

**PRIVACY POLICY**  
**(Pursuant to Article 14 of EU Regulation No. 679/2016)**

**1. Introduction**

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

Pursuant to EU Regulation no. 679/2016 of 27 April 2016 ("GDPR") concerning the protection of individuals with regard to the processing of personal data, as well as the free movement of such data, **in light of the fact that personal data were not obtained from the interested party**, we inform you of the following.

Fiera Roma S.r.l. (the "Company") may process the personal data of Exhibitors and their employees and / or collaborators ("Interested") provided by their business partners ("Partners") during the execution of an agreement / contract. This Privacy Policy describes the processing of all your Personal Data provided by the Company's business partners (hereafter "Data").

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

The Company Fiera Roma S.r.l. (VAT Number 07540411001), with registered office in Via Portuense, 1645/647 Rome (00148), is the Data Controller pursuant to and for the purposes of EU Regulation no. 679/2016.

The Data Processors appointed by the Company include among other external companies providing electronic filing and advisory services. A complete list of data processors appointed by the Company may be requested from the Company at the contact details indicated in Section 10 of this Privacy Policy.

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

Personal data obtained and processed by the Company may be considered as Administrative / Accounting; Company data and the relative legal representative (company name, address, telephone number, fax, email address, product sector, etc.); Billing information (bank details, etc.), Company contact details (name, surname, e-mail, 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 originate is private and, in particular, the data have been provided by Partner Mens Nova S.r.l. on the basis of the application for participation / admission in the 3rd "Rome Museum Exhibition" (aka Ro.Me – Museum Exhibition) and the related signed contract.

**5. What about Purposes are the processed?**

The Company processes the Data through manual and electronic tools:

- a) for participation in the fair and for the execution of the contract / application for participation in the 3rd "Rome Museum Exhibition" (aka Ro.Me – Museum Exhibition);
- b) to protect and defend the rights of the Company. In particular, Fiera Roma S.r.l. may disclose the Data where necessary to (i) protect, enforce or defend the rights, privacy, security 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 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 material on the Company's products, services and initiatives, through traditional contact methods (such as paper mail, telephone, etc.) and telematics (such as SMS, MMS, e-mail, push notifications), the analysis and market research carried out by Fiera Roma Srl.

**6. What legal basis are the data processed?**

Data processing for the purposes of which:

- in Sections 5 (a) and 5 (b) is required for participation in the fair event as well as for the execution of the contract / application for participation in the 2nd "Rome Museum Exhibition" (aka Ro.Me – Museum Exhibition) (Article 6, paragraph 1, letter b) GDPR) and, therefore, the refusal to provide the Data would prevent participation in the fair or, in any case, the execution of the relative contract / request;

- to Section 5 (c) is necessary to comply with applicable laws (Article 6, paragraph 1, letter c) GDPR) and, therefore, refusal to provide the Data would prevent the participation in the fair event again or, in any case, the execution of the relative contract / question;
- Section 5 (d) is executed on the basis of consent (Article 6, paragraph 1, letter a) GDPR) whose non-conferment does not prejudice in any way the participation or, in any case, the execution of the contract / application of participation in the event being able, however, to prevent the provision of some services promoted during and after the fair.

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

The Data will be accessible, to the extent that this is necessary for the performance of its activities, only by the employees and / or collaborators of Fiera Roma S.r.l. duly authorized and to which the Company has provided specific indications regarding the confidentiality and protection of personal data.

The Company may disclose the Data to: (a) third-party service providers, in charge of processing activities and, where required by applicable laws, appointed as data controllers (eg, cloud service providers, service providers of the Company, such as, by way of example, companies providing IT services, experts, consultants and lawyers, companies resulting from possible mergers, demergers or other transformations) and (b) competent authorities, where permitted by applicable laws.

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

Personal data will not be transferred to third countries.

## **9. Are the data subjects entitled to personal data?**

The interested party has the right to obtain confirmation of the existence or not of personal data concerning him, and has the right to obtain information:

a) of the origin of personal data;

b) of the purposes and methods of the processing;

c) of the logic applied in case of treatment carried out with the aid of electronic instruments;

d) of the identification details of the owner, of the managers and of the designated representative;

e) of the subjects or categories of subjects to whom the personal data may be communicated or who can learn about them as appointed representative in the territory of the State, managers or agents.

The interested party also has the right to obtain:

f) updating, rectification or, when interested, integration of data;

g) the limitation of the processing in cases of dispute on the accuracy of data, opposition to the processing or cancellation of personal data against the holder, as well as for the assessment, exercise or defense of a right in court;

h) cancellation, transformation into anonymous form or blocking of data processed unlawfully, including data whose retention is unnecessary for the purposes for which the data were collected or subsequently processed;

i) the attestation that the operations referred to in letters f) and h) have been brought to the attention, also with regard to their content, of those to whom the data have been communicated or disseminated, except in the case where this fulfilment is it proves impossible or involves a use of means manifestly disproportionate to the protected right;

j) in a structured format, commonly used and readable by automatic device, the personal data provided and to transmit them, directly or through the holder, to another data controller (so-called data portability).

The interested party also has the right to object, in whole or in part:

k) for legitimate reasons, the processing of personal data concerning him / her, even though they are relevant to the purpose of the collection;

l) to the processing of personal data concerning him for the purpose of sending advertising or direct sales material or for carrying out market research or commercial communication.

If the interested party considers that his / her rights have been violated by the holder and / or by a third party, he / she is entitled to lodge a complaint with the Authority for the protection of personal data and / or with another competent supervisory authority of the GDPR.

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 interested party has questions about this Privacy Policy or wishes to exercise the rights provided by this Privacy Policy, he may contact the Company at the following e-mail address [privacy@fieraroma.it](mailto:privacy@fieraroma.it) or fax number 0665074472.

#### **11. How long will personal data be stored?**

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 the 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 Fiera Roma 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 Fiera Roma S.r.l., 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.

I give consent

I deny consent

Place and date.....

Signature.....

**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)