

**PRIVACY POLICY**  
**REGULATION (UE) 2016/679**

Our Company grants security, confidentiality and data protection in all its business processing.

This section contains information on how we use and process your personal data collected through our website in compliance with applicable rules on personal data protection with particular regard to Regulation (UE) 2016/2019 (hereinafter “GDPR”).

Before browsing the website and providing your personal data, please read this privacy policy and any other information provided with regard to particular services offered in other sections of the Site.

**1. Who is responsible for processing your personal data?**

The Data Controller is Equipe Exhibit S.r.l. (hereinafter “*Equipe*”), in the person of its legal representative *pro tempore*, with head office in Bologna, Via Alfieri Maserati 16, 40128, tel +39 02 34538354.

For any other information on your data processing, please feel free to contact us at [privacy@equipemilano.com](mailto:privacy@equipemilano.com)

**2. Why does Equipe process your personal data?**

Site access and browsing are free. Participation to the events or exhibitions by filling in the form available on the specific section of the Site will allow us to acquire your personal data. Phone number, mail, and other form of electronic communication provided by you, shall be used to provide the services requested and send you the related communications.

Personal data is processed by Equipe for the following purposes:

- a) managing the events or the exhibitions (hereinafter jointly “*Event*”);
- b) managing the request to participate to the Event and to the seminars and/or workshops held during the Event;
- c) fulfill with legal obligation or Judicial Authority or other Authority requests;
- d) conduct statistical studies and survey;
- e) send communications regarding the Event requested or similar goods and services (for example notes on new event or exhibition).

Upon your consent, your personal data shall be processed for the following purposes:

- f) develop market research;
- g) send promotional or commercial communication regarding the instrumental goods and services to the Event or promoted during such Event, to be delivered by means of mail, internet, phone, e-mail, MMS, SMS, from Italy or other countries within EU, by our Company, our commercial partners, or by other entities having contractual relationship with Equipe and/or its shareholders, by telemarketing companies, parent companies, subsidiaries and/or associate companies of Equipe or companies referable to the shareholders of Equipe;
- h) organize and manage personalized meetings with further trade professionals allowing them access to your data.

**3. On which legal basis Equipe process your personal data?**

Your data is also processed in order to perform the obligation related to our relationship or in order to execute pre-contractual measures taken on your request, as well as to comply with a legal obligation.

Furthermore, your data may be processed to pursue our legitimate interests in order to ensure safety, protection and improving functionality of our Site.

Upon your consent, your personal data will be processed to perform marketing research or to send promotional or commercial communication related to products and services linked to the Event or promoted during such Event.

#### **4. Is it mandatory to provide personal data?**

The provision of personal data for the purposes of the above point 2, lett. a) to e) is not mandatory; lack of, partial or incorrect provision of data, will determine the impossibility to participate to the Event and to the related seminars/workshops or to execute the related activities or fulfill the legal obligations.

The lack of consent for the purposes of the above point 2, lett. f), g) and h) shall not allow us to develop market research and/or send you promotional and commercial communications regarding goods and services related to the Event or promoted during such Event, to participate to personalized meetings with further trade professionals.

#### **5. What types of data are processed by Equipe?**

While browsing in the Site, the following types of data may be collected.

##### **Navigation Data**

The computer systems and software procedures used to operate the site acquire, during their normal operation, some personal data whose transmission is implicit in the use of internet communication protocols. This information is not collected to be associated with identified subjects but processing this data with others held by third parties, we could identify you. This category of data includes:

- IP addresses of the computers or devices you may use to connect to the Site;
- addresses in the URI (Uniform Resource Identifier) notation of the requested resources;
- the time of the request, the method used to submit the request to the server;
- the size of the file obtained in response;
- the http response code of the server;
- other parameters relating to your browser and/or operating system.

We set the Google Analytics function in order to anonymize Id address of your devices. Further information on Google Analytics are available in the "[Cookie Policy](#)".

We use this data for the sole purpose of obtaining anonymous statistical information for the use of the Site and to monitor its operation. This data is immediately deleted after its processing.

Such data, necessary for the use of the Site, does not persist currently for more than the time strictly necessary for the use of the Site, except any need of Judicial Authority to ascertain responsibility in case of any crimes.

##### **Personal data provided voluntarily by the user**

Sending the participation request will allow us to collect your personal data (such as name, surname, contacts data, data related to your work position etc.). Such data shall be processed in order to allow you to participate to the Event and use the related services.

