

Privacy Policy pursuant to Art. 13 Regulation (EU) 679/2016

1. Who are we and why are we providing you with this document?

Messe Frankfurt Italia S.r.l. is a company, part of the international trade fair group Messe Frankfurt GmbH, which has been organising and promoting trade fair events in Italy and abroad for more than twenty years, paying extreme attention to the protection of the personal data provided by its customers, visitors and users, ensuring that such data is always processed in compliance with the protections and rights recognised by Regulation (EU) no. 2016/679 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (hereinafter, the "Regulations") and by the Privacy Code (Legislative Decree 196/2003 as amended by Legislative Decree 101/2018).

The purpose of this Privacy Policy is to inform you about the way your data collected while browsing this website is processed.

This information refers exclusively to the site <https://www.messefrankfurt.it/>

2. Who is the data controller?

The data controller (hereinafter referred to as the "Data Controller") is Messe Frankfurt Italia S.r.l., Tax Code and VAT no. 12632140153, with registered office at Corso Sempione no. 68, 20154 Milan (MI), Italy, in the person of its legal representative *pro tempore* Donald Joachim Wich, domiciled for this purpose at the registered office.

You may contact the Controller at any time for profiles relating to the processing of your personal data:

- by sending an e-mail to: privacy@italy.messefrankfurt.com;
- by sending a letter to the address: Corso Sempione 68, 20154 Milan (MI) to the kind attention of the Privacy Office;
- by calling +39028807781.

3. What categories of data do we process? For what purpose?

3.1. Navigation data

When a user visits the Site, Messe Frankfurt Italia collects the following navigation data:

- technical information, including IP address, information on the devices used by visitors to the site, browser and operating systems, etc.
- information on site navigation, including URLs of pages visited and activities performed on the page, dates and times of navigation, time spent on the site, *click stream*.

This information is collected for the proper functioning, management, maintenance and improvement of the site, as well as to ensure the safe navigation of interested parties and to ascertain liability in the event of cyber-security breaches. It is also used to enable Messe Frankfurt Italia to obtain statistical analyses of site usage.

Users of the site are always free to decide whether or not to provide their browsing data, for example by choosing to disable *cookies* via their *browser* settings. However, refusal to provide information necessary for navigation purposes may make it impossible to carry out activities strictly related to navigation and, therefore, also to consult and interact with our site.

These data are only stored for as long as is strictly necessary for the purposes for which they are collected.

Browsing data is collected through the use of *cookies*. To learn more about how cookies work and how to activate and deactivate them, please consult our cookie policy at <https://www.messefrankfurt.it/it/cookie-policy>.

3.2. Data provided voluntarily by the user

The user who decides to contact the Controller at one of the addresses indicated on the website or by filling in the contact *forms* available there, voluntarily transmits to Messe Frankfurt Italia certain data (e.g. name, surname, contact details, name of the company for which he works, etc.) which will be used by the same mainly to follow up the requests received.

In particular, we invite users of the site to read the privacy notices at the bottom of each data collection *form*, in order to have more precise information on the methods and purposes of data processing, as well as in relation to the legal bases used and the retention periods of such data.

3.3. Plug-ins and interaction with social

The site allows interaction with third-party sites and *social networks* (Facebook, Twitter and YouTube) through *hyperlinks*, share buttons, *social plug-ins* and other similar tools.

By accessing one of the areas of the site equipped with these kinds of tools, the Internet *browser* will connect those concerned directly to the servers of the third-party sites in question, thus transferring their personal data to the operators of those sites.

The transfer of data will be carried out on the basis of the consent of the data subjects, expressed unambiguously when they click on a specific hyperlink, plug-in button or other similar tool.

Depending on the specific agreements in place with the operators of these third-party sites, Messe Frankfurt Germany may act as an independent or joint data controller with respect to such data transfers. With regard to the *privacy* protection methods and the processing of personal data collected by the operators of third-party sites with which the described interactions take place, please refer to the relevant sites.

4. What happens if you do not provide the requested data?

We would like to inform you that, in order to fill in the *forms* and access the services offered by our site, it is necessary for you to provide the data identified on the site itself as compulsory; you are not obliged, however, failure to provide all the necessary data will prevent you from participating in the event or in any case from following up your request. On the other hand, it is not necessary for you to provide data that is considered optional; if you do not provide it, you will still be able to use the services requested.

5. How are your data processed?

Your personal data will be processed mainly with the aid of electronic or otherwise automated means, in the manner and with the tools suitable to guarantee the security and confidentiality of the data in accordance with the Regulation. In particular, all the necessary technical, IT, organisational, logistical and procedural security measures will be taken to ensure that the minimum level of data protection required by law is guaranteed, allowing access only to the persons in charge of the processing by Messe Frankfurt Italia or its designated data processors.

The information acquired and the manner in which it is processed will be relevant and not excessive in relation to the type of services rendered. The data will also be managed and protected in environments whose access is under constant control.

6. Where are your data processed?

Your data is processed within the European Union.

If, in order to achieve one or more purposes, it is necessary to transfer personal data outside the European Economic Area, Messe Frankfurt Italia will proceed to transfer the data to third countries that are recipients of adequacy decisions, i.e. by stipulating standard contractual clauses and carrying out the required *assessments* in order to verify the level of protection guaranteed to the data by the entity importing the data.

7. How long will your data be processed?

The data you provide will only be processed for the time necessary to achieve one or more of the purposes described above and for the additional time required by current tax and civil law or necessary for the exercise of Messe Frankfurt Italia's rights before a judicial, administrative, regulatory or other authority.

