

## 42 PERSONAL DATA PROCESSING

The Exhibitor declares to be informed that the provisions of Regulation (EU) 2016/679 – General Data Protection Regulation (hereinafter, the “GDPR”) apply to the processing of data relating to natural persons (hereinafter, “Personal Data”) and do not apply to legal persons (companies), entities and associations, nor to the information (so-called “Information”) relating thereto. With regard to such subjects, only the rules governing the sending of commercial electronic communications remain applicable, for which the prior consent required for the sending of such communications for direct marketing purposes must also be provided by the Exhibitor (where a legal person, entity or association).

Personal Data relating to the Exhibitor, where operating as a sole proprietorship, small entrepreneur or professional, as well as to its representatives, officers, employees and collaborators, as indicated in the Application for Participation or subsequently provided, as well as Personal Data collected from third parties (e.g. partners, business information companies, etc.) or in the context of the Event, are collected and processed by the Organisers “CEU–CENTRO ESPOSIZIONI UCIMU SPA and EFIM–ENTE FIERE ITALIANE MACCHINE SPA (as Joint Controllers), and by Fiera Milano S.p.A. (hereinafter the “Parties”). The Parties acting as independent Data Controllers for the activities falling within their respective areas of competence, in accordance with the terms described in the respective privacy notices attached hereto as Annex I(A) and Annex I(B).

The privacy notices referred to in the preceding paragraph are provided by the Organisers and by Fiera Milano S.p.A. pursuant to Articles 13 and 14 of the GDPR, and the Exhibitor undertakes to communicate them to the natural persons (its representatives, officers, employees and collaborators) to whom the Personal Data provided for the purposes of participation in the Event and the provision of the related services refer.

The Exhibitor further undertakes to ensure that the Personal Data are lawfully usable by the Organisers and by Fiera Milano S.p.A. for such purposes and to indemnify and hold harmless the Organisers and Fiera Milano S.p.A. from and against any costs or damages arising from any breach by the Exhibitor of the obligations assumed under this Article.

Information notice pursuant to and for the purposes of art. 13 and 14 of the Regulation (EU) 2016/679 (“GDPR”)

Information for the processing of personal data collected from the interested party

According to art.13 and 14 of the Regulation (EU) 2016/679 (General Data Protection Regulation) we provide you with the due information concerning the processing of personal data provided by filling in the admission form for the LAMIERA.

### 42.1 SUBJECTS OF THE PROCESSING – JOINT CONTROLLERS AND CONTACT POINT

**CEU – CENTRO ESPOSIZIONI UCIMU S.P.A.**, with registered office in Viale Fulvio Testi 128, 20092 – Cinisello Balsamo (MI), in the person of its pro-tempore legal representative (hereinafter, “**CEU**”)

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**-EFIM–ENTE FIERE ITALIANE MACCHINE SPA**, with registered office in viale Fulvio Testi 128, 20092 – Cinisello Balsamo (MI), in the person of its pro-tempore legal representative (hereinafter, “**EFIM**”)

The data subjects may exercise their rights towards each joint Controllers; however, the Parties have identify the contact point at the following addresses: [privacy@ucimu.it](mailto:privacy@ucimu.it) and Data Protection Officer:

[rdpefim@ucimu.it](mailto:rdpefim@ucimu.it)

### DATA PROTECTION OFFICER AND CONTACT POINT FOR DATA SUBJECTS

For CEU E-mail: [rdpefim@ucimu.it](mailto:rdpefim@ucimu.it)

For EFIM E-mail: [rdpefim@ucimu.it](mailto:rdpefim@ucimu.it)

### CATEGORIES OF PERSONAL DATA PROCESSED AND SOURCE OF PERSONAL DATA

The Joint Controllers process the following categories of personal data by way of example and not limited to: identific, ation data (first and last name, tax code, VAT number, etc.), contact details (e.g. e-mail address, mobile phone number, etc.), economic and payment data, reference company, job title, corporate role, and images (photos/videos).

Where Personal Data are not collected directly from the data subject, the Joint Controllers acquire them from the economic operator with whom the data subject works, as well as from third parties (e.g. event organizer(s), partners, business information companies, etc.).

