

## Cookie policy – Extended information sheet

Last updated: May 2018

This extended privacy statement has been drawn up and customized specifically for this site on the basis of the provisions of art. 4 of the General Measure no. 229 of 8 May 2014 issued by the Guarantor for the protection of personal data and published in the *Gazzetta Ufficiale* No. 126, 3 June 2014. It integrates and updates other information already present on the site and/or released by the Authority, in combination with which it provides all the elements required by articles 13 and 14 of EU Reg. 679/2016.

### Important warning

We inform all third parties that the use of this information or even parts of it on other websites, in reference to which it would certainly not be relevant and/or incorrect and/or inadequate, may result in the imposition of heavy penalties in the form of pecuniary fines by the Authority for the protection of personal data.

### COOKIES AND SIMILAR TECHNOLOGIES

The so-called tracking or navigation tracking activities are aimed at analysing the websites visited, their pages and their specific contents, the times of the visits and their frequency. Often such information is also associated with the user, without necessarily knowing what his name is or where he lives.

Through this information related to habits, uses and consumption, their analysis and reprocessing may reconstruct the commercial profile aimed at the so-called **e-Targeted Advertising**: the proposal of products or services or targeted contents.

From a technical-IT point of view, this is done through the use, by the vast majority of websites, of so-called **cookies**, which are small text files that the visited sites send to the user's terminal, where they are stored before being re-transmitted to the same sites on the next visit. Cookies are different and have different functionalities and, according to the Privacy Guarantor, they can be broken down as follows:

A) **technical cookies**, those used for the sole purpose of "transmitting a communication over an electronic communications network or, to the extent strictly necessary, to the provider of an information society service explicitly requested by the subscriber or user to provide this service" (Article 122, paragraph 1 of the Privacy Code)".

Technical cookies can be divided into:

- **browsing or session cookies** – which guarantee the normal navigation and use of the website, allowing users, for example, to make a purchase or authenticate identity to access restricted areas;
- **analytical cookies** – similar to technical cookies when used directly by the site operator to collect information, in anonymous and aggregate form, on the number of users and how they visit the site;
- **functionality cookies** – which allow the user to browse according to a set of selected criteria (for example, the language, the products selected for purchase) in order to improve the service provided;

B) **profiling cookies** (also called behavioural cookies) aimed at creating user profiles and are used in order to send advertising messages in line with the preferences expressed by users in the context of browsing the net (Behavioural Advertising).

They collect information relating to the browsing of users, to the sites and pages visited, at the time of stay; subsequently they show related advertisements on other websites (e-Targeted Advertising).

There are also other similar technologies (web beacons, flash cookies, silver light application storage) that are also able to store and read data files on the user's computer;

### **C) Third-party cookies**

"Third-party" cookies are linked to services provided by third parties, such as the Facebook "social plugin", and monitor the effectiveness of advertising. The third party provides these services in exchange for information regarding the user's visit to our site. It also follows for the third-party suppliers of cookies the obligation to comply with the relevant legislation. For this reason we refer to the links of the web pages of the third-party site, where the user can find the consent forms for cookies and their relative information.

Google

<http://www.google.com/intl/it/policies/technologies/types/>  
<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Facebook

<https://www.facebook.com/help/cookies/?ref=sitefooter>

Twitter

<https://support.twitter.com/articles/20170514>

Due to the particular invasiveness that such devices can have in the private sphere of users, European and Italian legislation require that the user must be adequately informed about their use and express their valid consent.

