Veronafiere" or "Controller")

2. Data protection officer (DPO)

You can contact the DPO at the email address dpo@veronafiere.eu

3. Data processing purposes, legal basis and data retention

The purposes of the processing are the following

a) In order to allow the registration and the participation in the Event

In the case of use of the Event app, one of the services offered by registering for the Exhibition helps visitors contact exhibitors of interest ("match"). This involves disclosing personal data (name, surname, e-mail address) of the former to the latter. This occurs when visitors show the QR-Code on their Exhibition entrance tickets to an exhibitor, so that the latter can acquire data through the Exhibition app

For this purpose:

the base that make the processing lawful is the performance of the **contract** to which the data subject is party
we keep your personal data for the duration of the contract and for the following 10 years

b) For the fulfilment of accounting, tax and other legal obligations

For this purpose:

the base that make the processing lawful is the compliance with a **legal obligation** to which the Controller is subject
we keep your personal data for the duration of the contract and for the following 10 years

c) For the establishment, exercise or defence of legal claims by the Controller (including credit collection)

For this purpose:

the base that make the processing lawful is the **legitimate interest** of the Controller
we keep your personal data for the length of the dispute

d) In order to send promotional communications regarding the new editions of the Event as well as other initiatives organised by Veronafiere, including physical ones, relating to the field to which the Event refers.

For this purpose:

the base that make the processing lawful is the **legitimate interest** of the Controller (the so-called "soft spam" pursuant to art. 130.4, d. lgs. 196/03, "Privacy"), taking into consideration the visitors' interest in being informed about new editions of the Event as well as initiatives in the same field.

we keep your personal data until the data subject's objection

e) In order to perform customer satisfaction surveys aimed at getting information on the quality of Veronafiere services the base that make the processing lawful is the **legitimate interest** of the Controller to enhance its services based on customers' feedback

we keep your personal data until elaboration of the surveys' anonymized results

f) In order to carry out direct marketing activities: performing market research and sending communications, information, newsletters and advertising material, generally concerning exhibitions organised by Veronafiere 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).

the base that make the processing lawful is the **consent** of data subject

we keep your personal data until the withdrawal of consent

g) To disclose data to third parties acting in the field to which the Event refers for their own marketing purposes (commercial / advertising communications will be sent by third parties).

the base that make the processing lawful is the **consent** of data subject

we keep your personal data until data are disclosed to third parties, without prejudice to the right to object of data subject against third parties

Once the above data retention terms have expired, data will be destroyed or anonymized, compatibly with the technical timing required for erasure and backup.

5. The provision of data

The provision of data highlighted with an asterisk in the registration form is necessary for the registration. Otherwise it will not be possible to participate in the Event.

Visitor data will be communicated:

- to selected exhibitors following a "match" request as described above;
- provided that pertinent consent has been given, to third parties operating in the same sector as the Event who will treat such data

as independent data controllers for their marketing purposes

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

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

8. Data subjects' rights

Data subjects shall have the following rights:

- i) to access data concerning them in accordance with Article 15 GDPR,
- 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 at any time, on grounds relating to his/her own particular situation, to the processing carried out in the legitimate interest of the Controller and, in particular, where data are processed for direct marketing purposes;
- vii) where the processing is based on consent or contract and is carried out by automated means, to receive 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 above address or an e-mail to 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.

Last update: March 2024