

PRIVACY POLICY

Information Statement pursuant to Legislative decree no. 196/2003 - Personal Data Protection Code, the methods and EU Regulation 2016/679 - 2022 edition (7.22)

Whereas

- 1) as a result of the establishment of a contract and business relationship and during the course of the same, our company will collect and process your personal data;
- 2) For the sake of clarity, we specify the following definitions given by Regulation (EU) n. 2016/679 (hereinafter also "GDPR"):
- Processing:** any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
- Personal data:** any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;
- Having considered all of the above, pursuant to Legislative decree no. 196/2003 (hereinafter also "Code") and Regulation (EU) n. 2016/679 we inform you that the collection and processing of your personal data will be carried out by our company in accordance with the following:

Data Controller: The data controller is the company "Firenze Fiera S.p.A." with registered office in Florence - Piazza Adua n. 1 - Cap 50123 - VAT No. 04933280481 - For some events/fairs other Data Controllers may also be in operation; any specific information pertaining to them will be defined in accordance with current applicable legislation.

Nature of the processed data

The data we process includes mostly personal and tax data, as well as data of an economic nature which are necessary for the management of existing or future contract relationships with you. Except for some very special exceptions, we are not in possession of any data that can be qualified as special (art. 9, paragraph 1, of the GDPR). Subject to your specific authorization, photographs (of you/ your company) and/or video/audio recordings acquired during participation in events (fairs, exhibitions, conferences, etc.) may be processed, in compliance with the applicable legal and regulatory limitations and for the purposes indicated here.

Purposes and modalities of data processing

Basic purposes

A) Fulfil the obligations related to provision of the services required by the contract and those agreed in the pre-contract phase, with particular reference to service execution and collection of the agreed fees (if any). B) Fulfil the obligations provided for by the applicable national and EU laws and regulations. C) Enforce the rights, including rights of third parties in judicial, arbitration, administrative proceedings in compliance with legal restrictions.

"Promotional" purposes

Sending by computer means (art. 130 of the Code) and/or traditional methods such as traditional mail and/or human-operated (non-automated) phone calls, communications to monitor the progress of customer relations as well as planning and performing analytical, strategic and operational marketing activities, informing on commercial and promotional activities concerning services related to those for which the relationship has been established. This purpose may therefore be pursued for reasons other than those strictly connected to the fulfilment of the contract, in the event that you decide to consent to it (after viewing this information statement); if you do not give consent (as is your right) to the aforementioned purposes, the contractual relationship will not be compromised or altered. Consent, if you wish to give it, will be considered valid both for contact by traditional methods and by means of instruments pursuant to art. 130 paragraphs 1 and 2 of the GDPR (e.g. e-mail, sms, mms, fax, automated calls ...); even after giving consent, it is still your right to object, at any time and free of charge, to the processing of your data for this purpose; if you wish to exercise the right to object you may, at any time, exercise it in a diversified and autonomous manner for any one of the contact methods described here. Please note that in the event you give consent to the purposes described herein, any registration you may have made to the "Registro delle opposizioni" (list of persons who refuse to be contacted by phone marketing) will not prevent us from contacting you by phone. Please note that the promotional activity may also be carried out by third parties, belonging to the categories specified in this statement.

Other purposes

In the event of your specific authorization being issued, personal data (for example video recordings, photographic images, audio recordings) will be collected and processed exclusively for institutional and scientific purposes as well as to promote the event and document it, as well as for the purpose of producing promotional and advertising material for this company (e.g. brochures, commercials, corporate articles in newspapers and magazines or Internet content for the company's web page and social networks) always in compliance with the restrictions and regulations in force. Both your providing us with your personal data and your consent are optional. The refusal to provide data will however make it impossible to be interviewed, to participate in surveys and be filmed and/or use any photograph or video/audio material in which you appear. If you do not wish to be filmed or photographed please inform the staff about it. People who appear in film, audio material or pictures shall have the right to ask their name to be removed from the website database by emailing privacy@firenzefiera.it about that. Please note that, group photographs and videos taken during fairs or exhibitions shall be regarded as part of public events for which no explicit consent of the subjects involved in the filming is required.

Provision of data

With regards to the data we have to know in order to fulfil the contract obligations or the requirements of national and EU laws and regulations or the requirements set by authorities having jurisdiction over the matter and by the supervisory and control bodies, failure to provide such data will make it impossible to establish or continue the relationship to the extent that such data is necessary for the actual relationship to exist. With regards to other data, knowledge of which is not mandatory, we will consider the effects of our failure to obtain them and decide on the action to take, related to the importance for our organization of said data, subject to the compliance with contractual obligations and the obligations related to regulatory and law requirements.

