



31<sup>st</sup> international exhibition of organic and natural products

an event by



**BolognaFiere spa**

Viale della Fiera, 20 - 40127 Bologna, Italia  
PEC: bolognafiere@pec.bolognafiere.it  
Capitale Sociale € 106.780.000,00 i.v.  
C.F. - P. IVA e Reg. Imp.  
BO 00312600372 - REA BO367296

**Show office**

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## MANDATORY PRIVACY FORM

**Bologna 6-9/09/2019**

### Privacy Policy Statement / Pursuant to Article 13 of Regulation (EU) No. 2016/679

Pursuant to and having the effects arising from Article 13 of EU Regulation No. 2016/679 of the European Parliament and Council of 27 April 2016 regarding the processing of the personal data of natural persons and the free circulation of such data, which repeals Directive 95/46/EC, and is also called the General Data Protection Regulation (hereinafter **"GDPR"**), we hereby inform you that the personal data voluntarily submitted by you to Fiere Internazionali di Bologna - BolognaFiere S.p.A. (hereinafter also called the **"Company"** or **"BolognaFiere"**) will be processed in compliance with the current legal provisions governing the protection of personal data and in any event, in accordance with the confidentiality principles followed by the Company in its operations.

#### 1. Categories of processed data

BolognaFiere shall process the following category of data submitted by you:

- Personal data (such as: first name, family name, age, gender), home or professional address and contact details (telephone number and email address);
- Data regarding your professional position;
- Bank and/or payment details.

#### 2. Purposes of data processing

The personal data made available to BolognaFiere S.p.A. may be used for the following purposes:

- a) in order to enter into or perform a contractual undertaking regarding your participation in a trade show or event to be held on the premises of BolognaFiere (hereinafter called **"Event"**), and to comply with all statutory, tax, administrative and functional requirements related and/or in any event useful to entering into or performing a contractual undertaking (including all those activities involved in managing the Event);
- b) in order to comply with legal obligations incumbent upon the Company;
- c) in order to conduct statistical surveys and market research;
- d) in order to organize and manage events and meetings, including promotional initiatives, as well as personalized meetings with further trade professionals allowing them access to your data;
- e) in order to publish your company data in the catalogue, on the website, on the show guide, on any press releases and communications by email and promotional emails regarding the Event (including the activity necessary to manage on- and off line publication);
- f) in order to send information and promotional communications, also of a commercial nature, as well as advertising material regarding editions of the Event in subsequent years, and the offer of goods and services to be delivered by means of the postal service, Internet, telephone, e-mail, MMS, SMS, from within or outside Italy (including non-European Community member states) by the Company or by natural or legal persons collaborating with the Company's commercial activities, telesales companies, parent companies, subsidiaries and/or associate companies of Gruppo BolognaFiere.

#### 3. Processing methods

Personal data shall be processed using the appropriate hard-copy, computer and/or IT-enabled tools strictly for the purposes described above and, in any event, in a manner such as to ensure the security and confidentiality of any data.

#### 4. Submission of personal data and the consequences of refusal to provide same

Provision of personal data for the purposes indicated under points a) and b) of Article 2 above is mandatory. Any refusal to submit and/or the submission of inaccurate and/or incomplete data may have the following consequences:

- (i) our inability to enter into and/or guarantee the regular and timely performance of any contractual obligations;
- (ii) our inability to comply with all statutory, tax, administrative and functional requirements related to and/or in any event useful to entering into or performing a contractual obligation (including all those activities involved in managing the Event).

Provision of personal data for the purposes indicated under points c), d), e) and f) of Article 2 above is optional. However, refusal to provide and/or provision of incorrect and/or incomplete data may have the following consequences:

- (iii) our inability to conduct statistical surveys and market research;
- (iv) our inability to organize, manage and/or allow you to participate in meeting and events even of a promotional nature;
- (v) our inability to publish your data in the catalogue, on the website, on the show guide, on any press releases and communications by email and promotional emails regarding the Event (including the activities necessary to manage on- and off-line publication).
- (vi) our inability to contact you and/or send information and promotional communications, also of a commercial nature, advertising material also regarding subsequent editions of the Event in future years, and the offer of goods and/or services.

#### 5. Personal data recipients or categories of recipients

The following persons within the Company may become cognisant of your personal data: Company shareholders, members of the Board of Directors or other administrative bodies, members of the Statutory Board of Auditors, Company personnel, the Data Protection Officer, and in any event, external the Data Protection Officers, those persons serving as Data Processors or handlers of personal data appointed by the Company in the exercise of their functions.

