

ANNEX I

PROTECTION OF PRIVACY AND PROCESSING OF PERSONAL DATA

Pursuant to Legislative Decree no. 196/2003 of the Personal Data Protection Code, Veronafiere S.p.A., as Data Controller, hereby provides you with information regarding the use of personal data.

Purposes of processing

Personal data is processed within the scope of the institutional work of Veronafiere spa, for the following purposes:

- a) purposes for which the applicant is not required to give consent:
- purposes strictly related to the management of actual and/or potential customer relationships (e.g. acquisition of preliminary data at the conclusion of a contract; carrying out tasks and services on the basis of the obligations arising from the contract, etc.) and credit protection (assignments to debt collection companies, factoring companies and/or banks);
 - purposes related to the obligations under laws, regulations and EU provisions as well as regulations issued by authorities with these competences (e.g. tax regulations, statistics regulations, etc.);
- b) purposes related to the development of Veronafiere spa, for which the data subject has the right to give or deny consent. This category includes the following activities:
- developing customer profiles;
 - sending communications, information, newsletters, studies and research and advertising materials, which may also be customised, regarding the exhibitions organised by Veronafiere spa and the performance of market surveys using automated contact means (e-mail, fax) as well as traditional contact means (paper mail, operator-assisted phone calls);
 - sending communications, information, newsletters, studies and research and advertising materials, which may also be customised, 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).

Personal Data Provision

The provision of data to achieve the purposes of processing specified in paragraph 1 a) of the information is compulsory. Failure to provide the data will make it impossible to conclude the contract and perform the services required by you. The provision of data to achieve the purposes of processing specified in paragraph 1 b) of the information is optional. Failure to provide the data will not lead to consequences in relation to the conclusion of the contract or to the services required.

Processing methods

The processing of personal data is conducted using computer and manual tools, in a way that is strictly coherent with the purposes set out above.

Categories of subjects to whom the data may be communicated.

To achieve the purposes of processing specified in paragraph 1 of this information, your personal data may be processed by the employees and consultants of Veronafiere spa as persons in charge of the processing and data processors.

For carrying out the activities listed in paragraph 1 a), Veronafiere spa also addresses:

- a) External companies/firms/enterprises carrying out activities closely related and instrumental to the management of the relationship between Veronafiere spa and the customer that act as data processors. The data processed by these companies has the following purposes:
- provision of services relating to the exhibitions (organisational, technical, logistics, insurance, etc.);
 - printing of the official catalogues of the exhibitions;
 - printing, preparation in envelopes, posting and delivery of customer communications;
 - on behalf of Veronafiere spa, acting as agents, brokers or similar, promotion of the acquisition of visitors and exhibitors to Veronafiere trade fairs and events;

Consent

With regard to the information provided in accordance with article 13 of LD 196/2003, I hereby give my consent to (check the relevant boxes):

- developing customer profiles;
- sending communications, information, newsletters, studies and research and advertising materials, which may also be customised, regarding the exhibitions organised by Veronafiere spa and the performance of market surveys using automated contact means (e-mail, fax) as well as traditional contact means (paper mail, operator-assisted phone calls);

- on behalf of Veronafiere spa, promotion of services related to the business activities of visitors and exhibitors.
- b) Companies/enterprises/external companies carrying out activities closely related to the management of the relationship between Veronafiere spa and the customer that act as data controllers:
- individuals and/or companies performing debt collection, factoring companies, banks.

To achieve the purposes of processing specified in paragraph 1 b) Veronafiere spa also addresses:

- a) External companies/firms/enterprises or subsidiaries of Veronafiere spa performing activities functional to those of Veronafiere spa that operate as external data processors. The data processed by these companies has the following purposes:
- sending communications, information and advertising material regarding the exhibitions annually organised by Veronafiere spa to Veronafiere customers;
 - sending communications, information and advertising material regarding products or services of third parties to Veronafiere customers;
 - on behalf of Veronafiere spa, carrying out market surveys on representative samples of clients.

Scope of dissemination.

In the event of a successful conclusion of the contract for the participation in exhibitions, in accordance with what is expressly provided in the General Regulations for participation, Veronafiere spa shall include the personal data in the Official Exhibition Catalogue, which will be nationally/internationally disseminated. The data provided by the exhibitors may be disseminated by Veronafiere spa through IT media, including multimedia. These data will enable visitors and exhibitors to identify the position of the stands at each event and find out about the products and/or exhibition details regarding the exhibitor.

Rights under article 7 of Legislative Decree no. 196/2003.

Lastly, we inform you that article 7 of the above-mentioned Decree allows for the exertion of specific rights. In particular, the data subject has the right to obtain from the Data Controller the confirmation of the existence of personal data and that this data is communicated in an intelligible form. The data subject may also request to know the origin of the data as well as the logic and purposes of the processing; to obtain the deletion, conversion into an anonymous form or blocking of data processed in violation of the law, and the updating, correction or, if interested, the integration of the data. The data subject may oppose, in part or in full, on legitimate grounds, the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection; oppose free of charge, in part or in full, the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct sales or else for the performance of market surveys or commercial communication performed through automated contact means (e-mail, fax) as well as traditional contact means (paper mail, operator-assisted phone calls). If you should prefer the processing of your personal data carried out for the aforementioned purposes to be performed through traditional contact means only, you may oppose the processing of your personal data performed through automated contact means. To exercise these rights please contact the Data Controller by sending a communication to the address below or to privacy@veronafiere.it.

Data Controller and Data Supervisor

The Data Controller is Veronafiere spa with registered offices at 8, Viale del Lavoro – 37135, Verona (VR) - Italy; Tel: 045 8298111 – Fax: 045 82 98 288 - E-mail: info@veronafiere.it. The Data Supervisor is the Manager pro tempore of Human Resources Organisation and Systems. The complete list of data processors is available from the Data Controller.

- sending communications, information, newsletters, studies and research and advertising materials, which may also be customised, 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).

Company stamp and signature of the legal representative

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Organizing Secretariat

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