

## Information notice pursuant to and for the purposes of art. 13 of the Regulation (EU) 2016/679 (“GDPR”)

According to art. 13 of the Regulation (EU) 2016/679 (General Data Protection Regulation) we provide you with the information concerning the processing of personal data provided by filling in the registration form for the 34.BI-MU.

### 1) Subjects of the processing

**DATA CONTROLLER** pursuant to articles 4 and 24 of Reg. (UE) 2016/679 is **EFIM-ENTE FIERE ITALIANE MACCHINE SPA**, with registered address at Viale Fulvio Testi 128 – 20092 Cinisello Balsamo (MI), e-mail contact: [privacy@ucimu.it](mailto:privacy@ucimu.it), in the person of the President – legal representative.

**DATA PROTECTION OFFICER (DPO)**: The Data Controller appointed a DPO pursuant to articles 37 - 39 of Reg. UE 2016/679.

The e-mail contact of DPO is: [rdpefim@ucimu.it](mailto:rdpefim@ucimu.it).

### 2) Purposes and lawfulness of the processing

The personal data provided, will be processed in respect of the principle of lawfulness of the processing pursuant to article 6 Reg. UE 2016/679 for the purposes indicated here below:

#### a) Management of data processing concerning:

- registration to **34.BI-MU** exhibition as visitor by filling in specific forms. **LEGAL BASE**: Contract – art. 6, paragraph 1 letter b) GDPR. **DATA RETENTION**: 3 years since the end of the exhibition;
- until your opposition, sending informative and promotional e-mails managed by UCIMU Sistemi per Produrre and CEU – Centro Esposizioni Ucimu S.p.A. on behalf of the Data Controller – using the e-mail address provided by filling in the registration form. The abovementioned emails will concern the same exhibition.(BI-MU). **LEGAL BASE**: Legitimate interest: art. 6, paragraph 1, letter f) GDPR (soft spam), pursuant to article 130, paragraph 4 of legislative Decree 196/2003, as amended by Legislative Decree 101/2018.. **DATA RETENTION**: until your objection if earlier.

#### b) Management of data processing concerning:

- prior consent and until objection, processing of your personal data for marketing activities, market researches, promotional activities, sample researches and direct sales, in order to receive - through e-mail, fax, MMS, SMS, operator’s calls to the company’s number that you gave us during the registration and paper mail to company address (these two are defined as “traditional means”)- informative, in order to analyze of the degree of satisfaction, promotional, commercials material concerning events of the Data Controller and events and initiatives promoted and advertised by **EFIM-ENTE FIERE ITALIANE MACCHINE SPA**. **LEGAL BASE**: Consent, art. 6, paragraph 1, letter a) GDPR **DATA RETENTION**: until consent withdrawal.

#### c) Management of data processing concerning:

- prior consent and until opposition, transmission of your personal data to Third Parties for marketing activities, market researches, promotional activities, sample researches and direct sales, in order to receive - through e-mail, fax, MMS (Multimedia Messaging Service), SMS (Short Message Service), other types of messages and also operator’s calls and paper mail, - informative, promotional, commercial and advertising material, or concerning events and initiatives of the Third parties. These third parties operate in the exhibition field (for instance FIERA MILANO), in the related information field, or they carry out activities aimed at promoting italian companies (ICE).

The full list of product sectors is available by sending an email to the following address [privacy@ucimu.it](mailto:privacy@ucimu.it). **LEGAL BASE**: Consent, art. 6, paragraph 1 letter a) GDPR. **DATA RETENTION**: once you gave your consent to the transmission of you data and your data are transmitted, you can exercise your rights only against the new Data Controller. Instead, you can always withdraw your consent to EFIM- ENTE FIERE ITALIANE MACCHINE SPA if the data has not yet been transferred.

#### d) Management of data processing concerning:

- Dissemination of personal data including image (photos/audio-video) for promotional and commercial activities aimed at publicizing the exhibition. The dissemination will take place through various communication tools and channels such as, but not limited to, magazines, brochures, presentations, websites, pay per view, web platforms, social networks, blogs, media, online and offline media in general.

About the processing of personal data carried out by the operators of the Social Media platforms used by the Data Controller, please also refer to the information rendered by them through their respective privacy policies. **LEGAL BASE**: Legitimate interest, Art. 6 par. 1 lett. f) GDPR. For more information about the *Legitimate Interest Assessment* you can write to [privacy@ucimu.it](mailto:privacy@ucimu.it). **DATA RETENTION**: Until your objection. Use of the paper/audio-video material will take place until the stock of the material produced is exhausted, or until you explicitly request cancellation, whichever is earlier.

