

# **INFORMATION ART. 13 - REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of April 27<sup>th</sup> 2016 on the protection of individuals with regard to the processing of personal data and the free movement of such data.**

## **1. Introduction**

According to the law, the processing of data will be based on principles of correctness, lawfulness, transparency and protection of your privacy and your rights.

In accordance with Regulation (EU) 2016/679 of April 27<sup>th</sup> 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data, we inform you as follows.

MENS NOVA s.r.l. (the "Company") may process personal data provided by its suppliers / customers / business partners ("Entities") during the execution of an agreement / contract. This Privacy Policy describes the processing of all your Personal Data provided by the company's suppliers / customers / business partners (hereafter "Data").

## **2. Who is the Data Controller?**

The company MENS NOVA s.r.l. (P.I. 13625321008) with registered office in Via della Mura, 79 - Velletri (RM) is the Data Controller in relation to the aforementioned processing of the Data.

The person in charge of data processing appointed by the Company is Mr. Piero Fortini, but there may be included, among others, external companies that provide electronic filing and advisory services. A complete list of data processors appointed by the Company may be requested to the Company at the address indicated in Section 9 of this Privacy Policy.

## **3. What kind of data is processed by the Company?**

The category of personal data obtained can be considered as Administrative / Accounting: Name/Company Name, tax code, VAT number, address, bank details, details of company contacts (such as name, surname, e-mail address, telephone number) and similar data.

## **4. Where do the data processed by the Company come from?**

We inform you that the source from which your personal data originates is private and on the basis of the contract / act of participation in the 3rd "Rome Museum Exhibition" (aka Ro.Me - Museum Exhibition) signed by you.

## **5. For what purposes are the data processed?**

The Company processes the Data both manually and digitally by using electronic tools:

- a) For the execution of the contract / act of participation in the 3rd "Rome Museum Exhibition" (aka Ro.Me - Museum Exhibition);
- b) To protect and defend the rights of the Company, in particular the Company may disclose the Data in case disclosure is necessary to (i) protect, enforce or defend the legal rights, privacy, safety or property of the Company, its employees, agents and contractors, (ii) protect the company from fraud or (iii) for risk management purposes;
- c) For compliance with applicable laws and legal procedures and to respond to requests from competent government authorities.
- d) For the preparation, with the prior consent, of commercial, promotional, advertising and marketing initiatives, as well as the sending of advertising and / or information on the Company's products, services and initiatives, through traditional contact methods (such as paper mail, telephone, etc.) and electronic ones (such as SMS, MMS, e-mail, push notifications), marketing analysis and research carried out by Mens Nova Srl

## **6. On what legal basis are the data processed?**

Data processing has the purposes of:

- Sections 5 (a) and 5 (b) are necessary for the execution of the contract and therefore the refusal to provide the Data would prevent the conclusion of the contract / act of participation in the 3rd "Rome Museum Exhibition" (aka Ro.Me - Museum Exhibition) or, if already concluded, to continue its execution;

Section 5 (c) is necessary to comply with applicable laws and therefore the refusal to provide the Data would prevent the conclusion of the aforementioned contract / act of participation or, if already concluded, to continue its execution.

## **7. Who has access to the Data?**

The Data will be accessible only by duly authorized employees to whom the Company provides access to the Data to the extent necessary to perform their company duties.

The company may transfer your data, registered for the reasons set out in sections 5 (a) and 5 (b), to the partner FIERA di ROMA s.r.l., with sole shareholder, (P.I. 07540411001) registered office in Rome, Via Portuense n. 1645/1647, as foreseen in the regulation in the 1st "Rome Museum Exhibition" (aka Ro.Me – Museum Exhibition) delivered to you along with the related Privacy Policy provided by the FIERA di ROMA itself s.r.l. pursuant to art. 14 GDPR.

