

## Processing User's personal data for marketing purposes

In accordance with Article 13 of Regulation (EU) 2016/679 - General Data Protection Regulation (GDPR), Fiera Milano S.p.A. (hereinafter also "Fiera Milano" or the "Company") aims to provide information on how the User's personal data is processed for commercial or marketing purposes.

Fiera Milano may process the data necessary for registering the stand enquiry service of the Event (name, surname, e-mail, phone number, company name, tax registered number) and other personal data provided by the User for the following additional purposes

1. sending marketing material, direct marketing, carrying out market research (including surveys on the service quality and levels of User satisfaction) or marketing communications related to events and services provided by Fiera Milano and other companies in the Fiera Milano Group via post, telephone, automated call systems, fax, email, sms, mms:
2. automated analytics and assessments of the User's behaviour and preferences concerning events and services of interest (profiling purposes):
3. Disclosing data to other companies in the Fiera Milano Group (updated list available at the following link <https://www.fieramilano.it/en/azienda.html> ), as well as other companies, such as organisers, exhibitors, fitters, sponsors, qualified staff taking part in the Exhibition, for independent processing, as data controllers, for the purposes of sending direct marketing communications about their services and products.

For the above purposes, personal data may only be processed if the User has given their consent, which they may withdraw at any time (without affecting the legality of processing based on consent given prior to withdrawal). Providing personal data and consent is always optional for the User and failure to provide such data does not affect the use of the services the User requests.

The User's personal data, retained for the duration of the service, may be kept for direct marketing and profiling purposes for durations of 24 and 12 months, respectively, after the date the service terminates.

For the above purposes, the User's data may be seen by staff authorised by the Company and disclosed to other companies in the Fiera Milano Group and service companies (e.g., fitters, exhibition service providers, entrance control suppliers) operating as data processors on behalf of Fiera Milano. Where the User has given consent, their data may also be disclosed to other companies in the Fiera Milano Group and to third party companies under the terms set out above in part 3.

The GDPR provisions (articles 15-22) guarantee the User has the right to access their data at any time, to correct or complete data if incorrect or incomplete, to delete their data or limit processing where conditions are met, to object to data processing for reasons related to their specific circumstances or for direct marketing purposes, to request the transfer of data given, if processed automatically to carry out the contract or based on the User's consent, as well as to lodge a complaint with the Privacy Guarantor of a Supervisory Authority to protect their rights.

To exercise the rights outlined above and for any further information on how your personal data is processed, please contact Fiera Milano S.p.A., the Data Controller, with registered office in Piazzale Carlo Magno 1 - 20149 Milano, e-mail: [privacy@fieramilano.it](mailto:privacy@fieramilano.it) and/or contact the Fiera Milano's Data Protection Officer, by emailing [dpo@fieramilano.it](mailto:dpo@fieramilano.it) , or contacting the Fiera Milano registered office.

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