

## Privacy Policy - Processing of personal data relating to a quote request for the PRINT4ALL exhibition

*Article 13 of Regulation (EU) 2016/679 - General Data Protection Regulation*

The personal data provided by the User by filling in the form relating to a quote request (hereinafter also, the "Service") in relation to the **PRINT4ALL** exhibition (the "Exhibition"), marked as compulsory (name, surname, email, telephone, company, VAT number, sector of interest), are collected and processed by Fiera Milano S.p.A., by ACIMGA - Associazione Costruttori Italiani Macchine per l'industria Grafica, cartotecnica, cartaria di trasformazione e Affini; C.P.A. S.p.A. - Centro Promozionale Acimga; 4IT Group s.r.l.; A.R.G.I. - Associazione Fornitori Industria Grafica, who jointly organise the aforesaid Exhibition and act as Joint Data Controllers, pursuant to Art. 26 of Regulation (EU) 2016/679 (General Data Protection Regulation or GDPR), in relation to the performance of their respective activities (hereinafter, the "Joint Data Controllers" or "our Companies"), in order to provide the requested Service and to carry out the administrative, organisational and technical activities necessary for the provision of the same and, in their absence, the quote request procedure cannot be completed.

The Joint Data Controllers acknowledge that they have appointed a Point of Contact (hereinafter referred to as PoC) identified as Fiera Milano S.p.A. which can be reached at the following addresses: registered office: Piazzale Carlo Magno no. 1, 20149 Milan, Italy; Administrative headquarters: Largo Metropolitana no. 5, 20017 Rho (MI), Italy C.P. 141 20017 Rho; Operational headquarters: Strada Statale del Sempione no. 28, 20017 Rho (MI), Italy - [privacy@fieramilano.it](mailto:privacy@fieramilano.it).

The User may also freely decide to provide certain additional data (e.g. country, city, business, website), which may serve to improve or personalise the Service: providing additional data is optional for the latter purposes, and failure to provide them will not affect the use of the requested Service.

The condition that makes the processing of personal data for the request for a quote lawful is that indicated in Art. 6, para. 1, lett. b) of the GDPR, i.e. the execution of pre-contractual measures taken at the request of the data subject.

In addition to this purpose, the Joint Data Controllers may also process the personal data of data subjects to ascertain, exercise or defend their rights in court. In this case, the condition that makes the processing of personal data lawful is the one indicated in Art. 6, para. 1, lett. f) of the GDPR, i.e. the legitimate interest of the Joint Data Controller in defending its rights in court in the event of disputes or litigation.

For the purposes outlined above, the User's personal data:

a) Shall be processed by the Joint Data Controllers, including by means of electronic instruments, mainly computerised procedures and methods suitable to ensure the security and confidentiality of personal data, and, for the Service, they may be kept for the duration of the Exhibition, as well as, in the event of disputes or litigation, for the period of prescription of the rights exercisable in the matter.

b) may be disclosed to employees and collaborators of our Company authorised to do so and belonging to the structures responsible for carrying out administrative, technical and security activities connected with the provision of the Service requested or to the possible management of disputes or litigation;

c) may be communicated by the Joint Data Controllers to other companies in the Fiera Milano Group and trusted companies that act as data processors on behalf of the Joint Data Controllers for the performance of administrative, technical and security activities connected with the provision of the requested Service or the management of any disputes or litigation;

d) may be transferred to third countries outside the EU only in accordance with decisions of the European Commission recognising the adequacy of the data protection legislation in force in those countries or on the basis of adequate safeguards (such as standard contractual clauses or binding corporate rules for groups) or, in the absence of such conditions, if the transfer is authorised by the User or is necessary for

the performance of the contract with the User or for the User's benefit.

The provisions of the GDPR (articles 15-22) guarantee the User the right to access their personal data at any time, to have it corrected or supplemented if it is inaccurate or incomplete, to have it deleted or have its processing restricted if the conditions are met, to object to its processing for reasons relating to the particular situation of the same person and, in any case, to its processing for direct marketing purposes, in any case, to the processing of data for the purposes of direct marketing, to request the portability of the data provided if they are processed automatically for the performance of the contract or on the basis of the data subject's consent, and to lodge a complaint with the Italian Data Protection Authority for the protection of such rights. For any clarification or request regarding the processing of personal data concerning them, the Data Subject may contact Fiera Milano S.p.A. at the above-mentioned addresses, which have also been identified by the other Joint Data Controllers as the point of contact for the management and response to requests from data subjects to exercise the aforementioned rights. Please also note that Data Subjects may also contact the Data Protection Officer (DPO) of Fiera Milano S.p.A. at the following email address: [dpo@fieramilano.it](mailto:dpo@fieramilano.it). Data subjects may also contact the other Joint Data Controllers for the purposes and activities falling within their respective spheres of competence at the addresses indicated below.

ACIMGA - Piazza Castello 28, 20121 Milan - [info@acimga.it](mailto:info@acimga.it)

C.P.A. - Piazza Castello 28, 2021 Milan - [info@acimga.it](mailto:info@acimga.it)

ARGI – Via Cassanese 224, 20054 Segrate (MI) – [segreteria@argi.it](mailto:segreteria@argi.it) – [info@argi.it](mailto:info@argi.it)

4IT Group - Via Cassanese 224, 20054 Segrate (MI) – [amministratore@pec.4itgroup.it](mailto:amministratore@pec.4itgroup.it) – [info@4itgroup.it](mailto:info@4itgroup.it)

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