

Information notice regarding the processing of personal data

Pursuant to art. 13 of the EU Regulation n. 2016/679 (“GDPR” or “Regulation”), Veronafiere S.p.A. in its capacity as Data Controller, provides You with some information regarding the use of Your personal data.

1. Data controller and Data Protection Officer (DPO)

The data controller is Veronafiere S.p.A., Viale del Lavoro 8, 37135 Verona (VR), Italy, Tel. +39 045 8298111 - Fax +39 045 8298288, e-mail info@veronafiere.it (hereinafter the “Company” or “Data Controller”).

The DPO is available at the following email address: dpo@veronafiere.eu.

2. Purpose of the processing, legal bases and retention terms

2.1 Personal data you provide using the form will be processed in order to send you, via e-mail, informative communications (“Newsletter”) on the activities and services of the Company.

In this case, the legal basis of the processing thereof consists in the **execution of a contract** to which the data subject is a party.

Your data will be retained until you unsubscribe from the Newsletter service.

2.2 Based on Your consent, your data will be processed for the following purposes:

- a) develop customer profiles;
- b) send communications, information, newsletters, research, and advertising materials, even customized, regarding the exhibitions organized by the Company and perform market surveys using automated contact means (e-mail, fax) as well as traditional contact means (paper mail, operator-assisted phone calls);
- c) send communications, information, newsletters, research, and advertising materials, even customized, regarding specific products and services of others using automated contact means (e-mail, fax) as well as traditional contact means (paper mail, operator-assisted phone calls).

The provision of personal data is not compulsory and the consequences of failure to provide for them results in the impossibility for the Company to serve the purposes of the processing described above.

The legal basis for the processing is consent (optional and revocable at any time) and your data will be retained until **consent** revocation.

2.3 Once the above data retention terms have expired, the Data will be destroyed or anonymized, compatibly with the technical procedures of cancellation and backup.

3. Data Provision

In accordance with article 13, clause 2, letter e) of the GDPR, please note that providing an e-mail address for the purpose described in art. 2.1 hereabove is compulsory for the service requested, therefore a refusal to provide this information means it will not be possible to send Newsletters.

4. Unsubscription from the service

In order to no longer receive the Newsletter:

- please insert your email address in the box and press on “Unsubscribe”;
- or follow the link of unsubscription at the bottom of the email containing the newsletter.

5. Parties authorized to process data

The data may be processed by employees in company departments who are responsible for carrying out the activities outlined above and have been authorised to process the data and received suitable operating instructions.

6. Data recipients

Data may be communicated to parties operating as controllers (such as, workers associations, supervisory bodies and authorities and public organisations authorised to request data) or processed by the company via parties appointed as Data Processors, who are provided with suitable operating instructions such as:

- companies managing and maintaining the company website;
- web agencies and companies that provide organizational secretary services;
- companies that provide mail or posting services;
- companies that provide traditional and telegraphic marketing services;

- database service suppliers and supplier of data warehouse;
- typographies;
- companies that perform market surveys.

7. Data subjects' rights - Complaint to the supervisory authority

Data subjects can ask the Controller for access to personal data, or the correction or deletion of personal data, and also have the right to restrict processing of the data in the cases set out in article 18 of GDPR.

Furthermore, in the case where processing is based on consent or a contract and carried out with automated tools, data subjects have the right to receive the personal data in a structured, commonly used and machine-readable format, and to transmit the data to another data controller without obstruction.

Data subjects have the right to lodge a complaint to the competent Supervisory Authority in the member state where they are resident or where they work, or the member state where the alleged breach took place.

Last update: September 2018