The Company may disclose the Data referred to in Section 5 (a) to third-party service providers in charge of processing Data and, where required by applicable laws, appointed as data processors (e.g. cloud service providers, services that are instrumental to the activities of the Companies, such as, but not limited to, companies providing IT services, experts, consultants and lawyers, companies resulting from possible company mergers, spin-off or other transformations) and Section 5 (b) to the competent authorities, where permitted by applicable laws.

## **8. Are the Data transferred abroad?**

Personal data will not be transferred to third countries.

## **9. Rights of the Data Subjects on their personal data:**

The interested party in relation to his / her data has the right, at any time, to:

- a) Obtain confirmation of the existence of the data and to be informed of its content and source, check its accuracy or request the correction, updating or modification;
- b) Request the cancellation, oblivion or limitation of use of any Data processed in violation of the applicable law;
- c) Oppose to the processing of data, in all cases, for legitimate reasons;
- d) Revoke at any time the consent to the processing of data, where provided, without affecting the lawfulness of the processing of data made prior to the withdrawal of consent.

In addition to the above rights, the Data Subject has the right at any time to:

- a) Requesting the Company to limit the processing of Data of Interested parties where:

- Contests the accuracy of the Data until the Company has taken sufficient steps to correct or verify its accuracy;
- The processing is unlawful, but the Data Subject does not want the Company to delete the Data;
- The Company no longer needs the Data for processing purposes, but the Data are necessary for the interested party to ascertain, exercise or defend a right in court;
- The interested party has opposed the processing for reasons of legitimate interest while awaiting verification that the Company has valid legitimate reasons to continue the treatment.

- b) Oppose to the processing of data, when based on legitimate interests;

- c) Request cancellation of data without undue delay;

- d) Receive an electronic copy of the Data ("data portability"), when the Data are processed by automated means and the processing is (i) based on the consent of the Interested Parties or (ii) necessary for the execution of the Agreement;

- e) Submit a complaint to the competent supervisory authority.

The above rights may be exercised by contacting the Company at the address indicated in the following Section 10.

**10. How can I contact the Data Controller?**

If the Data Subject or the Entity have questions about this Privacy Policy or wish to exercise the rights set forth in this Privacy Policy, they can contact the Company at the following email address: [info@mensnovasrl.it](mailto:info@mensnovasrl.it).

**11. Data retention**

The data will be stored for a period of time not exceeding that necessary for the purposes for which they were collected or subsequently processed in accordance with the provisions of legal obligations.

**12. Consent to the processing of personal data for the further purposes set out in Section 5 (d)**

For personal data processing for the further purposes set out in Section 5 (d), the Company requests consent, only for the specified purposes, by signing the following declaration. In the absence of explicit consent to the processing of the aforementioned data, participation in the event or the stipulation and / or execution of the relative contract / application for participation may not be prejudiced; however it may prevent the provision of some services promoted during and after the fair. The right to withdraw consent at any time is granted without prejudice to the lawfulness of the processing carried out before revocation.

For any clarification, the text of Regulation 679/2016 can be found at the following link: [www.garanteprivacy.it/il-testo-del-regolamento](http://www.garanteprivacy.it/il-testo-del-regolamento).

**CONSENT UNDER GDPR**

The undersigned \_\_\_\_\_, Legal Representative of \_\_\_\_\_, received, read and understood the privacy policy under art. 14 GDPR of Mens Nova S.r.l., gives its consent to the processing of personal data:

- for the purpose of the execution of the present contract (in absence of such consent the contract can not be executed)

Place and date.....

Signature.....

- For the preparation of commercial, promotional, advertising and marketing initiatives, as well as the sending of advertising and / or information on products, services and initiatives of Mens Nova Srl, through traditional contact methods (such as paper mail, telephone, etc .) and and electronic ones (such as SMS, MMS, e-mail, push notifications), the carrying out of analyzes and market research by the Data Controller.

give consent

deny consent

Place and date.....

Signature.....

Best regards,  
Mens Nova S.r.l.

**N.B.:** In case of differences between translations of this documents the Italian version shall prevail and consultable on [www.romemuseumexhibition.com](http://www.romemuseumexhibition.com)