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INTRODUCTION

Unione Italiana Vini Servizi soc. coop., with registered offices at: via San Vittore al Teatro, 3, 20123 Milan, Tax Code and VAT no. 00868400151, as data controller (hereinafter, "Data Controller"), hereby informs you, pursuant to Articles 13 and 14 EU Regulation no. 2016/679 (hereinafter, "GDPR") and in compliance with Legislative Decree. no. 196/03 (hereinafter, "Privacy Code" as amended by Legislative Decree 101/18), that your data will be processed in the following ways and for the following purposes:

1) Subject of the Data Processing

Given the services and products proposed by our organisation in the context of trade fair activities and non-trade fair activities, the Data Controller processes personal, identifying data not included in special categories (for example: name, surname, tax code, email, telephone number (hereinafter, "personal data" or also "data") communicated by you when requesting services from our organisation and/or when defining contractual agreements and/or promotional initiatives and for the purposes set out below.

Please note that at trade fairs, the personal data mentioned above will be used to set up a QR code data reading service. If an attendee voluntarily decides to have their entry ticket scanned by an exhibitor's badge reader inside a stand, the exhibitor will automatically gain access to the data provided during pre-registration (similar to handing over a physical business card). The Data Controller's Partners *(see last page of this document) and the exhibitors, acting as independent data controllers, may process the personal data of consenting visitors for their own marketing purposes, should this be granted by the visitor through the scanning of their badge within the partner's exhibitor/conference area. Once the data has been communicated, it will be the responsibility of the Owner's Partner and/or the exhibitor to provide the visitor, pursuant to art. 14 c.3 of the Regulations, with all the information required by the same art. 14 of the Regulations.

2) Purpose of the processing and legal basis of the processing


Your personal data is processed:

A) without your express consent, because it derives from legal and/or contractual obligations or refers to legitimate interests (Privacy Code and Article 6 - GDPR) for the following purposes:

- to manage and maintain the services requested by the data subject and to find the data subject for the organisation of the requested services;
- to fulfil pre-contractual, contractual and tax obligations deriving from existing relationships with you;
- to fulfil the obligations established by law, by a regulation, by EU legislation or by an order of the Authorities, including accounting, tax aspects;
- to prevent or discover fraudulent activities or malicious activities and/or for the purposes provided for by current anti-money laundering legislation;
- to fulfil compulsory requirements based on organisational and management model requirements based on specific recognised standards (e.g., ISO, UNI standards, etc.) required by law and/or specific contractual requirements requested by the data subject and/or specified as a service requirement;
- to exercise the rights of the Data Controller, for example the right to defence in court proceedings;
- to find the data subject for information relating to the services requested and their management;
- to allow for registration for the services and allow the sending of useful information to the data subject based on the services requested;
- to allow for specific data processing for the services requested and falling within the cases referred to in Article 9 paragraph 2 from letter "b" to "j";
- for legitimate interest related to commercial communications updating the initiatives of our organisation.

Regarding the data collected by the WEBSITE:

- Allowing the creation of an Account for access to the new Simei Digital Platform/App. Your data will not be shared except through the voluntary action of reading your entry ticket (QRCode) by the Exhibitor who requests it to register your contact.
- It will be possible to make yourself INVISIBLE while continuing to use the services of the Digital Platform/App as well as the entrance ticket.
- It will be possible to independently delete your account from the Digital Platform/App at any time to manage and maintain the website;
- to prevent or discover fraudulent activities or malicious activities harmful to the website. For operational and maintenance purposes, this website and any third-party services may collect files that record the

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interaction taking place through this website (system logs) or use other personal information (such as IP address) for this purpose;

- for legitimate interest related to communications (including commercial communications) updating the initiatives of our organisation and/or deriving from applicable regulatory/legislative requirements.

B) only with your specific and distinct consent (Article 7 GDPR and as per Legislative Decree 196/03), for the following purposes:

1. **Use of audio-video recordings and photographs:** their vision and duplication, where the data subjects are filmed, exclusively for the activities and services requested from our organisation (such as participation as auditors or speakers in all possible exhibition activities: Conferences, Workshops, press conferences, work tables, digital and/or in-person forums, Webinars, training courses) and/or for promotional activities of the same (such as publication on our website or on our social networks) and not for other commercial purposes. It is specified that in the case of participation in digital call-conferences, data subjects will be free to use their own audio-video devices and configuration data as they wish (so they can even choose to disable them or change their account name). All audio-video footage/photographs mentioned so far may be used free of charge (pursuant to Articles 10 and 320 of the Italian Civil Code and Articles 96 and 97, law 22.4.1941, no. 633, Copyright Law). In other cases of use of audio-video recordings, a specific disclaimer will be required;

We specify that, with regard to participation in trade fair events, without such consent it may be impossible to provide the service requested.

