

**PRIVACY NOTICE PURSUANT TO ART. 13 OF THE REG. (EU) 2016/679 ("GDPR") ON THE DATA PROCESSING RELATED TO THE PARTECIPATION IN THE EVENT AND PHOTO/VIDEO SHOOTING**

Veronafiere S.p.A. provides you with the information requested by GDPR concerning the processing of personal data you provided for the participation in the event (hereinafter referred to as "**Event**").

**1. Data controller**

Data controller is **Veronafiere S.p.A.**, Viale del Lavoro, 8, 37135 - Verona VR (hereinafter referred to as "**Veronafiere**" or "**Controller**")

**2. Data protection officer (DPO)**

You can contact the DPO at the email address [dpo@veronafiere.eu](mailto:dpo@veronafiere.eu)

**3. Data processing purposes, legal basis and data retention**

<b>WHY IS YOUR PERSONAL DATA BEING PROCESSED?</b>	<b>WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL?</b>	<b>HOW LONG DO WE KEEP YOUR PERSONAL DATA?</b>
In order to allow the <b>registration and the participation in the Event</b> .  In the case of use of the Event app, one of the services offered by registering for the Exhibition helps visitors contact exhibitors of interest ("match"). This involves disclosing personal data (name, surname, e-mail address) of the former to the latter. This occurs when visitors show the QR-Code on their Exhibition entrance tickets to an exhibitor, so that the latter can acquire data through the Exhibition app.	The performance of the <b>contract</b> to which the data subject is party.	For the duration of the contract and for the following 10 years.
For <b>the fulfilment of accounting, tax and other legal obligations</b> .	The compliance with a <b>legal obligation</b> to which the Controller is subject.	
For <b>the establishment, exercise or defence of legal claims</b> by the Controller (including credit collection).	The <b>legitimate interest</b> of the Controller.	For the length of the dispute.
In order to <b>send promotional communications</b> regarding the new editions of the Event as well as other initiatives organised by Veronafiere, including physical ones, relating to the field to which the Event refers.	The <b>legitimate interest</b> of the Controller (the so-called "soft spam" pursuant to art. 130.4, d. lgs. 196/03, "Privacy"), taking into consideration the visitors' interest in being informed about new editions of the Event as well as initiatives in the same field.	Until the data subject's objection.
In order to carry out <b>direct marketing activities</b> : performing market research and sending communications, information, newsletters and advertising material, generally concerning exhibitions organised by Veronafiere and companies belonging to the same group or concerning third parties' services or products related to the Event, using both automated (e-mail, apps, messaging, social networks) and traditional contact methods (paper mail, operator calls).	The <b>consent</b> of data subject.	Until the withdrawal of consent.

To <b>disclose data to third parties</b> acting in the field to which the Event refers <b>for their own marketing purposes</b> (commercial / advertising communications will be sent by third parties).	The <b>consent</b> of data subject.	Until data are disclosed to third parties, without prejudice to the right to object of data subject against third parties.
In order to <b>document – for archiving and/or commercial purposes – the event</b> with photo/video shooting (which may incidentally include images of people participating in the event).	The <b>legitimate interest</b> pursued by the Controller, which – as assessed through the “balancing of interests” referred to in Art. 6.1, lett. f) GDPR – overrides the interests, rights and freedoms of the data subject.	<b>For 5 years.</b> Except for extraordinary circumstances that justify its extension (for example relating to the public relevance of the event and/or the characters portrayed).
In order to <b>document – for commercial purposes – the event with photo/video shooting</b> (which may incidentally include images of people participating in the event). This includes publication and dissemination through the Data Controller’s official communication channels, such as the institutional website and social media platforms (e.g., Facebook, Instagram, LinkedIn).	The <b>legitimate interest</b> of the Controller, which – as assessed through the “balancing of interests” referred to in Art. 6.1, lett. f) GDPR – overrides the interests, rights and freedoms of the data subject.	As long as necessary to achieve the purposes for which the data are processed, and, in any case, until data subject’s objection.
In order to perform <b>customer satisfaction surveys</b> aimed at getting information on the quality of Veronafiere services.	The <b>legitimate interest</b> of the Controller to enhance its services based on customers’ feedback.	Until elaboration of the surveys’ anonymized results.

Once the above data retention terms have expired, data will be destroyed or anonymized, compatibly with the technical timing required for erasure and backup.

#### 4. The provision of data

The provision of data highlighted with an asterisk in the registration form is necessary for the registration. Otherwise it will not be possible to participate in the Event.

Visitor data will be communicated:

- to selected exhibitors following a "match" request as described above;
- provided that pertinent consent has been given, to third parties operating in the same sector as the Event who will treat such data as independent data controllers for their marketing purposes

Data may be disclosed to parties acting as controllers (such as public authorities, professional firms).

Data may be processed, on behalf of the Controller, by third parties, appointed as Data Processors pursuant to art. 28 of GDPR, carrying out activities that are functional or related to the Event (e.g. banks, IT services providers, ticketing companies, marketing and communication companies, etc.).

#### 7. Data subjects’ rights

Data subjects shall have the following rights:

- i) to access data concerning them in accordance with Article 15 GDPR;
- ii) to obtain the rectification of inaccurate data;
- iii) to have incomplete data completed;
- iv) to obtain the erasure of data in the cases provided for by Article 17 GDPR;
- v) to obtain restriction of processing in the cases provided for by Article 18 GDPR;
- vi) to object at any time, on grounds relating to his/her own particular situation, to the processing carried out in the legitimate interest of the Controller and, in particular, where data are processed for direct marketing purposes;
- vii) where the processing is based on consent or contract and is carried out by automated means, to receive data in a structure commonly used and machine-readable format and to transmit those data to another controller without hindrance from the controller to which the personal data have been provided (the right to data portability);
- viii) to withdraw the consent at any time, without prejudice for the processing lawfully carried out before such withdrawal (e.g. for marketing purposes).

In order to exercise Your rights, You can contact the Controller by sending a written communication to the above address or an e-mail to [privacy@veronafiere.it](mailto:privacy@veronafiere.it).

Data subjects shall have the right to lodge a complaint with the competent supervisory authority in the Member State of his or her habitual residence, place of work or place of the alleged infringement.

*Last update: May 2025*