#### **42.2 Purposes and lawfulness of the processing**

The personal data provided will be processed in respect of the principle of lawfulness of the processing pursuant to article 6 Reg. UE 2016/679 for the purposes indicated here below:

##### **a) Management of data processing concerning:**

registration (by filling in specific forms) in order to participate to LAMIERA exhibition as Exhibitor and related activities, such as the publication of your contact details on the website and in the catalogue of the Exhibition; activities strictly connected to the participation in the Exhibition; supply of goods and services and activities for the protection of the credit positions deriving from the contractual relationship.

Administrative and accounting activities will be carried out by the Joint Controllers. LEGAL BASIS: Contract – art. 6, paragraph 1 letter b) GDPR. DATA RETENTION: 10 years or different period stated by law;

**b) Until your opposition**, sending informative and promotional e-mails regarding trade exhibitions organized by the joint Controllers using the e-mail address provided by filling in the registration form. LEGAL BASIS: Legitimate interest: art. 6, paragraph 1, letter f) GDPR. DATA RETENTION: until your objection.

##### **c) Management of data processing concerning:**

prior consent and until the withdrawal of consent, processing of your personal data for marketing activities, market researches, promotional activities, through e-mail, sms, or other types of messages and also operator's calls and paper mail, informative, in order to analyze of the degree of satisfaction, promotional, commercials and advertising material concerning Data Controller's events and initiatives or events and initiatives sponsored by Joint Controllers. LEGAL BASIS: Consent, art. 6, paragraph 1, letter a) GDPR DATA RETENTION: until consent withdrawal.

##### **d) Management of data processing relating to:**

Dissemination of personal data including image (photographs/audio- video) for promotional, informative and commercial activities aimed at publicising the Exhibition. Dissemination will take place through various communication tools and channels such as, by way of example, magazines, brochures, presentations, websites, pay per view, web platforms, social networks, blogs, press media, online newspapers and mass media in general, online and offline.

Regarding the processing of personal data carried out by the managers of the Social Media platforms used by the Joint Controllers, please also refer to the information provided by them through their respective privacy policies. LEGAL BASIS: Legitimate interest, art. 6 paragraph 1 letter. f) GDPR. For more information about the Legitimate Interest Assessment, you can write to [privacy@ucimu.it](mailto:privacy@ucimu.it). DATA RETENTION: Until you object. The use of paper/audio-video material will take place until stocks of the material produced are exhausted, or until an explicit request for cancellation is made, whichever is earlier.

#### **42.3 Recipients or categories of recipients of personal data**

Your personal data will be communicated to third parties that act as Data Processors pursuant to articles 28 of GDPR, and/or person acting under the authority of the Joint controllers or of the processor pursuant to article 29 GDPR, as well as to parties that operate in complete autonomy as separate Data Controllers.

Personal data might be communicated to the following categories:

subjects that provide services for the management of the information system used by the Joint Controllers and the telecommunications networks;

subjects that collaborate with the Joint Controllers for the organisation, management, implementation and execution of activities related to LAMIERA (for instance FIERA MILANO SPA and or different subject identified and competent for the same activity);

freelancers, firms or companies in the field of assistance and consultancy relationships for the purposes indicated in this notice;

external parties such as photographers, web designers, web agencies, graphic designers, press agencies, social networks and managers of social network pages;

competent authorities for fulfilling legal obligations and/or provisions of public bodies, upon request;

The updated list of designated Data Processors is available by sending an email to the contact point as indicated above.

#### **42.4 Data transfer to a third country and/or international organisation**

Personal data may be transferred to countries outside the EEA in order to fulfil the purpose referred to in point (d). In particular, please note that, in the case of sharing on social media, the transfer of personal data outside the EEA will be handled in accordance with the terms and conditions and privacy policies of the relevant social media platforms.

For information regarding the safeguards relating to the transfer of data outside the EEA, data subjects may write to the contact point indicated above.

#### 42.5 Natur of data provision and refusal

The provision of your data for the purpose **a)** and **b)** above are necessary. The first to be able to complete the registration for the LAMIERA exhibition and for the activities related to it and therefore failure to provide it will make it impossible to register and participate in the event. The second for the pursuit of the legitimate interest by the Joint Controllers to send communications relating to the event to which he has decided to join. You can, however, object to this process at any time, easily and free of charge.

Provision of personal data for point **c)**, namely direct marketing activities is **optional**: if you do not give your consent, your personal data will not be used for this purpose, without prejudice for the processing of personal data for purpose **a)**.