2. **Marketing and/or Commercial:** by selecting "I consent", you authorise UIV to send commercial communications and/or advertising material regarding UIV's products or services, including those related to trade fairs organised by UIV and commercial communications/promotional material regarding products or services not falling under legitimate interest (such as the newsletters from Unione Italiana Vini's Corriere Vinicolo and/or third parties services/products). All using both automated (email, sms, mms, whatsapp, fax, newsletter) and traditional (paper mail) contact methods. Please note that if you are already a customer, we may send you commercial communications relating to services and products similar to those you have already used, unless you object (Privacy Code).

For other purposes, the data controller will be responsible for defining specific information and related consent requirements and/or additions for the processing. This information does not include any processing by other subjects that can be obtained through any links on the site and for which reference should be made to the specific policy. The data subject shall have the right to withdraw his or her consent at any time. Such withdrawal of consent shall not affect the lawfulness of processing based on consent prior to such withdrawal (art. 7 GDPR paragraph 3), to exercise this right see point 9

3) Methods and duration of the processing

The processing of your personal data is carried out by means of the operations indicated by Legislative Decree 196/03 and Article 4, n° 2) GDPR and namely: the collection, recording, organisation, retention, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, erasure and destruction of data. Your personal information is subject to both paper and electronic and/or automated processing.

The Controller will process the personal data for the time necessary to comply with the purposes indicated above and in any case for no longer than 10 years from the termination of the relationship for the purposes as specified in point 2 A) (except for legislative requirements). For the purposes referred to in point 2 B), on the other hand, it will process the data until the consent is withdrawn or after 5 years from the interruption of relations/communications with the data subject since the first collection. Profiling: no automated profiling is carried out.

4) Access to Data

You can access your data at any time by making a simple request to the addresses indicated in this policy.

5) Data communication

Your data may be rendered accessible for the purposes referred to in Article 2 A) and 2 B): In addition to the communications and disclosures made pursuant to legal obligations, the Data Controller may communicate your data, in Italy and/or abroad (as indicated in the following points) to:

- the Controller's employees and contractors, as persons appointed and/or persons responsible for the processing and/ or system managers;



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- technicians and/or contractors for administrative, tax and accounting management and/or to fulfil specific legal obligations or for which external suppliers have been appointed;
- our network of agents; factoring companies; credit institutions; debt collection companies; credit insurance companies; commercial information companies for the services requested; professionals and consultants; companies operating in the transport sector; technicians and contractors appointed to provide the services/products requested, supervisory bodies, judicial authorities as well as all other subjects to whom the communication is obligatory by law for the fulfilment of the aforesaid purposes; legal entities entrusted with the services referred to in this information;
- companies or other legal entities, qualified and appointed pursuant to Article 28 of Regulation 679/16, for support activities including: management and development of communication, management and development of business processes and projects, communication and promotion systems, for the storage of personal data. Access may be granted to third parties and associated companies, which provide services deemed necessary and/or useful by the Controller for the management of the company business and the related support processes or those you have requested. Suppliers include IT systems maintenance companies; credit institutions, professional firms, companies that provide services on IT systems/platforms that the Data Controller deems useful to use, companies that carry out outsourcing activities on behalf of the Data Controller, in their capacity as external data processors;
- it may be necessary to communicate data to recipients for legislative obligations and/or obligations deriving from the data controller's organisational structures that involve the presence of independent subjects with the possibility of being recipients of data to fulfil the legislative obligations deriving from the role held. Among these recipients we can identify supervisory bodies, inspectors of third parties, persons who carry out AUDITS of our organisation, subjects and/or entities that carry out controls at our organisation.

The Data Controller's Partners *(see last page of this document) and exhibitors, as independent data controllers, if granted by the visitor by reading their badge in the Partner's exhibitor/conference area, may process the personal data of the consenting visitor for their own marketing purposes. Once the data has been communicated, it will be the responsibility of the Owner's Partner and/or the exhibitor to provide the visitor, pursuant to art. 14 c.3 of the Regulations, with all the information required by the same art. 14 of the Regulations.