### **THE NORMS OF THE PRIVACY GUARANTOR**

With the General Measure no. 229 of 8 May 2014, published in the *Gazzetta Ufficiale* No. 126 of 3 June 2014 (entered into force 3 June 2015 – Article 5, Adjustment Times), the National Guarantor has regulated the use of **profiling cookies**, as defined in art. 1, letter b): *profiling cookies are designed to create user profiles and are used in order to send advertising messages in line with the preferences expressed in the context of surfing the net. Because of the particular invasiveness that such devices can have in the private sphere of users, European and Italian legislation requires the user to be adequately informed about their use and express their valid consent.*

*Art. 122 of the Privacy Code states that "the storage of information in the terminal equipment of a contractor or a user or access to information already filed is permitted only on condition that the contractor or the user has given his consent after have been informed with the simplified procedures referred to in Article 13, paragraph 3" (Article 122, paragraph 1, of the Code).*

Therefore, cookies perform different and important functions within the network, which affect the personal data of users, subjected to treatment without the necessary information and consent procedures provided for by the relevant privacy legislation.

This is why, according to the opinion of the Guarantor, any decision regarding the methods of online disclosure and consent, practically covering anyone with an Internet site, will therefore have a very strong impact on a huge number of subjects, who are of a nature and characteristics very different from each other.

The Guarantor, aware of the scope of this decision, has therefore deemed it necessary that the measures prescribed in the aforementioned provision – pursuant to the provisions of art. 122, paragraph 1 of the Code are, on the one hand, such as to allow users to express conscious choices on the installation of cookies through the expression of an express and specific consent (as required by Article 23 of the Code) and, on the other hand, they present the least possible impact in terms of the continuity of navigation of the users and the use, on their part, of the telematic services. These opposing needs, which clearly emerged also during the public consultation and the meetings held by the Authority, were firstly taken into account in determining the ways in which the disclosure could be simplified.

Furthermore, it is the Guarantor's conviction that the two issues of information and consent must necessarily be treated jointly, in order to avoid the use of online consenting modalities that require excessively complex operations by the users invalidating the simplification carried out in the information.

In light of the above, this notice communicates to users that the cookies used on this website are of the following types:

1. **Technical cookies:** allowing the user optimal and fast navigation through the website and the efficient use of the services and/or the various options that it offers, allowing them for example to make a purchase or authenticate identity to access confidential areas. These cookies are necessary to improve the usability of the website, but can still be deactivated.
2. **Third-party cookies:** these are cookies installed on the user's terminal by third-party site managers, through this website. The third-party cookies, mainly for the purpose of analysis, derive mostly from the functionality of Google Analytics [see point C) above].

More information on Google Analytics may be consulted by clicking on the following link:

<http://www.google.it/intl/it/analytics>

To disable cookies and to prevent Google Analytics from collecting data on navigation, you can download the browser add-on to disable Google Analytics by clicking on the following link:

<https://tools.google.com/dlpage/gaoptout>

## **BROWSER SETTINGS**

We also inform you that the user can freely and at any time configure his privacy parameters in relation to the installation and use of cookies, directly through his navigation program (browser) following the relative instructions.

In particular, the user can set the so-called "private browsing", thanks to which his navigation program prevents saving the history of visited sites, any passwords entered, cookies and other information on the pages visited.

We warn users that in the event they decide to disable all cookies (including those of a technical nature), the quality and speed of services offered by this website may worsen dramatically and you may lose access to some sections of the site.

## **PRACTICAL INDICATIONS USED FOR THE CORRECT SETTING OF THE BROWSER**

The disabling of "third-party" cookies does not affect the navigability in any way.

The setting can be defined specifically for different websites and web applications. In addition, the best browsers allow you to define different settings for "proprietary" cookies and for those of "third parties".

As an example, in Firefox, through the menu Tools-> Options -> Privacy, you can access a control panel where you can define whether or not to accept the different types of cookies and proceed to their removal.

Chrome: <https://support.google.com/chrome/answer/95647?hl=en>

Firefox: <https://support.mozilla.org/it/kb/Gestione%20dei%20cookies>

Internet Explorer: <http://windows.microsoft.com/it-it/windows7/how-to-manage-cookies-in-internetexplorer>

Opera: <http://help.opera.com/Windows/10.00/it/cookies.html>

Safari: [http://support.apple.com/kb/HT1677?viewlocale=it\\_IT](http://support.apple.com/kb/HT1677?viewlocale=it_IT)

To block or limit the use of cookies, both from this site and from other websites, directly through your browser, you can follow the simple instructions below and refer to the most commonly used browsers.