8. To whom may your data be disclosed?

Your data may be disclosed to the following categories of persons:

1. a) *Data Processors*, i.e. companies that provide services to the Controller involving the processing of personal data on its behalf (e.g. data storage service, companies providing web consulting services, companies providing *database* services, companies providing *web hosting* services). For a detailed and updated list of the data processors to whom your data may be disclosed, please do not hesitate to contact us at privacy@italy.messefrankfurt.com;
2. b) *Companies belonging to the Messe Frankfurt Group*, also established outside the EU;
3. c) *Employees of the Data Controller* and persons authorised by the *Data Controller* to process personal data, who are required and trained to treat them with the utmost confidentiality and in compliance with current legislation on the processing of personal data;
4. d) *Subjects, both public and private, who have access to the data by virtue of provisions of the law*, regulations or Community legislation, or judicial order, within the limits provided for by the rules in force;
5. (e) *Companies/professionals* offering stand-fitting services for trade fairs, should you decide to avail yourself of this service or should it be strictly necessary for the performance of the contract concluded with us;
6. g) *Other suppliers*, if requested by you or strictly necessary for the performance of the contract concluded with us;
7. (h) *judicial authorities or law enforcement agencies*, if they so request.

Data relating to data subjects will not be disseminated, except in anonymous and aggregate form, for statistical or research purposes.

9. What are your rights and how can you exercise them?

Please note that you may exercise the following rights:

1. a) ***right of access***: you may at any time obtain confirmation that your personal data is being processed, obtain access to the data processed and to the following information the purposes of the processing; the categories of data processed; the recipients or categories of recipients to whom your personal data have been or will be disclosed, in particular, you will be able to know whether these recipients are third countries or international organisations; the retention period of your data, or, if this is not possible, the criteria used to determine this period if the personal data are not collected from you, all available information about their origin; the existence of an automated decision-making process, including profiling, and, in such cases, you will be able to obtain meaningful information about the logic used and the importance and consequences for you of this type of processing. You can obtain all this information in this Policy, but should you have any further questions about this, please do not hesitate to contact us at the address provided below.
2. b) ***right of rectification and/or integration***: you may request and obtain the rectification of your personal data if they are inaccurate. Taking into account the purposes of the processing, you may also request and obtain the integration of your data if they are incomplete.
3. (c) ***right to erasure***: you may request and obtain the erasure of your personal data, without undue delay, and the Controller shall erase your personal data if any of the following reasons exist (i) your personal data is no longer necessary in relation to the purposes for which it was collected and processed; (ii) you have withdrawn the consent on which the processing is based and there is no other legal basis for the processing; (iii) you have objected to the processing and there is no longer any overriding legitimate ground for the processing; (iv)

your personal data has been processed unlawfully; (vi) it is necessary to delete your personal data in order to comply with a legal obligation under an EU or national law.

4. d) ***right to restrict*** processing: you may request and obtain the restriction of processing in the following cases: (i) you have contested the accuracy of your personal data (the restriction shall last for the period necessary for the Controller to verify the accuracy of the data); (ii) the Processing is unlawful but you have objected to the deletion of your personal data, requesting instead that its use be restricted (iii) although the Controller no longer needs your personal data for the purposes of the Processing, your personal data are needed for the establishment, exercise or defence of legal claims; (iv) you object to the Processing pursuant to Art. 21(1) of the Regulation and you are awaiting verification as to whether the legitimate reasons of the Data Controller prevail over yours. In the event of a restriction on processing, your personal data will be processed, except for storage, only with your consent or for the establishment, exercise or defence of legal claims or to protect the rights of another natural or legal person or for reasons of substantial public interest. We will, in any event, inform you before such restriction is lifted.
5. (e) ***Right to object***: you may object, at any time, to the processing of your personal data, (i) if they are processed for direct marketing purposes, including profiling insofar as it is related to such direct marketing (ii) if the legal basis for the processing is the legitimate interest of the Controller.
6. f) ***right to data portability***: you may request and obtain the receipt of all your personal data processed by the Controller in a structured, commonly used and readable format, or request that it be transmitted to another data controller without hindrance. In this case, it will be your responsibility to provide us with the exact details of the new data controller to whom you intend to transfer your personal data, and to provide us with written authorisation to do so.
7. (g) ***right to withdraw consent***: if the legal basis for the processing is your consent, you may withdraw it at any time, without thereby affecting the lawfulness of the processing based on the consent given before the

withdrawal. In this case your data will cease to be processed promptly, except for their storage for the period required by the civil and tax laws in force.

To exercise these rights, you may contact the Controller at any time by writing to privacy@italy.messefrankfurt.com.

We remind you, that you also have the right to lodge, at any time, a complaint with the competent Supervisory Authority, specifically with the Data Protection Authority, or alternatively you may appeal before the judicial authorities, pursuant to and in the forms provided for in Articles 140-bis et seq. of the Privacy Code (Legislative Decree 196/2003, as amended by Legislative Decree 101/2018).

This Privacy Policy is in force as of 25.5.2018. Messe Frankfurt Italia S.r.l. reserves the right to modify or update its content, in part or in full, also as a result of changes in applicable legislation and/or indications of the competent Authorities, giving suitable publicity to the users of the site and guaranteeing in any case adequate and similar protection of personal data. In order to view any changes, we invite you to regularly consult this information notice.

Date of last update: 26 January 2024.

Messe Frankfurt Italia S.r.l.