

## Processing of the User's personal data for commercial purposes

In compliance with Article 13 of Regulation (EU) 2016/679 - General Data Protection Regulation (GDPR), Fiera Milano S.p.A. and 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 (hereinafter also referred to as "Joint Data Controllers" or "our Companies") intend to provide the User with some information regarding the processing of personal data concerning them for commercial or marketing purposes.

Where the User is interested, the Joint Data Controllers may process the personal data required for the request for quotation for the Exhibition (name, surname, email, telephone, company, VAT number) and the other personal data provided by the User may also be processed for the following additional purposes:

1. sending advertising material, direct sales, carrying out market research (including surveys on the quality of services and the degree of User satisfaction) or commercial communications relating to exhibitions, events and services of the Joint Data Controllers, as well as services or products of third party companies (both participants in exhibitions and also operating in other fields and sectors), by post, telephone, automated calling systems, fax, email, sms, mms (direct marketing purposes);
2. automated analysis and evaluation of the User's behaviour and preferences in relation to events and services of interest (profiling purposes);
3. communication of the User's personal data to other companies in the Fiera Milano Group (an updated list of which is available at the following link <https://www.fieramilano.it/azienda.html>), as well as to other companies, such as 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, exhibitors, stand builders, sponsors, qualified operators taking part in the Exhibition or operating within the framework of the organisation of exhibition events and conventions (both physical and digital) and related services, for independent processing, as holders, for the purpose of sending direct marketing communications of their services and products.

For the purposes described above, personal data may only be processed if the User has given their consent (Art. 6, para. 1, lett. a) of the GDPR), which they may revoke at any time (without affecting the lawfulness of the processing based on the consent given before revocation). The provision of personal data and consent is, however, optional for the User, and failure to provide them has no consequences on the use of the services requested by the User.

The User's personal data may be retained for the purposes of direct marketing (No. 1) and profiling (No. 2) for a period of 24 and 12 months respectively from the date of acquisition of consent. With regard to purpose No. 3, the User's personal data may be retained until consent is revoked.

For the aforementioned purposes, the User's personal data may be made known to authorised personnel of our Companies belonging to the structures in charge of carrying out administrative, technical and security activities related to the aforementioned purposes.

Personal data may also be communicated by the Joint Data Controllers and disclosed to other companies in the Fiera Milano Group and service companies (e.g. IT and telematics service companies, exhibition service providers, call centres, research companies, etc.) acting as data processors on behalf of Fiera Milano S.p.A. and the Joint Data Controllers.

Personal data 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 data at any time, to have it corrected or supplemented if it is inaccurate or incomplete, to have it deleted or to 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, 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, as well as to lodge a complaint with the Italian Data Protection Authority for the protection of such rights.

For the exercise of the rights indicated above and any further information regarding the processing of personal data, the User may contact the Point of Contact (the "PoC") identified by the Joint Data Controllers as Fiera Milano S.p.A. with registered office in S.S. del Sempione 28, 2019 Rho (Milan) and registered office in Piazzale Carlo Magno, at the email address: [privacy@fieramilano.it](mailto:privacy@fieramilano.it).

Please also note that the User may contact the Data Protection Officer (DPO) of Fiera Milano S.p.A. by sending an email to [dpo@fieramilano.it](mailto:dpo@fieramilano.it). You 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)

Updated 14/10/2024