

## **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](mailto: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](mailto:dpo@veronafiere.eu)

### **3. Data processing purposes, legal basis and data retention**

<b>WHY IS YOUR PERSONAL DATA BEING PROCESSED?</b>	<b>WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL?</b>	<b>HOW LONG DO WE KEEP YOUR PERSONAL DATA?</b>
In order to allow the <b>registration and the participation in the Event</b> .	The performance of the <b>contract</b> to which the data subject is party.	For the duration of the contract and for the following 10 years.
For <b>the fulfilment of accounting, tax and other legal obligations</b> .	The compliance with a <b>legal obligation</b> to which the Controller is subject.	
For <b>the establishment, exercise or defence of legal claims</b> by the Controller (including credit collection).	The <b>legitimate interest</b> of the Controller.	For the length of the dispute.
In order to <b>send promotional communications</b> 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.	The <b>legitimate interest</b> of the Controller (the so-called “soft spam” pursuant to art. 130.4, d. lgs. 196/03, “Codice Privacy”), taking into consideration the visitors’ interest in being informed about new editions of the Event as well as initiatives in the same field.	Until the data subject’s objection.
In order to perform <b>customer satisfaction surveys</b> aimed at getting information on the quality of Veronafiere services.	The <b>legitimate interest</b> of the Controller to enhance its services based on customers’ feedback.	Until elaboration of the surveys’ anonymized results.

In order to carry out <b>direct marketing activities</b> : 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 <b>consent</b> of data subject.	Until the withdrawal of consent.
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).	The <b>consent</b> of data subject.	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.

In any case, data subject is free to give his/her consent for the purposes highlighted above.

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

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

## 7. Data subjects' rights

Data subject shall have the following rights:

- i) to access data concerning him/her 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](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.

*Last update: Oct 2020*