Personal data may be communicated to qualified persons providing the Company with services necessary to meet the purposes described in Article 2 above, such as, by way of example but not limited to these, parent companies, subsidiaries, associate and/or related companies, suppliers, contractors, sub-contractors, banking and/or insurance companies or other persons and/or bodies providing the Company with services, including ancillary services, linked to the establishment and/or performance of contractual obligations with the Company, (such as, by way of example but not limited to these, banks and/or persons charged with receiving or paying monies, undertakings and insurance companies), and/or all those which, on the Company's behalf or independently, provide the following services to the Company:

- (i) managing and/or updating Internet website and computer and/or IT-enabled tools used by the Company;

- (ii) entering into and/or performing contractual obligations with the Company;
- (iii) conducting statistical surveys and market research;
- (iv) organizing and managing events and meetings, including promotional initiatives, as well as personalized meetings with further trade professionals allowing them access to your data.
- (v) sending information and promotional communications, also of a commercial nature, and/or advertising material and/or the offer of goods and services as indicated under Article 2 above;
- (vi) providing legal, tax, social security, accounting, organizational and commercial consultancy;
- (vii) conducting auditing activities.

Your personal data may be transferred outside Italy in compliance with statutory norms currently in force, including to non-European Union countries where the Company has business interests.

The transfer of personal data to non-EU countries shall be subject to European Commission Adequacy Decisions and shall also be carried out in a manner such as to provide the appropriate guarantees pursuant to Articles 46 or 47 or 49 of the GDPR.

In any event, your personal data shall not be disseminated.

**6. Period of the processing**

Your personal data shall be processed only for the time necessary to achieve the purposes of the processing operation.

**7. Rights of the data subject**

We hereby confirm that you are entitled at any time to exercise the rights regarding your personal data within the limits and in accordance with the conditions indicated in Articles 7 and 15-22 of the GDPR.

Should you wish to exercise any of the rights listed below, please contact the Data Controller by sending an e-mail to: [privacy@bolognafiere.it](mailto:privacy@bolognafiere.it). Your request will be answered no later than 30 (thirty) days following receipt by us.

More specifically, data subjects have the right to:

- withdraw the consent previously given, without, however, said withdrawal in any way calling into question the lawfulness of any consent-based processing carried out prior to withdrawal of consent;
- request the Data Controller to access, rectify or erase (the so-called “right to be forgotten”) personal data, or to restrict processing of personal data regarding them, or to object to processing;
- obtain the portability of their data;
- lodge a complaint with the Personal Data Protection Supervisory Authority in the event they believe their rights have been infringed.

**8. Data Controller, Data Processor and Data Protection Officer**

The Personal Data Controller is Fiere Internazionali di Bologna - BolognaFiere S.p.A., in the person of its pro tempore President, with headquarters in Bologna, Italy, Viale della Fiera No. 20.

The updated list of Data Processors is available at the Data Controller’s headquarters, or may be requested by email at: [privacy@bolognafiere.it](mailto:privacy@bolognafiere.it).

The Data Protection Officer may be contacted at the following email address: [dpo@bolognafiere.it](mailto:dpo@bolognafiere.it).

This Privacy Policy Statement will be subject to updates. BolognaFiere therefore invites data subjects seeking details regarding the processing of their personal data to check periodically the

**CONSENT TO THE PROCESSING OF PERSONAL DATA**

Having read the above Statement, I hereby consent to my personal data being processed with the methods indicated above, as well as to their communication to the persons or bodies mentioned above and/or to the transfer of my personal data outside Italy for the purposes of:

- a) conducting statistical surveys and market research;

**I consent**     **I do not consent**

Date and place.....

Signature.....

- b) allowing my participation in Events and meetings, also of a promotional nature, as well as personalized meetings with further trade professionals allowing them access to your data

**I consent**     **I do not consent**

Date and place.....

Signature.....

- c) enabling publication of data in the catalogue, on the website, on the show guide, on any press releases and communications by email and promotional emails regarding the Event, (including the activities necessary to manage on- and off line publication);

**I consent**     **I do not consent**

Date and place.....

Signature.....

- d) receiving information and promotional communications, also of a commercial nature, as well as advertising material regarding editions of the Event in subsequent years, and the offer of goods and services to be delivered by means of the postal service, Internet, telephone, e-mail, MMS, SMS, from within or outside Italy (including non-European Union member states) by the Company or by natural or legal persons collaborating with the Company’s commercial activities, telesales companies, parent companies, subsidiaries and/or associate companies of Gruppo BolognaFiere.

**I consent**     **I do not consent**

Date and place.....

Signature.....