

## **Information on the processing of personal data**

Welcome to the area dedicated to direct contact, via e-mail, with the exhibitor of your interest.

In compliance with the provisions of European Regulation 679/2016 and the applicable Italian legislation (D. Lgs 196/03, as amended by D. Lgs 101/2018, from now on only the Privacy Code), we inform you that your data will be processed, as Data Controller, by the company whose digital showcase you have entered and whose contact details can be found in the "contact" area.

**PURPOSE OF THE PROCESSING:** In accordance with the provisions of Articles 12 and 13 of EU Regulation no. 2016/679 (hereinafter only GDPR), the Data Controller will use your data only to respond to your request by filling in the form and subsequently submitting it, following the use of the service available in the digital platform of Mipel the Digital Show under the heading "contacts". The provision of data is optional, however, in the event of failure to provide or partial provision, the requests forwarded to the Data Controller may be partially or completely unfulfilled. Forwarding requests to the Data Controller implies acceptance of this information notice.

**LEGAL BASIS OF THE PROCESSING:** The legal basis of the processing is the consent that the interested party manifests and gives by sending the communication on which he/she wishes to receive feedback (legal basis: consent ex art 4 paragraph 11). The interested party has the right to revoke at any time the consent given: the revocation of consent does not affect the lawfulness of the processing based on the consent given before the revocation (art 7 GDPR)

**PERSONS RECIPIENT OF PERSONAL DATA:** The data may be communicated to the company Baemi s.r.l. which carries out activities related to the maintenance of the technological part of the site. Furthermore, depending on the content of your request, the data may also be communicated to specifically appointed managers (in accordance with the provisions of Article 28 GDPR).

**DURATION OF DATA TREATMENT:** The data will be kept in order to respond to your request and only for the time necessary for the purpose of collection.

**DATA BREACH:** In the event that the Data Controller suffers a violation as defined in articles 33/34 entailing a risk for the rights and freedoms of individuals (data breach), it will take action - if necessary - to notify the Guarantor Authority and communicate the event to all interested parties.

**METHODS OF PROCESSING:** The data is processed using computerised procedures or in any case telematic means and paper supports by persons specifically authorised to do so. The Data Controller observes suitable security measures as provided for by art 32 GDPR to prevent the loss of data, unlawful or incorrect use and unauthorised access. Your data will be processed in the EU territory and, where necessary, outside the EU as regulated and within the limits of Chapter V of the GDPR. The Data Controller does not in any way use automated decision-making processes concerning your personal data or perform profiling on the data you have provided.

**RIGHTS OF INTERESTED PARTIES:** you are guaranteed the rights of access listed in Article 15 of the EU Regulation and you are also entitled to:

1. request from the data controller access to your personal data and/or the rectification or erasure of the same or the restriction of processing;
2. object to the processing;

3. the portability of the data;

4. where the processing is based on Article 6(1)(a) or Article 9(2)(a) to withdraw consent at any time without prejudice to the lawfulness of the processing based on the consent given before the withdrawal;

To exercise the rights listed above or to obtain further information on the processing of your personal data or for communications on privacy, simply send an email to the address in the window of the Digital Exhibitor to whom you are sending the communication, indicating in the subject line "exercise of rights" and, in the body of the text, the right you intend to exercise, we will reply within the timeframe indicated in Article 12 GDPR.

The Data Subject also has the right 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 State in which the Data Subject normally resides or works, or of the place where the alleged breach occurred, in relation to processing that he/she considers non-compliant (on this point, we recommend checking the procedure on the website of the competent Data Protection Authority; for Italy: <https://www.garanteprivacy.it/>)

The Data Controller also warns 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 as per paragraph 2, collecting, if necessary, specific consent.