

## **Privacy Policy - Personal data processing to register for and participate in the “Circular Economy Summit” Conference**

*Art. 13 of Regulation (EU) 2016/679 - General Data Protection Regulation*

The personal data the User provides by filling in the form to register for and participate in the “Circular Economy Summit” Conference (hereinafter also, the "Service") relating to the PRINT4ALL exhibition (the "Exhibition"), marked as mandatory (name, surname, email), are collected and processed by Fiera Milano S.p.A., as Data Controller (hereinafter, "Fiera Milano" or the "Company"), in order to provide the requested Service and to carry out administrative, organisational and technical operations necessary to provide said service and, without this data, it will not be possible to complete the registration procedure for this Conference.

The User may freely decide whether to provide additional data (associated company, job title, country, city, regional telephone), which may be used for improving or customising the Service: disclosing this additional data for these purposes is optional and failure to disclose this data does not affect the completion of the requested Service.

For the purposes outlined above, the User's personal data:

a) is also processed by Fiera Milano using electronic devices, mainly computerised procedures and appropriate methods for ensuring data security and confidentiality, and may be retained for the duration of the Service and, on termination, for the period of time set out by current regulations for administrative purposes, as well as in the event of disputes or litigations, under the statute of limitations of the rights which may be exercised in this regard;

b) may be seen by the Company's authorised employees and collaborators and those working for the facilities responsible for carrying out administrative, technical and security operations relevant to providing the requested Service;

c) may be disclosed by Fiera Milano to other companies in the Group and trusted companies (such as, for example, stand outfitters, Associations, support and maintenance companies, printers, data processing companies, administrative consulting firms and Service performance survey companies) which act as data processors on behalf of Fiera Milano to carry out administrative, technical and security operations relevant to providing the requested Service;

d) may be transferred to third party Countries outside the EU, only in accordance with European Commission rulings where the data protection regulations in force in those countries is recognised as adequate, or on the basis of adequate safeguards (such as standard contractual clauses or binding corporate rules for groups), or, in the absence of such conditions, only where the User authorises this transfer or where it is necessary for executing a contract with the User or on their behalf. The email address used to register for the Conference may also be used by the Data Controller to send communications relevant to further editions of the conference or other similar events organised by the Company and related to services similar to those requested by the User. The User may, at any time (now or later), object to such communications being sent, by forwarding a message of objection from their own email address to [privacy@fieramilano.it](mailto:privacy@fieramilano.it) or by clicking on the appropriate link (“unsubscribe”) in each email.

Without prejudice to the above-mentioned activities of sending newsletters and communications relating to events and services of interest to the User via email, the User's data may also be processed by our Company, subject to the User's consent (given by ticking the appropriate boxes at the end of the form), for the following additional purposes:

a) sending marketing materials, direct marketing, carrying out market research or for marketing communications via post, telephone, automated call systems, fax, email, SMS, MMS, related to events, trade fairs, services and products provided by our Company, Fiera Milano Group companies and third party companies (organisers, exhibitors, stand outfitters, qualified trade fair staff or qualified staff in other

areas and sectors) interested in offering commercial offers advantageous to Users (direct marketing purposes);

b) automated analytics and assessments of the User's behaviour and preferences concerning events and services of interest (profiling purposes);

c) disclosing data to other companies in the Fiera Milano Group (updated list available at the following link: <https://www.fieramilano.it/azienda.html>), as well as other companies, such as organisers, exhibitors, stand outfitters, sponsors, qualified staff taking part in the Exhibition or operating in the context of carrying out trade fair events and conferences (both physical and digital) and related services for independent processing, as data controllers, for the purpose of sending direct marketing communications about their services and products.

For the purposes set out above, the provision of personal data is optional and has no effect on the User's registration for and participation in the "Circular Economy Summit" Conference, and, in any case, the User has the right to revoke consent(s) previously given (without prejudice to the lawfulness of processing carried out prior to consent being revoked).

The User's personal data, retained for the duration of the Service, may be kept for direct marketing and profiling purposes for durations of 24 and 12 months, respectively, after the date the Service terminates.

The GDPR provisions (articles 15-22) guarantee the User has the right to access their data at any time, to correct or complete data if incorrect or incomplete, to delete their data or limit processing where conditions are met, to object to data processing for reasons related to their specific circumstances or for direct marketing purposes, to request the transfer of data given, if processed automatically to carry out the contract or based on the User's consent, as well as to lodge a complaint with the Privacy Guarantor of a Supervisory Authority to protect their rights.

To exercise these rights and make requests regarding the processing of personal data, Users may contact Fiera Milano S.p.A, as Data Controller, with registered office at S.S. del Sempione 28, 2019 Rho (Milan) and registered office at Piazzale Carlo Magno 1, 20149, Milan, or by emailing [privacy@fieramilano.it](mailto:privacy@fieramilano.it), or by contacting Fiera Milano's Data Protection Officer (DPO) at the postal address indicated above and via email at [dpo@fieramilano.it](mailto:dpo@fieramilano.it).

### **Consent to process Visitor's personal data**

With reference to the above privacy policy for registering for and participating in the "Circular Economy Summit" Conference, I declare that I consent to Fiera Milano S.p.A. processing my personal data for the following purposes:

a) sending marketing materials, direct marketing, carrying out market research or for marketing communications via post, telephone, automated call systems, fax, email, SMS, MMS, related to events, trade fairs, services and products provided by our Company, Fiera Milano Group companies and third party companies (organisers, exhibitors, stand outfitters, qualified trade fair staff or qualified staff in other sectors) interested in offering commercial offers advantageous to Visitors (direct marketing purposes)

Yes, I agree -  No, I do not agree

b) automated analytics and assessments of the User's behaviour and preferences concerning events and services of interest (profiling purposes)

Yes, I agree -  No, I do not agree

c) sending data to other companies in the Fiera Milano Group or third-party companies for independent processing, as data controllers, for the purpose of sending marketing communications about their products and services, via the methods indicated above

Yes, I agree -  No, I do not agree