

In addition to the information provided at the time of submitting the application for admission - as an "exhibitor" - to the event (hereinafter referred to as the "Event"), Veronafi S.p.A. provides you with the information concerning the processing of further personal data provided for signing up for the Event as well as purchasing and using the related services, including the digital ones, as better set out in the general terms and conditions of the Event.

1. DATA CONTROLLER

Veronafi S.p.A., Viale del Lavoro, 8, 37135 - Verona VR, tel. 045 8298111 - fax 045 82 98 288 - email info@veronafi.it (hereinafter referred to as "Veronafi" or "Controller")

2. DATA PROTECTION OFFICER (DPO)

You can contact the DPO at the email address dpo@veronafi.it

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 regard 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 Veronafi, 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 Veronafi 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 and professional firms.

Data may be processed, on behalf of the Controller, by third parties, appointed as Processors pursuant to art. 28 of GDPR, carrying out activities that are functional or related to the Event; e.g. banks, credit collection and factoring companies; insurance companies; couriers, forwarding agents, depository; consulting companies; agents and brokers; companies in charge of sending exhibitors information and advertising material or carrying out market research; companies which provides services related to exhibition participation (organizational, technical, logistical, insurance, etc.); companies which print the official event catalogues; companies providing IT services (e.g. with regards to the online Catalogue and/or the Event's digital platform); parties that ensure the surveillance and security of the exhibition centre.

Furthermore, data is processed by Veronafi employees of the departments responsible for carrying out the activities pointed out above who have been expressly authorized to process such data 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 SUBJECT ' RIGHTS

The data subject shall have the following rights:

- to obtain the confirmation as to whether or not personal data concerning him/her are being processed, and, where that is the case, access personal data and the information referred to in art. 15;
 - to obtain the rectification of inaccurate data and to have incomplete data completed;
 - to obtain the erasure of data in the cases provided for by Article 17 GDPR,
 - to obtain restriction of processing in the cases provided for by Article 18 GDPR;
 - to object, on grounds relating to his/her own particular situation, to the processing carried out in the legitimate interest of the Controller;
 - where the processing is based on consent or contract and is carried out by automated means, to receive the 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").
- In order to exercise their rights, data subjects can contact the Controller by e-mail to privacy@veronafi ere.it or using the contact details pointed out in par. 1. 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.

PRIVACY NOTICE PURSUANT TO ART. 13 OF THE REG. (EU) 2016/679 ("GDPR") ON THE DATA PROCESSING RELATED TO THE VIDEO-SURVEILLANCE, THE "CROWD MANAGEMENT" SYSTEM AND PHOTO/VIDEO SHOOTING

Veronafi ere provides with the information concerning the processing of personal data and, in particular, of images of people entering the exhibition centre.

1. Identity and contact details of the data controller

Data controller is Veronafi ere S.p.A., Viale del Lavoro, 8, 37135 - Verona, tel. 045 8298111, email address info@veronafi ere.it, PEC address mail@pec.veronafi ere.it (hereinafter referred to as "Veronafi ere" or "Controller")

2. Contact details of the data protection officer (DPO)

You can contact the DPO at the email address dpo@veronafi ere.eu

3. Data processing purposes, legal basis and data retention

3.1 Images may be processed because of the video-surveillance systems (CCTV) installed at the exhibition centre (outside and inside) that involve the recording and storage of images.

In addition, the cameras of such systems are connected to a "crowd management" system, that monitors the flow of visitors during the events by (i) counting the number of people entering and leaving the stands/pavilions and (ii) detecting possible people mass gathering. Such system is based solely on "head counting" technology and not "face recognition".

WHY IS PERSONAL DATA BEING PROCESSED?	WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL?	HOW LONG DO WE KEEP PERSONAL DATA?
In general, in order to protect the safety and health of the individuals during the event (also with a view to prevent and mitigate the risk of infection by the Covid-19), and, with regards to video-surveillance, also in order to protect Veronafi ere's property and prevent unauthorized access to the exhibition centre.	The legitimate interest pursued by the Controller and by third parties, which – as assessed through the "balancing of interests" referred to in Art. 6.1, lett. f) GDPR – overrides the interests, rights and freedoms of the data subject.	Images recorded through the video-surveillance system are stored for 7 days. Images collected by the "crowd management" system are stored for a few fractions of a second for the sole purpose of generating aggregated and anonymous real-time reports. Once such data retention periods have expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup.

Data subject will see special signs about the above-mentioned systems before the range of the cameras.

3.2. Image may also be processed, as highlighted by special signs in loco, as Veronafi ere (or third parties appointed by the latter) will take photos and film videos.

WHY IS PERSONAL DATA BEING PROCESSED?	WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL?	HOW LONG DO WE KEEP PERSONAL DATA?
To document - for archiving and/or commercial purposes - the event with photo/video shooting (which may incidentally include images of people participating in the event).	The legitimate interest pursued by the Controller, which – as assessed through the "balancing of interests" referred to in Art. 6.1, lett. f) GDPR – overrides the interests, rights and freedoms of the data subject.	For 5 years. Once such data retention period has expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup.

4. The provision of data

The processing of images for the purposes referred to in point 3.1 is mandatory. Failure to provide data precludes the participation in the event.

The processing of images for the purposes referred to in point 3.2 is not mandatory. As set out in the event terms and conditions, visitors may object to the photo/video shooting by informing Veronafi ere (also in the person of the operator in charge); this will not preclude the participation in the event.

5. Categories of recipients to whom data may be disclosed

Data may be disclosed to parties acting as Controllers (e.g. public authorities, professional firms) or processed, on behalf of Veronafi ere, by third parties, appointed as Data Processors pursuant to art. 28 GDPR, such as companies providing security and surveillance services and/or facilities' maintenance services, subject in charge of photo/video shooting.

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

6. Data subjects' rights

Data subject shall have the following rights, as well as any right under GDPR:

- to access data concerning him/her in accordance with Article 15,
- to obtain the rectification of inaccurate data,
- to have incomplete data completed,
- to obtain the erasure of data in the cases provided for by Article 17,
- to obtain restriction of processing in the cases provided for by Article 18.

In order to exercise his/her rights, data subject can contact the Controller by sending a written communication to the address pointed out in par. 1 or an e-mail to privacy@veronafi ere.it.

It should be noted that some requests, such as the request to access the images of the video-surveillance system and/or of the "crowd management" system (or the request to delete such images), may not be exercisable in practice, given the storage, in the first case, up to a certain period (i.e. 7 days) or, in the second case, practically nil (i.e. a few fractions of a second). Similarly, it is factually impossible to exercise the right to have data updated, rectified and/or completed on account of the very nature of the data in question – which are real-time images of factual occurrences.

In any case, data subject 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.