Google Chrome: click on the icon named "Customize and control Google Chrome" located at the top right, then select the menu item called "Settings". In the window that opens, select the menu item called "Show

advanced settings" and then to the menu item called "Privacy" click on the button "Content settings" where you can set the blocking of all or part of cookies.

Microsoft Internet Explorer: click on the icon named "Tools" located at the top right, then select the menu item called "Internet Options". In the window that opens, select the menu item called "Privacy" where you can set the blocking of all or part of the cookies.

Mozilla Firefox: from the drop-down menu at the top left select the menu item "Options". In the window that opens, select the menu item "Privacy", where you can set the blocking of all or part of the cookies.

**ModenaFiere S.r.l.** informs you that the processing to which the personal data requested or acquired will be subjected, both prior to the establishment of any contact and/or business relationship, collaboration or work, is in relation to any contacts for the sole purpose of promoting the activities of the company. This body has the purpose of fulfilling legal and contractual obligations and verifying the correct fulfillment of these obligations by **MODENAFIERE** and allowing the best exercise of its activities **most closely related to the corporate purpose.**

The Data Controller, taking into account the state of the art and the implementation costs as well as the nature, scope, context and purpose of the processing both when determining the means of processing and at the time of processing itself (so-called risk analysis – **accountability**), has put in place adequate technical and organizational measures, aimed at effectively implementing the data protection principles and integrating in the treatment the necessary guarantees in order to meet the requirements of EU Reg. 679/2016 and protect the rights of the data subject.

Data will be processed using methods and instruments that guarantee security (Article 24, 25 and 32 of the EU Reg. 679/2016) and will be carried out through an automated process and through non-automated means (paper archives), to which all the technical and organizational measures to guarantee a level of security appropriate to the risk, so as to ensure on a permanent basis, their confidentiality, integrity, availability and resilience of the systems and treatment services. We inform you that the processing of data is based on the provisions of art. 6, paragraph 1, letter a) EU Reg. 679/2016, and the user is free to provide his own information by sending it to the data controller through the contact details on the websites owned by ModenaFiere, and/or by filling out specific forms for collecting information.

Personal data may be disclosed, subject to your formal consent:

- a) only in the cases provided for by law, for the purposes of compliance with administrative, accounting and/or tax matters, to collaborators external to the company **ModenaFiere S.r.l.** as consultants in tax and/or accounting and/or legal matters;
- b) to parent companies and/or investee companies, and/or the BolognaFiere group, of which ModenaFiere is a part, sales networks (agents, concessionaires, collaborators and/or distributors), subcontractors and subcontractors where engaged in the execution of the established contractual or commercial relationship;
- c) companies operating in the same sector as MODENAFIERE Srl;
- d) service companies operating in the sector of financing and/or revisions of an EU or national nature.

In the event that the contracts for the acquisition of tickets and/or exhibition spaces provide that the payment of the fee due to ModenaFiere takes place by debiting the credit card, a new consent to the processing of the data will be requested directly by the transaction manager. This is because personal data and credit card identification data are not accessible by **MODENAFIERE S.r.l.** but only by the operator of the electronic money payment system (PayPal, etc.) and this will necessarily require authorization to process to proceed with the transaction.

**In no case may your data be disseminated and transferred abroad**



#### **RIGHTS OF THE INTERESTED PARTY**

The Data Controller of personal data is Modena Fiere S.r.l., with registered office in (41123) Modena, Viale Virgilio n. 58, in the person of the office Legal Representative, tel. 059/848380, fax. 059/848790, email: [privacy@modenafiere.it](mailto:privacy@modenafiere.it).

The full text of the articles of the REG. EU 679/2016 related to the rights (articles from 15 to 22 inclusive and 34) can be consulted at the bottom of this information or, alternatively, will be provided by the Holder at the simple request, sending a communication to this ad