

PRIVACY NOTICE PURSUANT TO ART. 13 OF THE REG. (EU) 2016/679 ("GDPR") – WEBINAR/CONFERENCE

Veronafiore S.p.A. (hereinafter referred to as "**Veronafiore**" or "**Controller**") provides You with the information requested by GDPR concerning the processing of Your personal data provided in order to register for the event (webinar, conference, etc.) organized by Veronafiore, related to a specific exhibition and/or to the specific sector covered by such exhibition (hereinafter referred to as "**Event**").

1. Data controller

The data controller is **Veronafiore S.p.A.**, Viale del Lavoro, 8, 37135 – Verona.

2. Data Protection Officer (DPO)

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

3. Data processing purposes, legal basis and data retention

3.1 The processing purposes are the following:

WHY IS YOUR PERSONAL DATA BEING PROCESSED?	WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL?	HOW LONG DO WE KEEP YOUR PERSONAL DATA?
To allow the data subject to register for the Event .	The legal basis for processing is the performance of the contract to which the data subject is party (processing is necessary to fulfill specific requests of the data subject).	Data will be stored until the end of the Event.
For the fulfilment of accounting, tax and other legal obligations .	The legal basis for processing is the is the compliance with a legal obligation to which the Controller is subject.	Data will be stored for 10 years after the end of the Event
For the potential establishment, exercise or defence of legal claims by the Controller.	The legal basis for processing is the legitimate interest of the Controller.	Data are stored for the length of the dispute.
In order to send promotional communications via e-mail regarding the exhibition / sector to which the Event refers.	The legal basis is the legitimate interest of the Controller, taking into consideration the reasonable expectation of the participant to be informed about the exhibition / sector to which the Event refers.	Data will be stored until the data subject's objection (by clicking on the "unsubscribe" link in each e-mail).

3.2. Image may also be processed, as highlighted by special signs in loco, as Veronafiore (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. Except for extraordinary circumstances that justify its extension (for example relating to the public relevance of the event and/or the characters portrayed).
To document – for commercial purposes - the event with photo/video shooting (which may incidentally include images of people participating in the event). This includes publication and dissemination through the Data Controller’s official communication channels, such as the institutional website and social media platforms	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 as long as necessary to achieve the purposes for which the data are processed, and, in any case, until data subject’s objection.

(e.g., Facebook, Instagram, LinkedIn).

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 the data

The provision of data highlighted with an asterisk in the registration form is necessary. Otherwise, the registration and therefore the participation in the Event will not be possible.

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

5. Categories of recipients to whom the 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 the GDPR, carrying out activities that are functional to the services provided (e.g. IT services providers),

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

6. Transfer of personal data to countries outside the European Union

Your Data may be transferred outside the European Union (e.g. within the Controller's collaboration with selected IT partners).

If Data are transferred to countries outside the European Union (EU) or the European Economic Area (EEA) and which have not been deemed adequate by the European Commission, and whenever the transfer is not necessary for the performance of the contract, the "transfer tools " referred to in Article 46 of the GDPR will be adopted, with the possible provision of "additional measures" which ensure a level of protection substantially equivalent to that required by European Union law.

7. Data subjects' 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;
- 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 and, in any case, to processing for marketing purposes;
- 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 Your rights, You can contact the Controller by sending an e-mail to 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: October 2025