Communication and disclosure

Your data will be circulated and disclosed by us in full compliance with the data minimisation principle and only for promotion by press of the event you have asked to participate in. Please note that any group video or photograph will always be used in compliance with the regulatory limitations and respecting the dignity and privacy of individuals. Your data may be communicated by us to subjects who can access the data pursuant to the laws in force and to our consultants/suppliers only to the extent that this is necessary to carry out the task assigned to us and, in all such cases they will be appointed as Data Processors. Further communication of your data to third parties for other purposes is explicitly subject to your providing an explicit further and optional consent to it. Except for the cases already mentioned (disclosure of some of your data on the Internet), your data will not be transferred abroad and in any case not to countries outside the national border, not belonging to the EU or to the European Economic Area, nor will your data be transferred to "third" countries for which the European Commission has not made sure that an adequate level of data protection exists.

Data Retention Policy

The data collected will be retained for a time not exceeding the achievement of the purposes for which the data is being processed or based on the limits set by the laws; in case of contract relationships for the entire duration of the contract and for 10 years afterwards. For marketing purposes 24 months from the giving of the consent.

Data processing modalities Data processing is inspired by principles of fairness, lawfulness and transparency as well as of protection of Customer's privacy and rights (*privacy by design*); data processing may be made either manually or with automatic modalities suitable to storage, process and transmit them with suitable technical and organisational measures which, taking into account the state of the art and the implementation costs, will guarantee safety, privacy, integrity and resilience of systems and services preventing the risk of loss, destruction, unauthorised access or disclosure or any unlawful use; in addition to that suitable measures shall be used to delete and rectify data that are incorrect for the purposes they are being processed for.

Details on subjects that may acquire knowledge of your data: The following categories of subjects may acquire knowledge of your data:

- qualified and trained company employees and collaborators, as well as third parties who carry out or provide specific services necessary to our contract relationship with you, including subjects working as System Administrators;
- suppliers, consultants, professionals, agents and, in general, subjects who, for contract related needs and in order to prepare for and manage the activities agreed with you and/or for ancillary services and/or for your specific requests must acquire one or more information concerning you, as data controllers pursuant to art.28 of the GDPR;

For precision's sake, some or all the personal data collected may be shared with sponsors and/or commercial partners of Firenze Fiera, for example catering companies, travel and communications agencies, event organizers, technical/audio and visual/transport services providers, event planning companies and so on, for the following purposes): for reasons strictly connected with Firenze Fiera's operations as well as to guarantee provision of the required service; for sending commercial communications, promotion and advertising (by ordinary mail, telephone, voice broadcasting services, fax, e-mail, sms, mms), related to the services and/or products provided by the companies described above for the purpose of proposing to Firenze Fiera users potentially useful and/or profitable offers. Firenze Fiera specifically asks for consent for the communication of your personal data to each of the aforementioned categories of subjects and for each of the aforementioned purposes (optional consent).

Legal basis of data processing

The legal basis of the processing is the legitimate interest of the Data Controller or, where appropriate, the consent of the data subject when necessary.

Data Protection Officer

Pursuant to Article 37 of Regulation (EU) n. 2016/679 Firenze Fiera also informs you that it has appointed a specific Data Protection Officer (DPO), who can be contacted by e-mail at the address: privacy@firenzefiera.it, or by writing to Firenze Fiera S.p.A., Responsabile della protezione dei dati, Piazza Adua n. 1 Firenze.

Your rights: a) the right to obtain acknowledgment of the existence of any personal data regarding you, even if such data has not yet been recorded, and to have these data supplied to you in an understandable form; b) the right to know: the source of said data; the purposes and modalities of data processing; the logics used in case processing is carried out with computer or electronic means; the identifying data of the Controller and the Processor; c) the right to obtain: update, correction and, should you require it, integration of data; deletion, processing aimed at rendering such data anonymous or blocking of all data that violates laws currently in force, including these data whose storage is not required by the purposes they have been collected and/or processed for; d) the right to: object, wholly or partly to processing of your personal data for legitimate reasons, even if such processing is relevant to the purposes the data have been collected for; to revoke the consent at any time without prejudice to the lawfulness of the processing based on the consent given prior to the revocation. In addition to that, where applicable, data subjects also have the rights referred to in Articles 16-21 of the GDPR (right to be forgotten, right to restriction of processing, right to data portability, right to object), as well as the right to complain to the Data Processing Authority.

To exercise these rights, you can contact Firenze Fiera S.p.A. with the following means:

E-mail privacy@firenzefiera.it	Registered address Piazza Adua 1 - 50123 Firenze, Italy.	Telephone No. +0039 055 497 21	Fax +0039 055 497 3237
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This information may be integrated, orally or in writing, with additional elements and indications, to best meet any of your need for information in the matters of "Privacy" and to comply with all regulatory and/or technological developments. For further details, please refer to the appropriate privacy section on www.firenzefiera.it

Firenze Fiera spa

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