PRIVACY NOTICE "EXHIBITORS" PURSUANT TO ARTT. 13 AND 14 OF THE REGULATION (EU) 2016/679 ("GDPR") - EXHIBITORS

Veronafiere S.p.A. provides you with the information concerning the processing of personal data provided when applying for admission to the event (hereinafter referred to as the "***Event***") and/or for the purchase/use of its services, as better set out in the relevant terms and conditions and regulations

1. Data controller

Veronafiere S.p.A., VAT n. 00233750231, Viale del Lavoro, 8, 37135 - Verona VR, tel. 045 8298111 - fax 045 82 98 288 - email info@veronafiere.it, mail@pec.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. Categories and sources of data

- Categories of personal data: name, surname, e-mail, images, etc. of natural persons related to the exhibitor, whether the exhibitor is a sole trader or a legal representative of a legal person, as well as exhibitor's "reference persons" or other individuals related to the exhibitor who participate in the event. With regard to images, please refer to the specific notice at the end of this document.
- Sources of personal data: data is provided directly by data subjects or, as for the exhibitor's reference persons or other individuals related to the exhibitor, by the exhibitor itself or his representative when filling in the registration form or during the participation in the Event.

4. Data processing purposes, legal basis and data retention

WHY IS YOUR PERSONAL DATA BEING PROCESSED?	***WHAT IS THE LEGAL BASIS THAT MAKES THE PROCESSING LAWFUL?***	***HOW LONG DO WE KEEP YOUR PERSONAL DATA?***
In order to ***allow the participation in the Event*** as well as the purchase and use of the related services.	The performance of the ***contract*** to which data subject is party or in order to ***take steps at the request*** of data subject prior to entering into a contract, with regard to the exhibitor (sole trader or legal representative of a legal person), while the ***legitimate interest*** of the Controller with regatd to the exhibitor's reference persons or other individuals related to the exhibitor.	For 10 years following the conclusion of the Event.
For ***the fulfilment of accounting, tax and other legal obligations***.	The compliance with a ***legal obligation*** to which the Controller is subject.	
For ***the potential establishment, exercise or defence of legal claims*** (including credit collection).	The ***legitimate interest*** of the Controller.	For the length of the dispute.

In order to ***send promotional communications*** regarding the new editions of the Event as well as similar initiatives organised by Veronafiere, including physical ones, relating to the field of the Event.	The ***legitimate interest*** of the Controller and the so-called "soft spam" pursuant to art. 130.4, d. lgs. 196/03 ("Codice Privacy"), taking into consideration the interest of the exhibitor in being informed about new editions of the Event as well as initiatives in the same field.	Until data subject's objection under art. 21.2 of GDPR.
In order to perform ***customer satisfaction surveys*** aimed at getting information on the quality of Veronafiere services**.**	The legal basis of the processing is the ***legitimate interest*** of the Controller to enhance its services based on customer's feedback.	Until elaboration of the surveys' anonymized results.
Once the above data retention terms have expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup.		

5. The provision of data

The provision of data highlighted with an asterisk in the registration form is mandatory. Otherwise, it will not be possible to proceed and participate in the Event.

6. Categories of recipients to whom data may be disclosed

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

Data may be processed, on behalf of the Controller, by third parties, appointed as processors pursuant to art. 28 of the GDPR, carrying out activities that are functional to the services provided: e.g. agencies, IT services, marketing and communication services, services relating to participation in the exhibition (organizational, technical, logistical, etc.), companies which print the event catalogues; companies providing IT services.

Furthermore, data are processed by Veronafiere employees who have been expressly authorised to process such data for the above-mentioned purposes and have received adequate operating instructions.

7. Dissemination of data

In addition, as set out in the general terms and conditions of the Event, data provided by exhibitors (e.g. name, phone, email, phone number, images, etc.), may be:

- published in the Official Catalogue (which allows visitors to know which exhibitors are participating as well as their contact details and characteristics) and thus disseminated online;
- published and disseminated online if uploaded by the exhibitor on online "showcases" (where to promote, e.g., products, events, etc.) and/or on the personal profiles on the Event digital platforms (in this case, data will be visible just to those signed up for the Event).

8. Data subjects' rights

Data subjects, i.e. the persons to whom personal data relates, may exercise their rights under Articles 15 to 22 GDPR by sending an e-mail to privacy@veronafiere.it or a request to physical address mentioned in art. 1 hereabove. In particular, they have the right:

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 (right "to be forgotten");
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;

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 (right to "data portability").

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.

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