

## **PRIVACY NOTICE**

This privacy notice is drafted in accordance with and for the purposes of Article 13 of the European Regulation April 27, 2016, no. 679 (briefly, “GDPR”), concerning the protection of natural persons with regard to the processing of personal data, as well as the free movement of such data. It has been in force since May 4, 2016, and is directly applicable in all EU Countries from May 25, 2018.

Specifically, this notice is intended for the artisan/business (hereinafter also referred to as “the data subject”) who wishes to receive information and details for participating in the AF - Artisan in Fair event.

### **1. IDENTIFICATION AND CONTACT DETAILS OF THE DATA CONTROLLER.**

The Data Controller is GE.FI S.P.A., located in Milan, Via Achille Papa No. 30, email: [privacy-espositori-af@gestionefiere.com](mailto:privacy-espositori-af@gestionefiere.com). The Data Controller has appointed a Data Protection Officer (“DPO”) who can be contacted at the following email: [dpo@artigianoinfiera.it](mailto:dpo@artigianoinfiera.it).

### **2. PURPOSES AND LEGAL BASIS OF PROCESSING.**

The data provided by the data subject (name, surname, company name/firm, contact details and email, and as indicated in the contact form), will be processed as provided by the GDPR for the execution and to comply with the requests of the data subject, to offer and manage the requested services, for administrative operations, as well as to comply with specific legal obligations or to carry out specific tasks provided by law. The data is also processed for statistical operations in an anonymous form.

The legal basis for the above-described processing is the execution of a contract in which the data subject is a party and legal obligations.

### **3. RECIPIENTS OR CATEGORIES OF RECIPIENTS TO WHOM PERSONAL DATA MAY BE DISCLOSED.**

Data may be communicated to third parties who operate on behalf of the Data Controller. However, communication to the aforementioned subjects will occur with a guarantee of protection of the rights of the data subject as provided in the GDPR. A list of any data processors is available at the Data Controller's office.

### **4. ANY TRANSFER OF PERSONAL DATA TO A THIRD COUNTRY OR AN INTERNATIONAL ORGANIZATION WITH INDICATION OF ANY PRIVACY GUARANTEES.**

Any transfer of data outside the European Union will occur in full respect of the levels of protection and safeguard provided in the GDPR.

### **5. PERIOD OF STORAGE OF PERSONAL DATA OR CRITERIA USED TO DETERMINE SUCH PERIOD.**

The data will be stored in a form that allows identification of the data subject for a period not exceeding the achievement of the purposes pursued, compatibly with other legal obligations and in accordance with the data retention procedure adopted by the Data Controller.

### **6. RIGHTS OF THE DATA SUBJECT**

As provided by Art. 13 of the GDPR, the data subject may at any time exercise the following rights:

a) right of access, rectification, deletion, restriction, opposition: the data subject may access their data at any time, request rectification if incorrect, request the deletion of excessive data but not those required by law to the Data Controller, and may limit the access of data to certain figures;

b) right to data portability: the data subject has the right to receive personal data concerning them in a structured, commonly used and machine-readable format provided to a data controller and has the right to transmit such data to another data controller without hindrance from the data controller to whom they have provided them, exclusively in cases provided by Art. 20 of the GDPR;

c) right to withdraw consent at any time: the data subject may withdraw consent at any time, assuming the consequences, provided that the Data Controller is obliged to continue to hold the personal data subject to this processing when this is necessary to fulfill a legal obligation of the Data Controller or for the execution of a task of public interest or connected to the exercise of public authority vested in the Data Controller.

d) right to lodge a complaint with a privacy supervisory authority.

e) regarding the marketing purposes referred to in paragraph 2, the possibility remains for the data subject who has given their consent: i. to request, at any time and free of charge, the Data Controller to receive communications exclusively through traditional contact methods such as paper mail or operator calls; ii. to object, at any time and free of charge, to the processing of their personal data for the aforementioned purposes. In this case, the data subject's right to object to the processing of their personal data through automated contact methods (such as operator-less calls, electronic mail, telefax, mms or sms messages, and social networks) extends to traditional contact methods (such as operator calls, paper mail); iii. to object, at any time and free of charge, to the processing of their personal data for the aforementioned purposes only in part, i.e., expressing a choice on the contact methods.

To exercise your rights, write to [privacy-espositori-af@gestione fiere.com](mailto:privacy-espositori-af@gestione fiere.com).

#### **7. MANDATORY OR OPTIONAL NATURE OF DATA PROVISION.**

The provision of data is mandatory given the nature of the contractual relationship established between the data subject and the Data Controller.

#### **8. CONSEQUENCES OF A POSSIBLE REFUSAL TO RESPOND.**

Any refusal to provide the contractual data would not allow the provision of the related service.

**GE.FI S.P.A.**