

ENGLISH VERSION

### **Information on the Processing of Personal Data by Priority Accreditation**

In compliance with the provisions of European Regulation 2016/679 (hereinafter referred to as GDPR) and the Privacy Code, (i.e. D. Lgs. 196/03 as amended by D. Lgs. 101/201-) we inform you that your data will be processed by the organiser of the event Mipel The Digital Show, the company Aimpes Servizi s.r.l. a socio unico, with registered office in Milan via Alberto Riva Villasanta 3, - as Data Controller (hereinafter referred to as the Data Controller or Aimpes).

You can contact the Data Controller for any and all needs and/or clarifications in relation to the processing of personal data at the following addresses: telephone +39.02.58451.1; email address [privacy@mipel.it](mailto:privacy@mipel.it) . As required by Art. 12 GDPR, the Data Controller adopts the following informative note as a measure to provide the digital journalist of the trade fair event - from now on just GD - with the information as per Art. 13 GDPR and the communications as per Articles 15 to 22 and 33 to 34 GDPR relating to the processing of data provided to access the Mipel the Digital Show as a GD.

Therefore, in relation to the above, the Data Controller informs GD that the Personal Data provided by filling in the online form to accredit to the online event, all data not included in the "special categories of personal data" as listed and described in Art. 9 GDPR, concerning the same (even in the case of a person operating as a sole proprietor, small businessman, professional) or in the case of the newspaper for which he works or colleagues, will be processed in accordance with the provisions of the GDPR.

The processing is carried out on the basis of the principles applicable to the processing of personal data as described in Article 5 GDPR (i.e. principles of correctness, relevance, transparency, adequacy, protection of confidentiality and rights, etc.), and on the basis of the conditions of lawfulness provided for in Article 6 GDPR, for the purposes inherent to the relationship established with the Controller. The legal basis that makes the processing lawful is represented by the filling in of the accreditation form for access as a GD to "Mipel The Digital Show" and for the discretionary use of the services present on the platform (legal basis: art 6 paragraph 1 letter b).

The processing of the data provided to the Controller in order to allow the execution of the contract, may include the creation of UserID and Password to access the platform, the organisation, storage, creation of anonymous statistics, consultation, processing, insertion of your data in the platform and the subsequent extraction to transfer them to crm, the creation and inclusion of your data in the list of participating journalists, processing in the EU and non-EU territory in the sole cases governed by Articles 45, 46 and 49 paragraph 1 letter B and / or C GDPR, modification following your request, cancellation, communication to their Authorized, communication to the Association Assopellettieri, ICE-Agenzia and the Ministry of Foreign Affairs and International Cooperation. B and/or C GDPR, the modification following your request, the cancellation, the communication to your Authorised Parties, the communication to the Assopellettieri Association, ITA-Italian Trade Agency and the Ministry for Foreign Affairs and International Cooperation (MAECI), to subjects who can access the data by virtue of a legal provision or EU regulations, within the limits provided for by the law, to subjects who need to access the data for purposes auxiliary to the relationship and in terms strictly necessary to carry out the auxiliary tasks entrusted to them, as well as to third party companies appointed as Data Processors pursuant to Art. 28 GDPR, for administrative, accounting and/or organisational purposes and/or platform management and maintenance, always in relation to the management of the exhibition activity, to consultants of the Data Controller including, for example: the Ad Mirabilia press office, the company BAEMI s.r.l., developer of the exhibition platform and the company BAEMI s.r.l., the company that

develops the exhibition platform. the company BAEMI s.r.l., developer of the exhibition platform and appointed as Data Processor pursuant to Art. 28 GDPR. Furthermore, the Data Controller will use the company/professional e-mail address provided during registration to send soft spam communications (legal basis: art 130 Privacy Code) including, for example: communication of the dates of the next editions of both the digital and physical exhibition, MIPEL, or of events connected to them. The interested party may object to this processing at any time by following the instructions contained in the footer of the e-mail communications or by sending an e-mail to [privacy@mipel.it](mailto:privacy@mipel.it), inserting in the subject line of the e-mail "no soft spam" and in the body of the communication the account on which you do not wish to receive communications.