You can also provide us with further data, for example, when you contact us through the specific section of the Site.

#### **6. What are the cookies and how are they used by Equipe?**

Information on the use of the cookies and related technology are available in the "[Cookie Policy](#)".

#### **7. To whom can your personal data be disclosed?**

Your personal data may be communicated to the following categories of subjects:

- partner, subsidiary and/or associated companies of Equipe and companies referable to the shareholders of Equipe;
- entities having commercial or contractual relationship with Equipe and/or its shareholders or entities providing instrumental goods or services to the Event or promoted during such Event;

- providers of external services of any kind appointed by Equipe (such as, IT services maintenance of the Site or electronic and telematic tools used by Equipe, telemarketing services, etc.);
- freelance professionals or professionals firms in charge of defending Equipe in litigation and/or administrative proceeding by virtue of the aforementioned relationship, and debt collection companies;
- further trade professionals in occasion of personalized meetings;
- Public Security Authority, Judicial Authority or any other Authority in order to comply with applicable law, order or regulation.

#### **8. To whom do we transfer your data abroad?**

Your personal data may be transferred abroad in the European Union or in the European Economic Space, for the fulfillment of obligations imposed by the applicable laws, regulation and eu legislation, or to pursuing Equipe interest in compliance with applicable law.

#### **9. How long do we keep your personal data?**

Your personal data will be stored for a period of time no longer than that necessary for the purposes for which they were collected, or subsequently processed, pursuant to legal obligations.

Your personal data will be retained for the entire duration of the pre-contractual and contractual relationships and, after their extinction, only for the time necessary to ensure fulfillment of all legal obligations. The invoices and any other administrative documents will be retained for ten years from the date of last registration.

The data processed for sending promotional and commercial communications regarding the instrumental goods and services related to the Event or promoted during such Event will be processed until you communicate the withdrawal of consent in the manner made available from time to time. Following such request, Equipe may retain your data for a period not exceeding 24 months, after which the data will be erased or anonymized in a permanent and irreversible way.

#### **10. What are your right on the processing of personal data by Equipe?**

At any time, you may ask Equipe to obtain any information on processing of your personal data, and to exercise the rights guaranteed under art. 15 and following of the GDPR, in the manner and to the extent permitted by the law. In particular, you have the following rights:

- **Right of access:** you have the right to obtain any information on your data processing or the confirmation that we process your personal data. You can also request copy of your personal data by e-mail and check which data we have
- **Right to rectification:** you have the right to have your personal data rectified if the information are incorrect, including the right to modify personal data not complete;
- **Right to erasure (“Right to be forgotten”):** you have the right to have your personal data deleted;
- **Right to restriction:** you have the right to obtain from Equipe restriction of processing where the circumstances under the article 18 GDPR applied;
- **Right to data portability:** you have the right to receive your personal data in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller.
- **Withdrawal of consent:** if the processing is based on your consent, you can withdraw it at any time, however, without prejudice to the lawfulness of the processing carried out before said withdrawal.
- **Right to object:** you have the right to object, on ground relating to your particular situation, to the processing of your personal data, save as our legitimate interests.
- **Right to lodge a complaint with Italian Supervisory Authority:** you have also the right to lodge a complaint with the Italian Supervisory Authority when you consider that our processing of your personal data infringes data protection provisions, without prejudice to any other administrative or judicial remedy.

Any requests advanced for the exercise of your rights must be forwarded to the following address [privacy@equipemilano.com](mailto:privacy@equipemilano.com)

## Updates to this privacy policy

Equipe, at any time and without prior notice, may edit or modify this privacy policy, in order to comply with national and European legislation regarding data protection and/or conform to the adoption of new systems or internal procedures, or anyway for any other reason that made it opportune and/or necessary.

Any changes will be promptly published in the appropriate "Privacy" section of the Site and they will be binding as soon as they are disclosed. If you do not accept such changes, you may exercise the mentioned right.

Please, consult periodically this web page. To verify the last modification of this privacy policy, please [click here](#).

Last updated date: 05/03/2020

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### CONSENT TO PERSONAL DATA PROCESSING

I have read the privacy policy and I give consent to my personal data processing for the following reasons.

I agree to the processing of my personal data for develop market research.

I agree to receive promotional or commercial communication regarding goods and services offered by Equipe and/or Third parties.

I agree to the processing of my personal data in order to organize and manage personalized meetings with further trade professionals allowing them access to my data.