

# **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**

## **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. 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. Type of data subject to processing**

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. Origin of the data**

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 to the "*Ro.Me Museum Exhibition*" (aka RO.ME) and the related signed contract.

## **5. Purposes of the processing**

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 "*Ro.Me Museum Exhibition*" (aka RO.ME);
- 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. Legal basis for the processing**

Data processing for the purposes of which:

- 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 "*Ro.Me Museum Exhibition*" (aka RO.ME) 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. Scope of communication and dissemination**

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. Transfer of data to third countries**

Personal data will not be transferred to third countries.

## **9. Rights of the Data Subjects**

In relation to the data subject of the processing referred to in this information, the data subject is granted at any time the right to:

- Access (art. 15 EU Regulation n. 2016/679);
- Correction (art. 16 EU Regulation n. 2016/679);
- Cancellation (art. 17 EU Regulation n. 2016/679);
- Limitation (art. 18 EU Regulation n. 2016/679);
- Portability, understood as the right to obtain data from the data controller in a structured format commonly used and readable by automatic device to transmit them to another data controller without hindrance (Art. 20 EU Regulation No. 2016/679);
- Opposition to processing (Art. 21 EU Regulation No. 2016/679);
- Withdrawal of consent to processing, without prejudice to the lawfulness of the processing based on the consent acquired before the revocation (art. 7, par. 3 EU Regulation No. 2016/679);
- Lodge a complaint with the Data Protection Authority (art. 51 EU Regulation No. 2016/679)

## **10. Exercise of the data subject rights**

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. 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 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.

give consent

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)