Within the Accreditation Form, GD is asked if he has been invited to the online Event through ITA-Italian Trade Agency. Aimpes keeps track of this answer, which you are absolutely free to give or not, to report it to ITA-Italian Trade Agency together with your personal data so that the latter, in its capacity as Controller in its own right, can carry out statistics.

It is understood between the parties that the provision in the registration form for the virtual event of a positive response in having been invited to the event through ITA-Italian Trade Agency represents your consent to the communication to ITA-Italian Trade Agency of both your affirmative response and your personal data, your consent is expressed through positive action unequivocal under Article 4 paragraph 11 GDPR.

The Data Controller will also use the data you provide to enable you to use the services (i.e.: WHEREBY <https://whereby.com/>, Webinar, a tool to arrange appointments: Calendly <https://calendly.com/> and area Contact) provided via the platform, herewith GD is informed that:

- 1) In the Contact Area of the platform, you will find specific information on the processing of your personal data.
- 2) In relation to WHEREBY, the platform dedicated to virtual meetings, all those who decide to make use of it, in their capacity as Users, will make it possible for all other Users connected during the virtual meeting to become aware of certain data and therefore, in the event, to collect the same. Therefore, in relation to the data that all Users will share during the meetings, each User undertakes to process them for the sole purpose of re-contacting the subjects with whom the meeting took place and within the following limits:

management, organisation, storage, use, communication to the members of the company and/or group as well as to the persons in charge ex art. 28 GDPR, destruction and modification of the processed data following a report by the interested party, consultation, communication of some and sporadic initiatives related to the activity carried out during the virtual fair event.

Therefore, the user of the service who acquires data during the call undertakes to process the data only for those purposes (given the prerequisites) for which explicit consent is not required and at the same time, through the use of the service, undertakes to allow such use in order to implement the contractual relationship.

These data may only be stored for one year, after which they must be deleted.

It is understood that the rights listed in the GDPR in Articles 15 to 22 shall be exercised directly against the Users, given their status as autonomous Holders of the data received following the use of the platform services.

This is without prejudice to the right of users to prepare a notice to be given to other users.

The Controller also reminds you that it will be possible for the exhibitor organising the virtual meeting as Host/Co-Host to register the video meeting only and exclusively following the explicit consent given by all the participants and collected directly during registration; therefore, if you do not wish to be registered, it will be sufficient to oppose it, so the videocall will not be registered. The Controller also confirms that the registration can only be made by the exhibitor, and that no trace will remain on the platform itself,

but only on the exhibitor's device. The registration will be stored by the exhibitor for 1 year.

This is without prejudice to the right of users to prepare a notice to be given to other users.

- 3) During the Webinars, depending on the events and at the discretion of the Controller, the questions asked may be recorded for which reason it should be noted that the question may be formulated in an anonymous format. Webinars will also be available on demand on the Platform and disseminated on the Controller's social channels. On this point, please note that it will not be possible to take part in the webinars with the camera on,

The processing listed above may take place both in paper form and by electronic means by persons specifically authorised to do so. As required by Art. 13, paragraph 2, letter F, the Data Controller confirms that processing is NOT carried out on the basis of an automated decision-making process, nor is profiling carried out as outlined in Art. 4 n 4 GDPR.

The conferment of the Data is optional, however, any refusal by GD to provide even data that does not require specific consent will result in the failure to continue the relationship and therefore will compromise participation in the Digital fair. Please note that by continuing to fill in and send the accreditation form GD concludes the contract and therefore allows the Controller to process the data provided.

The Data Controller observes appropriate security measures as provided for in Article 32 GDPR to prevent the loss of data, unlawful or incorrect use and unauthorised access.

As required by Art. 13 paragraph 2 letter a GDPR, GD is advised that the Data will be kept for 10 years, in order to meet legal and administrative requirements. In the event that GD exercises the right to object, the Data Controller will carry out what is requested within the technical timeframe only.