6) Transfer of Data

Your personal data will be managed and stored on servers located within the European Union and belonging to the Data Controller and/or third-party companies appointed and duly identified as Data Processors. Our internal servers are currently located in Europe. The data will not be transferred outside the European Union. It remains anyway understood that the Data Controller, if necessary, will have the right to transfer the servers' location to non-EU countries. In this case, the Data Controller guarantees from now that the transfer of the data outside the European Union will take place in accordance with the applicable legal provisions by stipulating, if necessary, agreements which guarantee an adequate level of protection and/or by adopting the standard contractual clauses required by the European Commission. For some mailing or "storage" services, we rely on "cloud" platforms, which may have servers in non-EU countries, but the data are only temporarily stored for the requested service.


7) Compulsory or optional nature of the provision of data and consequences of refusal to respond

The provision of data for the purposes referred to in Article 2 A) is compulsory. In their absence, we would not be able to guarantee you the services referred to in point 2 A). The provision of data for the purposes referred to in point 2 B) is optional. You can, therefore, decide not to provide any data or to subsequently deny the possibility of processing data already provided. In this case, you will not be able to receive commercial communications or advertising material concerning the services offered by the Data Controller. However, you will continue to be entitled to the Services referred to in Article 2 A).

8) Rights of the data subject

In your capacity as a data subject, you have the rights referred to in Legislative Decree 196/03 and Articles 15-22 of the GDPR, and specifically:

- A. to obtain confirmation of the existence of any personal data concerning you, even if not yet recorded, and their communication in an intelligible format;

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- B. to obtain the indication of: the origin of the personal data; the purposes and methods of processing; the logic applied in the case of processing carried out with the help of electronic instruments; the identification details of the data controller, data processors and the representative designated pursuant to the Privacy Code and Article 3, paragraph 1, GDPR; and of the subjects or categories of subjects to whom personal data may be disclosed or who may become aware of it as the appointed representative in the State, Data Processor officers or persons in charge of processing;
- C. to obtain: the updating, rectification or, when interested, the integration of data; the deletion, transformation into anonymous form or blocking of data processed in violation of the law, including data whose storage is not necessary in relation to the purposes for which it was collected or subsequently processed; certification that the operations referred to in Article 8 A) and B) have been made known to those to whom the data have been communicated or disseminated, even with regard to their content, unless this requirement proves impossible or involves a manifestly disproportionate effort compared to the protected right;
- D. to object, in whole or in part: for legitimate reasons, to the processing of personal data concerning you, even if pertinent to the purpose of collection; the processing of personal data concerning you for the purpose of sending advertising materials or direct selling or for carrying out market research or commercial communications, through the use of automated calling systems without the intervention of an operator by email and/or by traditional marketing methods by telephone and/or paper mail. Please note that with regard to the data subject's right to object, as set out in point B) above, concerning direct marketing through automated methods, this is extended to traditional methods, and the data subject is able to exercise the right to object, even in part. Hence, the data subject may decide to receive only communications using traditional methods, or only automated communications, or neither of the above.

Where applicable, you also have the rights referred to in Articles 16-21 of the GDPR (right to rectification, right to erasure, right to restriction of processing, right to data portability, right to object), as well as the right to lodge a complaint with the Supervisory Authority.

9) How to exercise your rights

You may exercise your rights at any time by sending:

- a registered letter to addressed to: **Unione Italiana Vini Servizi soc. coop, with registered offices in: via San Vittore al Teatro, 3, 20123 Milano**
- **an email to privacy@uiv.it or PEC to amministrazione@pec.uiv.it**
- the organisation makes the form available for data subjects to exercise their rights with a simple request to the addresses listed above.

10) Children

The Data Controller's Services are not intended for children under the age of 14 and the Data Controller does not knowingly collect personal information about children. In the event that information relating to minors is unintentionally recorded, the Data Controller shall promptly delete it at the user's request. For any needs for the treatment of minors, specific consent and authorisation will be requested from the person exercising the authority and/or from the holder of parental responsibility (as required by Article 8 of Regulation 679/16).

11) Controller, processor and persons in charge

The Data Controller is Unione Italiana Vini **Servizi soc. coop** - in the person of the pro tempore legal representative Paolo Castelletti. The data controller can be found at the addresses listed above. The updated list of data processors and persons in charge of processing is kept at the Data Controller's head offices.

12) Data Protection Officer

The Data Protection Officer (DPO) is not applicable to our organisation

13) Changes to this privacy policy

This Privacy Policy may be subject to changes. We therefore recommend you regularly check this Policy and refer to the latest version.

LIST OF PARTNERS: