

Veronafiery 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

Veronafiery S.p.A., VAT n. 00233750231, Viale del Lavoro, 8, 37135 - Verona VR, tel. 045 8298111 - fax 045 82 98 288 - email [info@veronafiery.it](mailto:info@veronafiery.it), [mail@pec.veronafiery.it](mailto:mail@pec.veronafiery.it). (hereinafter referred to as “Veronafiery” or “Controller”)

### 2. DATA PROTECTION OFFICER (DPO)

You can contact the DPO at the email address [dpo@veronafiery.eu](mailto:dpo@veronafiery.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 <b>contract</b> to which data subject is party or in order to <b>take steps at the request</b> 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 <b>legitimate interest</b> 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 <b>legal obligation</b> to which the Controller is subject.	
For the potential establishment, exercise or defence of legal claims (including credit collection).	The <b>legitimate interest</b> 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 Veronafiery, including physical ones, relating to the field of the Event.	The <b>legitimate interest</b> 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 Veronafiery services.	The legal basis of the processing is the <b>legitimate interest</b> 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 Veronafiery 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@veronafiare.it](mailto:privacy@veronafiare.it) or a request to physical address mentioned in art. 1 hereabove. In particular, they have the right:

- to access data concerning him/her in accordance with Article 15 GDPR;
- 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 (right “to be forgotten”);
- to obtain restriction of processing in the cases provided for by Article 18 GDPR;
- 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;
- 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.

Last update: February 2022

# 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 (TO LIMIT THE SPREAD OF COVID-19) AND PHOTO/VIDEO SHOOTING

Veronafiare 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 **Veronafiare S.p.A.**, Viale del Lavoro, 8, 37135 - Verona, tel. 045 8298111, email address [info@veronafiare.it](mailto:info@veronafiare.it), PEC address [mail@pec.veronafiare.it](mailto:mail@pec.veronafiare.it) (hereinafter referred to as “**Veronafiare**” or “**Controller**”)

## 2. CONTACT DETAILS OF THE DATA PROTECTION OFFICER (DPO)

You can contact the DPO at the email address [dpo@veronafiare.eu](mailto:dpo@veronafiare.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?
With regard to the <u>video-surveillance system</u> , in order to: - protect Veronafiare’s property, - prevent unauthorized access to the exhibition centre, - protect individuals during the Event (as well as during the stands and gear staging, generally before and after the event). With regard to the “ <u>crowd management</u> ” system, to prevent and mitigate as much as possible the risk of infection by the Covid-19, ensuring - during events with a high number of people - the full application of the social distancing rules set out in the emergency regulations in force.	The <b>legitimate interest</b> 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 <u>video-surveillance system</u> are stored for 7 days. Images collected by the “ <u>crowd management</u> ” 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 Veronafiare (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 <b>legitimate interest</b> 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 Veronafiare (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 Veronafiare, 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.

## 6. DATA SUBJECTS' RIGHTS

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

- i) to access data concerning him/her in accordance with Article 15,
- 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,
- v) 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@veronafiery.it](mailto:privacy@veronafiery.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.

Last update: June 2021

## PRIVACY NOTICE EX ART. 13 OF THE REG. (EU) 2016/679 ("GDPR") ANTI COVID-19 MEASURES

Veronafiery S.p.A. (hereinafter referred to as "**Veronafiery**" or "**Controller**") provides with the information requested by GDPR concerning the processing of personal data with regards to the activities carried out, in accordance with emergency regulations in force, in order to prevent and limit the spread of Covid-19, i.e.:

1. the storage of identification and contact data (name, surname, e-mail) of the events' participants (provided when registering for such events),
2. the detection of body temperature when entering both the offices and the exhibition centre,
3. the verification that all those entering both the offices and the exhibition centre (visitors, exhibitors, staging staff, employees, etc.) have the so-called "green certificate" or "green pass" (via the VerificaC19 app), an equivalent certificate for non-European visitors or a special certificate for exempt visitors. During this verification activities, people may be asked to show their I.D.

### 1. IDENTITY AND CONTACT DETAILS OF THE DATA CONTROLLER

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### 2. CONTACT DETAILS OF THE DATA PROTECTION OFFICER (DPO)

You can contact the DPO at the email address [dpo@veronafiery.eu](mailto:dpo@veronafiery.eu)

### 3. DATA PROCESSING PURPOSES, LEGAL BASIS AND DATA RETENTION

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 guarantee the health and safety of those (visitors, exhibitors, staging staff, employees, etc.) who access Veronafiery premises, in order to limit the spread of Covid-19	The compliance with a <b>legal obligation</b> to which the Controller is subject. The <b>protection of the vital interests</b> of the data subject or of other persons. With regards to the special categories of personal data, the necessity to ensure the <b>protection of the population health</b> , as well as <b>safety in the workplace</b> , pursuant to Articles 9.2, letter b) and g) of the GDPR and 2-sexies, letter u) of d. lgs. 196/2003, in accordance with the emergency regulations in force.	With regard to the measure referred to in p. 1 in the introduction, for 14 days from the last day of the event. With regard to the measure referred to in p. 2, data are not stored unless it is necessary to document the reasons for preventing access. In this case, data are stored for 30 days. With regard to the measure referred to in p. 3, data are not collected (and therefore stored) unless their recording is necessary to document the reasons that prevented access to the data subjects or caused their removal. In case of violation of the obligations provided for by the green pass law and regulations, the data will be stored for as long as is necessary to apply the consequences provided for therein, including any administrative sanctions (see par. 4 below), following the verification of the violation. Once the retention periods have expired, the data will be destroyed, without prejudice to further storage for possible protection of Veronafiery rights in case of litigation or for the fulfilment of legal obligations (e.g., due to the deferral of the state of emergency).

### 4. THE PROVISION OF DATA

Failure to provide data - for the purposes pointed out above and set out in the emergency regulations - precludes access to Veronafiery premise and entails the application of the consequences foreseen by such regulations.

In particular, Veronafiery's personnel who fail to produce the green pass and are not among those exempt from this obligation are considered unjustified absentees until the presentation of the certification and, in any case, until the end of the state of emergency, without disciplinary consequences and with the right to retain their employment. For days of unjustified absence, no pay or other compensation or emolument, however named, is due.

### 5. CATEGORIES OF RECIPIENTS TO WHOM DATA MAY BE DISCLOSED

Data may be disclosed to third parties acting as controllers, such as health authorities, Prefettura or the employer of the person concerned, in the cases provided for by emergency law and regulations.

Moreover, data are processed:

- on behalf of the Controller, by third parties, appointed as Processors pursuant to Article 28 GDPR, carrying out activities that are functional to the purposes highlighted above, such as companies providing security and ticketing service, dealing in particular with access management,
- by Veronafiery employees who have been expressly authorised to process such data for the above-mentioned purposes and have received adequate operating instructions. In particular, the persons responsible for carrying out the green pass checks and ascertaining any violations have been appointed with a specific formal deed, including instructions aimed at guaranteeing protection of the privacy rights of the parties concerned.

## 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 their rights, data subjects can contact the Controller by sending a written communication to the contact details pointed out in par. 1 or an e-mail to [privacy@veronafiere.it](mailto: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.