

## Data processing policy pursuant to Article 13 of Regulation EU 679/2016

### 1. INTRODUCTION

Pursuant to Art. 13 of the GDPR, concerning the protection of individuals in regards to the processing of personal data, we are providing the requested information on the processing of personal data concerning you ("**Data**") by Fiere di Parma S.p.A. (hereinafter also referred to as "**Data Controller**" and/or "**Controller**" and/or "**FdP**").

### 2. DATA CONTROLLER

**Fiere di Parma S.p.A.**, with registered offices in Parma, Viale delle Esposizioni 393/a, TAX ID and VAT No. 00162790349, email [legale@fiereparma.it](mailto:legale@fiereparma.it) (hereinafter referred to also as "FdP").

### 3. DATA PROTECTION OFFICER

FDP has appointed a Data Protection Officer (DPO) who can be contacted for information and other requests at the email address [privacy@fiereparma.it](mailto:privacy@fiereparma.it)




### 4. PERSONAL DATA PROCESSED

The Data processed by the Data Controller for application to the "Greenitaly Buyers Program" are: personal details, contact details, company name, company information and selected product categories.

If the Data collected by the Data Controller do not fully comply with requirements for admission of the Data Subject to the incoming program offered by the Data Controller, but are compatible with the visitor target requested for the event, the data may be used by the Data Controller to send an admission ticket to the event; if that is not the case, the data will be deleted.

### 5. PURPOSE OF PROCESSING AND LEGAL BASIS

The Data supplied by the Data subjects, including data entered in forms, are used for the following purposes:

 PURPOSES OF DATA PROCESSING	 LEGAL BASIS FOR PROCESSING	 DATA STORAGE PERIOD
1- Assessment of the Data Subject's profile by staff of the Data Controller following the Data Subject's application for participation in the "Greenitaly Buyers Program".	Execution of the contract	Until the end of the event for which the Data Subject has applied.
2- Purposes connected with the provision of an admission ticket to the show, based on the evaluation by the Data Controller, if admission to the incoming program was not granted due to the reasons stated in <b>point 4</b> herein.	Execution of the contract	Until the end of the event for which the Data Subject has applied.
3- Purposes concerning the establishment and performance of the agreement	Execution of the contract	Until the end of the event for which the Data Subject has applied.

between the Data Subject and the Data Controller, including the related notices and communications and the offered services.		
4- Registration of entry and management of admission document.	Execution of the contract	Until the end of the following edition of the show.
5- Obligations regarding participation in the show, provision of associated services and fulfilment of administrative, bookkeeping and tax related requirements.	Legal obligation	Duration of contract and, following termination thereof, for a period of 10 years.
6- Participation in the Business Agenda platform, acquisition of preliminary information for visitor/exhibitor business matching activities which may include visits to the companies' manufacturing plants. Please note that information provided for business matching activities may be shared with exhibitors.	Execution of the contract	Contract duration and, after termination, for a period of 10 years.
7- Customer satisfaction with the services provided directly and/or indirectly by the Data Controller.	Legitimate interest	Until the end of the following edition of the show.
8- Sending general communications concerning the same type of services/ events via email to the address of the Data Subject.	The procedures to provide the service follow the rules of soft spam pursuant to art. 130 of Legislative Decree 196/2003.	Until request of erasure by the Data Subject.
9- Marketing purposes (dispatch of commercial/promotional communications), by electronic means (such as email, newsletters) and traditional methods (such as telephone calls with operator) made by the Data Controller on the basis of the product preferences expressed by the Data Subject as well as the products/services of the Data Controller or of companies owned by the Data Controller has an interest, market surveys and statistical analyses.	Consent of the data subject	Until withdrawal of consent by the Data Subject
10- Defensive purposes	Legitimate interest	For the entire duration of the dispute and for 2 years following the settlement of the dispute.

Once the aforementioned retention period has elapsed, the Data will be destroyed or made anonymous, in compliance with the technical erasure and backup procedures.

## 6. PROCESSING PROCEDURES

Data processing is based on principles of fairness, lawfulness, transparency and data minimization (privacy by design); it may be carried out either manually or through automated procedures designed to store, process and transmit them and will take place through appropriate technical and organizational measures, taking into account the current technological level and implementation costs, in order to guarantee, among other things, the security, confidentiality, integrity, availability and resilience of systems and services, avoiding the risk of loss, destruction, unauthorized access or disclosure or, in any case, illicit use, as well as through reasonable steps for ensuring that inaccurate data is erased or rectified in accordance with the purpose for which they are processed.

## 7. RIGHTS OF THE DATA SUBJECT (ART. 15-22 of the GDPR)

Data subjects have the rights established by articles 15 to 22 of the GDPR, where applicable. The data subject has the right to request from the Data Controller access to data, rectification or erasure of such data as well as restriction of or objection to processing.

Data subjects are entitled to revoke consent at any time regarding the purposes of point 9 chapter “**5. PURPOSE OF PROCESSING AND LEGAL BASIS**”.

For more information on your specific rights as a Data Subject, and on how to exercise them, please send an email or write to the Data Controller's address, given in art. 2, specifying your request and indicating the address where you would like to receive the reply.

Data subjects are entitled to file a complaint with the Data Protection Authority through the contact details available on the website <https://www.garanteprivacy.it/>

## 8. CATEGORIES OF DATA RECIPIENTS THE DATA MAY BE PROVIDED TO AS DATA CONTROLLERS OR THAT MAY COME TO KNOW THEM AS DATA PROCESSORS

The Data may be processed by third parties operating as Data Controllers such as, by way of example, authorities and supervisory and control bodies and in general public or private bodies entitled to request the Data.

Your Data may be processed by third parties designated as **data processors** who perform specific activities on behalf of the Data Controller (such as, inter alia: accounting, tax and insurance-related requirements, management of admission tickets and other procedures required for the provision of services), service partners needed for the organization of the show (for example, travel agencies; airlines; car services, for accessory services relating to travel or accommodation). In some cases, the Data may later be processed by the same recipients in a capacity as independent data controllers.

Data shall be processed by persons in charge and duly trained, and shall not be disclosed and disseminated. With reference to business matching activities, data might be seen by exhibitors.

Your Data will not be transferred to countries outside the EU.

## 9. PHOTOS AND VIDEOS

We are hereby informing you that by accessing the exhibition grounds, you accept the possibility of being accidentally filmed by audiovisual equipment belonging to various subjects. Considering the characteristics of this type of event, we cannot guarantee exclusion from such activities. Fiere di Parma too may produce short films featuring the various shows, sometimes for reporting purposes, and it may occur that identifiable subjects are accidentally filmed. Any photos or videos taken by the Data Controller will always be checked before publication to ensure that the possible impact on the visitor's personal data is as limited as possible.

## I HAVE READ THE PRIVACY POLICY

I have read and understood this *Privacy policy*

## CONSENT TO RECEIVING MARKETING COMMUNICATIONS

I give my consent       I do not give my consent

to receiving commercial/promotional communications, by automated means (such as email, newsletters) and traditional methods (such as telephone calls with operator) made by the Data Controller on the basis of the product preferences that I have expressed as well as products/services of the Data Controller or companies owned by the Data Controller has an interest, market surveys and statistical analyses (purpose no. 9 of Chapter **5. PURPOSE OF PROCESSING AND LEGAL BASIS**).