The provision of data for purpose **d)** is necessary for the pursuit of the legitimate interest of the Joint Controllers. The refusal will be balanced with the legitimate interest of the Joint Controllers indicated in the purpose of point **d)**. However, you can object to such processing at any time, easily and free of charge.

#### 42.6 Data subject's rights

You can assert your rights as expressed in articles 15, 16, 17, 18, 19, 20, 21 and 22 of Regulation (EU) 2016/679, by contacting the Joint Controllers at the contact point at [privacy@ucimu.it](mailto:privacy@ucimu.it) or writing to the DPO [rdpefim@ucimu.it](mailto:rdpefim@ucimu.it). The Joint Controllers guarantee to data subjects the possibility to request, at any time, the access to their personal data (art. 15), the rectification (art. 16), the erasure (art. 17), the restriction of processing (art. 18). The Joint Controllers communicate (art. 19), to each of the recipients to whom the personal data were transmitted, any rectification or erasure or restriction of processing. The Joint Controllers will disclose such recipients to data subjects who request it. The joint Controllers guarantee the right to data portability (Art. 20) and, in the event of requests pursuant to Art. 20, will provide data subjects with their data in a structured, commonly used, and machine-readable format. It is recognised to the data subjects the right to object (art. 21), at any moment, to the data processing based on the legitimate interest, writing to the above-mentioned contacts with the object "objection". In case of exercise of the right to object to the processing based on the legitimate interest, the joint Controllers recognize to the data subjects the possibility to obtain, upon request, information regarding the performed balancing test. It is recognized the right to withdraw the given consent, without prejudice to the lawfulness of the processing based on the consent given before withdrawal. In order to not receive newsletter, data subjects can write an e-mail to [privacy@ucimu.it](mailto:privacy@ucimu.it) with the object "erasure from automated" or to use our automatic erasure systems provided for e-mails only (opt-out).

In the case where the data subjects consider that the processing of personal data executed by the joint Controllers occur in violation of what is provided by the Regulation (EU) 2016/679, they are free to present a claim to the [National Supervisory Authority](#), particularly in the member State where they reside or work, or in the place where the presumed violation of the Regulation occurred (Italian Supervisory Authority <https://www.garanteprivacy.it/>), or to take legal action before the competent judicial authorities.

Personal data will be processed manually, electronically, and automatically. It is clarified that no fully automated decision-making processes are carried out.

### 43 USE OF THE EXHIBITOR'S IMAGES ACQUIRED IN THE CONTEXT OF THE EVENT

With reference to images concerning the Exhibitor, its stand and/or its representatives, officers, employees and collaborators, acquired or recorded in any manner whatsoever (including, by way of example and not limitation, by means of photographic equipment, video recording or audiovisual recording) in the context of the Event, the Exhibitor declares to be informed, pursuant to the GDPR, of the collection and processing of such images by the Organisers and by Fiera Milano S.p.A., as well as of their possible dissemination for informational, promotional and commercial purposes.

The Exhibitor hereby grants, free of charge, to the Organisers and to Fiera Milano S.p.A. the right to use such images for the above purposes, pursuant to Articles 96 and 97 of Italian Law no. 633/1941 (Copyright Law), authorising them, without any restriction, to use such images through any means of communication (including, by way of example, brochures, presentations, catalogues and, more generally, printed promotional materials, television, etc.), as well as through internet dissemination (websites, social networks, etc.) or through magazines and other publications, including online publications, with the broadest rights of adaptation and reproduction, for all purposes permitted by law.

For these purposes, the Exhibitor declares and warrants to the Organisers and to Fiera Milano S.p.A. that it has:

- (i) where necessary and required, obtained the consent of the data subjects, following the provision of an appropriate privacy notice, for the processing — also by the Organisers and by Fiera Milano S.p.A. — of data relating to their photographs, video recordings, etc., including their dissemination for informational, promotional and advertising purposes pursuant to the GDPR;
- (ii) obtained the release authorising the use and dissemination of images, pursuant to Articles 96 and 97 of Italian Law no. 633/1941 on copyright, under the terms set forth above, from the natural persons portrayed or recorded, being its representatives, officers, employees and collaborators, in connection with the Event.

With reference to points (i) and (ii) above, the Exhibitor undertakes to indemnify and hold harmless the Organisers and Fiera Milano S.p.A. from and against any claims, actions or demands brought by such persons in relation to the use and dissemination of the relevant images as described above.