

Personal data processing relevant to PTE - Promotion Trade Exhibition event stand enquiry subscription

Article 13 of (EU) Regulation 2016/679 - General Data Protection Regulation

The personal data the User provides by filling in the stand enquiry (hereinafter also, the "Service") subscription form relevant to the **PTE - Promotion Trade Exhibition** event (the "Event"), marked as mandatory (name, surname, email, phone number, Company Name, VAT registered number, product sector), are collected and processed by Fiera Milano S.p.A., as Data Controller (hereinafter, "Fiera Milano" or the "Company"), in order to provide the requested Service and to carry out administrative, organisational and technical operations necessary to provide said service and, without this data, it will not be possible to complete the subscription procedure for this stand enquiry.

The User may freely decide whether to provide additional data (country, city), which may be used for improving or customising the Service: disclosing this data for these purposes is optional and failure to disclose this data does not affect the use of the requested Service.

For the purposes outlined above, the User's personal data:

a) is also processed by Fiera Milano using electronic devices, mainly computerised procedures and appropriate methods for ensuring data security and confidentiality, and may be retained for the duration of the subscription to the Service and, on termination, for the period of time set out by current regulations for administrative purposes, as well as in the event of disputes or litigations, under the statute of limitations of the rights which may be exercised in this regard;

b) may be seen by the Company's authorised employees and collaborators and those working for the facilities responsible for carrying out administrative, technical and security operations relevant to providing the requested Service;

c) may be disclosed by Fiera Milano to other companies in the Group and trusted companies that act as data processors on behalf of Fiera Milano to carry out administrative, technical and security operations relevant to providing the requested Service;

d) may be transferred to third party Countries outside the EU, only in accordance with European Commission rulings where the data protection regulations in force in those countries is recognised as adequate, or on the basis of adequate safeguards (such as standard contractual clauses or binding corporate rules for groups), or, in the absence of such conditions, only where the User authorises this transfer or where it is necessary for executing a contract with the User or on their behalf;

The e-mail address used to subscribe to the newsletter may be used by the Data Controller to send, as well as the preventive itself, communications relevant to further editions of the Event or other similar events organised by the Company and related to services similar to those requested by the User. The data subject may, at any time (now or later), object to such communications being sent, by forwarding a message of objection to privacy@fieramilano.it or by clicking on the appropriate link ("*unsubscribe*") in each e-mail.

The GDPR provisions (articles 15-22) guarantee the User has the right to access their data at any time, to correct or complete data if incorrect or incomplete, to delete their data or limit processing where conditions are met, to object to data processing for reasons related to their specific circumstances or for direct marketing purposes, to request the transfer of data given, if processed automatically to carry out the contract or based on the User's consent, as well as to lodge a complaint with the Privacy Guarantor of a Supervisory Authority to protect their rights.

To exercise these rights and make requests regarding the processing of personal data, Users may contact Fiera Milano S.p.A, the Data Controller, with registered office in piazzale Carlo Magno 1 20149 Milan , e-mail privacy@fieramilano.it, or by contacting Fiera Milano's Data Protection Officer (DPO) via the postal address indicated above and via email: dpo@fieramilano.it.

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