In relation to the Digital Event, the Data Controller informs you that the platform on which the digital event will take place is managed by Baemi s.r.l., which will act as Data Processor pursuant to Article 28 of the GDPR. The company, in turn, makes use of some leading suppliers in the technological market, which in turn are independent Data Controllers and carry out processing on your data in order to be able to provide the best functionality of the platform. The Controller informs you that, should you decide to use some of the services available in the platform, in order to fulfil the contractual obligations, some of your data may be processed in non-EU territories. (legal basis of the processing art. 49 paragraph 1 letter C GDPR). It is understood that it is at your discretion to use or not the services and that your choice will not compromise your participation in the online event.

For further information on the personal data processing policies of both Baemi s.r.l. and its technological partners that guarantee the functionality of our platform, we invite you to write to [privacy@mipel.it](mailto:privacy@mipel.it) and we will provide you with the information you require.

### **Rights of the persons concerned**

The Data Controller hereby informs you that GD is guaranteed the right to rectification pursuant to Art. 16 GDPR, the right to be forgotten pursuant to Art. 17 GDPR, the right to restriction of processing pursuant to Art. 18 GDPR as well as the right to access the personal data supplied and all consequential information as listed under Art. 15 GDPR; to exercise the rights listed above or to obtain further information, simply send an e-mail to the following address: [privacy@mipel.it](mailto:privacy@mipel.it) . Once the data controller has processed the information received, it will send a reply within the terms indicated in Art. 12 point 3 GDPR.

It is also entitled to:

- 1) to ask the data controller for the rectification and/or erasure of their personal data or the

restriction of their processing or to object to their processing;

2) to data portability pursuant to Art. 20 GDPR;

3) where the processing is based on Article 6(1)(A) or Article 9(2)(A), to withdraw consent at any time without affecting the lawfulness of the processing based on the consent given before the withdrawal;

4) ex Art. 21 GDPR, object at any time, for reasons related to his or her particular situation, to the processing of the Data for the pursuit of the legitimate interest of the Controller or of third parties;

5) ex Art. 22 GDPR a Right not to be subjected to a decision based solely on automated processing which produces legal effects or significantly affects him/her.

Please note that you can exercise your right to object to soft spam and/or customer satisfaction either by following the instructions in the footer of the mail or in the following way:

- send an e-mail to [privacy@mipel.it](mailto:privacy@mipel.it), indicating in the subject line of the e-mail 'no soft spam' and in the body of the communication the account on which you do not wish to receive communications;

We are entitled to refuse to comply with your cancellation request for one of the following reasons:

- to exercise the right to freedom of expression and information;
- to fulfil legal obligations or perform a task in the public interest or exercise official authority;
- for reasons of public health in the public interest;
- for archiving, research or statistical purposes;
- to exercise or defend a legal right.

The Data Subject is also entitled to lodge a Complaint with the Italian Data Protection Authority ([www.garanteprivacy.it](http://www.garanteprivacy.it)) or with the Data Protection Authority of the EU Member State in which the Data Subject usually resides or works, or of the place where the alleged breach has occurred, in relation to a processing operation that the Data Subject considers non-compliant (on this point, it is advisable to check the procedure on the website of the competent Data Protection Authority; for Italy: <https://www.garanteprivacy.it/>).

If the Data Controller suffers a breach as defined in articles 33/34 involving a risk for the rights and freedoms of natural persons (data breach), it will - if necessary - notify the Guarantor Authority and communicate the event to all those concerned.

It is understood that when GD fills in the online accreditation form with the data requested, it shall also be held liable in relation to the correctness and truthfulness, furthermore, in the event that data relating to third parties is provided, it shall assume responsibility for the correctness and truthfulness as well as the possibility of communicating the same and shall guarantee that the same can be lawfully used by the Controller and shall hold the Controller harmless from any and all claims that may arise, also holding the Controller harmless from any request for direct and/or indirect damages.

The Data Controller, in accordance with the provisions of Art. 13 paragraph 3 GDPR, also informs the data subject that if it intends to further process the personal data for a purpose other than that for which they were collected, prior to such further processing it will provide the data subject with information regarding such different purpose and any further relevant information, collecting, if necessary, specific consent.