

Nürnbergmesse Italia Srl

Via Renato Fucini, 5 - 20133 Milano MI- Taxpayer's number 06596090966 VAT number 06596090966

Tel. +39 02 36753260 - Email: privacy@nm-italia.it

Personal data processing privacy policy (articles 13/14 EU Regulation 679/2016, hereinafter GDPR)

Nürnbergmesse Italia srl asks for your **consent** pursuant to the GDPR regulation.

We hereby provide you with the information regarding the processing of your personal data, as required by articles 13/14 (Information to be provided to the data subject) and 15 to 22 of the GDPR (Data Subject's rights).

Data Controller: Nürnbergmesse Italia Srl located in Via Renato Fucini, 5 - 20133 Milano MI - Tel: +39 02 36753260 - Email: privacy@nm-italia.it

Purpose of data processing: Your data will be processed for the following purposes:

- The establishment and performance of the contractual agreement relating to your participation in events and exhibitions, as well as the fulfilment of all the regulatory, fiscal and administrative requirements that are instrumental, functional, related and/or in any case useful for the purposes of establishing and performing the contractual agreement, including the activities necessary for the ordinary management of exhibitions;
- Sending the data to third parties involved in the management, collaboration and organisation of the events and exhibitions and in any case in all activities concerning the necessary work of organising the events.
- Use of generic and general video and/or photographic recordings during the exhibitions and events necessary for the development and organisation of the events themselves
- Customer management
- Administration of offers, contracts, orders, shipments and invoices
- Fulfilment of tax and accounting obligations
- Quality management
- Planning activities
- Customer satisfaction surveys
- Litigation management

Legal basis of processing: for these purposes the processing of your personal data is made lawful, without the need for the specific provision of your consent, by the existing agreements between you and the Data Controller, as well as by the consequent legal obligations of Data Controller itself.

The communication of your personal data is necessary for the correct development of the relationship between you and the Data Controller. Failure to provide such data or the provision of incorrect data may make it impossible for the Data Controller to fulfil its obligations.

Consent to processing: Your personal data may instead be processed, subject to the acquisition of your consent, and without any refusal by you compromising the continuation of the relationship with the Data Controller, for the following purposes:

- Market surveys/statistics, profiling activities. Promotional activities related to products/services of your interest and the like, such as sending newsletters, direct email marketing, sending advertising and promotional material.
- Use of specific and detailed video and/or photographic recordings during your participation in events and shows

Processing methods: your personal data may be processed using the following methods:

- Processing by means of electronic computers
- Manual processing using paper files
- Outsourcing of processing operations to third parties

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Personal data recipients: your data may be communicated not only to internal staff specifically authorised to process them, but also to other third parties, in particular to:

- Mandatory public and/or private entities
- Chambers of Commerce, Industry, Crafts and Agriculture
- External collaborators and intermediaries
- Banks and credit institutions
- Forwarding agents and logistics companies
- Third parties involved in the management, collaboration and organisation of events and exhibitions and in any case in all activities concerning the necessary work of event organisation.

Your personal data will not be transferred or in any way disclosed to third countries or international organisations outside the European Union.

The personal data collected by the newsletter may also be handled by external professional collaborators who support us in marketing activities and who undertake in turn to be external data processors and not to disclose the data in any way.

The newsletter activity may be managed by software with databases partially located outside the EU and with own Privacy Policy indicated and available for reference in the subscription form.

Period of data retention: according to the terms provided by law for the retention of tax documents and in any case in compliance with the mandatory terms provided by applicable regulations.

The data provided for mailing list, newsletter and direct email marketing services will be kept for the duration of the subscriber's consent; in the event of a request to cancel the subscription, they will be removed from service and in case of request for erasure, they will be permanently deleted.

Rights of the Data Subject: Pursuant to articles 15 to 22 of the GDPR, you have the right to obtain from the Data Controller access to your personal data, the rectification and erasure of the same, the restriction and objection to their processing; you will also have the right to the portability of your personal data. If you believe that your personal data are being processed in breach of the GDPR, you are entitled to lodge a complaint with a supervisory authority, pursuant to article 77 of the GDPR. For any need, you can contact the **Data Processor** in charge of personal data security, designated by **Nürnbergmesse Italia Srl** to reply to the data subject in case of the exercising of the above-mentioned rights: Stefania Calcaterra, Via Renato Fucini, 5 - 20133 Milano MI - Tel: +39 02 36753260 - Email: privacy@nm-italia.it.

Privacy update date: 01 September 2021

**Personal DATA CONTROLLER
Nürnbergmesse Italia Srl**

Date

Legible signature of Data Subject
(in acknowledgement)

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