

PRIVACY POLICY

Information Statement pursuant to Decree no. 196/2003 - Personal Data Protection Code, the methods, and EU Regulation 2016/679 – January 2023 edition

Whereas

- As a result of your participating in Didacta, we may have to collect your Personal Data;
- For the sake of clarity, we specify the following definitions given by Regulation (EU) n. 2016/679 (hereinafter also "GDPR"):

Processing: any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

Personal data: any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

the above being stated,

pursuant to Decree no. 196/2003 (hereinafter also "Code") and Regulation (EU) n. 2016/679 we inform you that the collection and processing of your personal data will be carried out by our company in accordance with the following:

Data Controller: The data controller is the company "Firenze Fiera S.p.A." with registered office in Florence - Piazza Adua n. 1 - Cap 50123 - VAT No. 04933280481 - For some events/fairs other Data Controllers may also be in operation; any specific information pertaining to them will be defined in accordance with current applicable legislation.

Nature of the processed data

The data we process includes mostly personal and tax data, as well as data of an economic nature, all of which are necessary for the management of current and future relationships with you. Except for some very special exceptions, we are not in possession of any data that can be qualified as special (art. 9, paragraph 1, of the GDPR). Subject to your specific authorization, photographs (of you/ your company) and/or video/audio recordings acquired during participation in events (fairs, exhibitions, conferences, etc.) may be processed, in compliance with the applicable legal and regulatory limitations and for the purposes indicated here.

Purposes and modalities of data processing

Basic purposes

A) Fulfill the obligations related to provision of the services required for the Fiera Didacta event, including services required by the contract and those agreed in the pre-contract phase, especially service provision and collection of the agreed fees (if any). B) Fulfill the obligations provided for by the applicable national and EU laws and regulations. C) Enforce the rights, including rights of third parties in judicial, arbitration, administrative proceedings in compliance with legal restrictions.

"Promotional" purposes

Sending by computerised means and/or traditional methods such as traditional mail and/or human-operated (non-automated) phone calls, communications to monitor the progress of customer relations as well as planning and performing analytical, strategic and operational marketing activities, informing on commercial and promotional activities concerning services related to those for which the relationship has been established, also, where appropriate, through direct communications from exhibitors, sponsors and/or partners of Didacta.

This purpose may therefore be pursued for reasons other than those strictly connected to the fulfilment of the contract, in the event that you decide to consent to it (after viewing this information statement); if you do not give consent (as is your right) to the aforementioned purposes, the contractual relationship will not be compromised or altered. Consent, if you wish to give it, will be considered valid both for contact by traditional methods and by means of instruments pursuant to art. 130 paragraphs 1 and 2 of the Code (e.g. e-mail, SMS, mms, fax, automated calls ...); even after giving consent, it is still your right to object, at any time and free of charge, to the processing of your data for this purpose; if you wish to exercise the right to object you may, at any time, exercise it in a diversified and autonomous manner for any one of the contact methods described here. Please note that in the event you give consent to the purposes described herein, any registration you may make to the "Registro delle opposizioni" (list of persons who refuse to be contacted by phone marketing) will not be considered an obstruction to contact you by telephone. Please note that the promotional activity may also be carried out by third parties, belonging to the categories specified in this statement.

Other purposes

In the event of your specific authorization being issued, personal data (for example video recordings, photographic images, audio recordings) will be collected and processed exclusively for institutional and scientific purposes as well as to promote the event and document it, as well as for the purpose of producing promotional and advertising material for this company (e.g. brochures, commercials, corporate articles in newspapers and magazines or Internet content for the company's web page and social networks) always in compliance with the restrictions and regulations in force. Your providing us with your personal data is optional. The refusal to provide data will however make it impossible to be interviewed, to participate in surveys and be filmed and/or use any photograph or video/audio material in which you appear. If you do not wish to be filmed or photographed please inform the staff about it. People who appear in film, audio material or pictures shall have the right to ask their name to be removed from the website database by sending an email to: privacy@firenzefiera.it. Please note that, group photographs and videos taken during fairs or exhibitions shall be regarded as part of public events for which no explicit consent of the subjects involved in the filming is required.

Your rights: a) the right to obtain acknowledgment of the existence of any personal data regarding you, even if such data has not yet been recorded, and to have these data supplied to you in an understandable form; b) the right to know: the source of said data; the purposes and modalities of data processing; the logics used in case processing is carried out with computer or electronic means; the identifying data of the Controller and the Processor; c) the right to obtain: update, correction and, should you require it, integration of data; deletion, processing aimed at rendering such data anonymous or blocking of all data that violates laws currently in force, including these data whose storage is not required by the purposes they have been collected and/or processed for; d) the right to: object, wholly or partly to processing of your personal data for legitimate reasons, even if such processing is relevant to the purposes the data have been collected for; to revoke the consent at any time without prejudice to the lawfulness of the processing based on the consent given prior to the revocation. In addition to that, where applicable, interested parties also have the rights referred to in Articles 16-21 of the GDPR (right to be forgotten, right to restriction of processing, right to data portability, right to object), as well as the right to complain to the Data Processing Authority.

To exercise these rights and for any further information about Didacta you can contact Firenze Fiera S.p.A. with the following means:

| E-mail | Registered address | Telephone No. | Fax no. |
|--|--|------------------|--------------------|
| privacy@firenzefiera.it | Piazza Adua, n. 1 - 50123 - Firenze (FI) | +0039 055 497 21 | +0039 055 497 3237 |

This information may be integrated, orally or in writing, with additional elements and indications, to best meet any of your need for information in the matters of "Privacy" and to comply with all regulatory and/or technological developments. For further details, please refer to the appropriate privacy section on www.firenzefiera.it

Firenze Fiera spa

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