### 3) Recipients or categories of recipients of personal data

Your personal data will be communicated to third parties that act as Data Processors pursuant to articles 28 of GDPR, and/or person acting under the authority of the controller or of the processor pursuant to article 29 GDPR, as well as to parties that operate in complete autonomy as separate Data Controllers.

Personal data might be communicated to the following categories:

- other companies within the UCIMU group;
- subjects that provide services for the management of the information system used by the Data Controller and the telecommunications networks;
- subjects that collaborate with the Data Controller for the organization, management, implementation and execution of activities related to **34.BI-MU** (FIERA MILANO);
- exhibitors at the fair by scanning the visitors’ business card (the exhibitor will be able to view the data provided at the time of registration and will process it as an independent data controller);
- freelancers, firms or companies in the field of assistance and consultancy relationships;
- external parties such as photographers, web designers, web agencies, graphic designers, print agencies, social networks and social network page managers;
- competent authorities for fulfilling legal obligations and/or provisions of public bodies, upon request;

The updated list of designated Data Processors is available by sending an email to the Data Controller as indicated in the premises.

#### 4) Data transfer to a third country and/or international organization

Your personal Data will not be transferred to countries outside the European Economic Area (EEA). The Controller points out that in the case of dissemination on social networks, the transfer of personal data outside the EEA countries will be handled as stipulated in the general conditions and privacy policies of the relevant social networks.

#### 5) Nature of data provision and refusal

Provision of personal data for purpose **a)** indicated above is **necessary** to complete the registration of **34. BI-MU** Exhibition; any failure to provide such data shall entail the impossibility to get registered and participate as visitor. The provision of personal data for receiving promotional and informative e-mails concerning this Exhibition (second point of purpose a)) is based on legitimate interest of the Data Controller to carry out soft spam activities. You can object to this processing at any time, easily and freely.

Provision of personal data for point **b)**, namely direct marketing activities is **optional**: if you do not give your consent, your personal data will not be used for this purpose, without prejudice for the processing of personal data for purpose a).

Provision of personal data for purpose **c)**, namely transmission of personal data to third parties for marketing purposes is **optional**: if you do not give your consent, your data will not be used for this purpose and will not be disclosed to the abovementioned third parties, without prejudice for purpose a).

The provision of data for purpose **d)** is **necessary** for the pursuit of the legitimate interest of the Data Controller. Refusal will be balanced against the legitimate interest of the Controller stated in the purpose d). You may, however, object to such processing at any time, easily and free of charge.

#### 6 Data subject's rights

You can exercise your rights as expressed in articles 15, 16, 17, 18, 19, 20, 21 and 22 of the GDPR by contacting the Data Controller at e-mail address [privacy@ucimu.it](mailto:privacy@ucimu.it), or the DPO at e-mail address [rdpefim@ucimu.it](mailto:rdpefim@ucimu.it). You can ask, at any time, the Data Controller to access your personal data, to rectify it, to cancel it (if the Data Controller is not obliged to retain the data), to limit the processing.

Furthermore you can object to the processing of your personal data based on legitimate interest. The controller shall communicate (art.19) any rectification or erasure of personal data or restriction of processing carried out in accordance with Article 16, Article 17(1) and Article 18 to each recipient to whom the personal data have been disclosed, unless this proves impossible or involves disproportionate effort. The controller shall inform the data subject about those recipients if the data subject requests it. In case of the processing is based on contract or consent, you can ask for the data portability pursuant to article 20 of Reg.UE 2016/679, and in these cases Data Controller shall provide your personal data in a structured, commonly used and machine-readable format.

In case the processing is based on consent, you can withdraw the consent at any time. In order not to receive commercial and promotional communications through e-mail or SMS you can write an e-mail at any time at the following address [privacy@ucimu.it](mailto:privacy@ucimu.it) with the subject "automated unsubscription" (please specify the sender), or use our system for automatic unsubscription and you will no longer be disturbed.

In order not to receive commercial and promotional communications through operator's calls to the company's number that you gave us during the registration and paper mail to company address, you can write an e-mail at any time at the following address [privacy@ucimu.it](mailto:privacy@ucimu.it) with the subject "traditional unsubscription" and you will no longer be disturbed.

Without prejudice to any other administrative and judicial remedy, if the processing of your personal data violates the provisions of Re. UE 2016/679, pursuant to art. 15 letter f), you can lodge a complaint with the Data Protection Authority ([www.garanteprivacy.it](http://www.garanteprivacy.it))

Cinisello Balsamo, May 20th, 2024