

Privacy Policy - Art. 13 of Regulation (EU) 2016/679 - General Data Protection Regulation

The personal data provided by the User by filling in the form relating to the request for information (hereinafter also, the "Service"), marked as compulsory (Name, Surname, Email, Telephone), 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, in their absence, the information cannot be provided.

The User may also freely decide to provide certain additional data (e.g. Business Role, Company, Country, Sector) that may help to improve or customise the Service: providing additional data is optional for the latter purposes, and failure to provide them will not affect the use of the requested Service.

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

- a) will be processed by Fiera Milano also with the help of electronic instruments, mainly using computerised procedures and methods that guarantee the security and confidentiality of the data, and will be kept for the time necessary to provide the Service and, if the Service is terminated, until the technical operations for its termination have been completed;
- b) may be disclosed to employees and collaborators of the Company authorised to do so and belonging to the structures responsible for carrying out administrative, technical and security activities connected with the provision of the Service requested;
- c) may be communicated by Fiera Milano to other Group companies and to trusted companies that act as data processors on behalf of Fiera Milano for the performance of technical and security activities related to the provision of the requested Service;
- d) may be transferred to third countries outside the EU only in accordance with decisions of the European Commission recognising the adequacy of the data protection legislation in force in those countries 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, if the transfer is authorised by the User or is necessary for the performance of the contract with the User or for the User's benefit.

The email address provided when requesting the Service may be used by the Data Controller not only to send information, but also to send communications relating to further editions of the NetZero event or other similar events organised by the Company, and to services similar to that requested by the User.

Data subjects may at any time (immediately or later) object to the sending of such communications by sending an objection message from the relevant mailbox to privacy@fieramilano.it.

Where the User expresses an interest, Fiera Milano may process the personal data (name, surname, e-mail, telephone, business role, company information) that they provide for by filling in the form relating to the request for information for the following additional purposes:

1. sending advertising material, direct sales, carrying out market research (including surveys on the quality of services and degree of User satisfaction) or commercial communications relating to exhibitions, events and services of Fiera Milano and other companies in the Fiera Milano Group, as well as services or products of third party companies (both those participating in exhibitions and those operating in other areas and sectors), by post, telephone, automated calling systems, fax, e-mail, SMS and MMS (direct marketing purposes);
2. automated analysis and evaluation of the User's behaviour and preferences in relation to events and services of interest (profiling purposes);
3. communication of the data to other companies in the Fiera Milano Group (see the updated list available at the following link <https://www.fieramilano.it/en/azienda.html>) – as well as to other companies, such as organisers, exhibitors, fitters, sponsors, qualified operators taking part in the Exhibition or involved in the organisation of trade exhibitions and conventions (both physical and digital) and related services – for independent processing, as data controllers, for the purposes of sending direct marketing communications about their services and products.

For the purposes described above, personal data may only be processed if the User has given their consent, which they may revoke at any time (without prejudice to the lawfulness of the processing based on the consent given before revocation). The provision of personal data and consent is, however, optional for the User, and failure to provide them has no consequences on the use of the services requested by the User.

The User's personal data may be retained for direct marketing and profiling purposes for a period of 24 and 12 months respectively from the date of termination of the Service.

The provisions of the GDPR (articles 15-22) guarantee the User the right to access their personal data at any time, to have it corrected or supplemented if it is inaccurate or incomplete, to have it deleted or to have its processing restricted if the conditions are met, to object to its processing for reasons relating to the particular situation of the same person and, in any case, to its processing for direct marketing purposes, to request the portability of the data provided if they are processed automatically for the performance of the contract or on the basis of the data subject's consent, as well as to lodge a complaint with the Italian Data Protection Authority for the protection of such rights.

To exercise these rights and for any request concerning the processing of personal data, the User may contact

- Fiera Milano S.p.A., at its operational headquarters at S.S. del Sempione 28, 20017 Rho (Milan); at the registered office in Piazzale Carlo Magno 1 20149 Milan, or by email to privacy@fieramilano.it,

- the Data Protection Officer (DPO) of Fiera Milano, at the above-mentioned postal address and email address: dpo@fieramilano.it.