



Privacy Notice provided by ModenaFiere S.r.l. pursuant to and for the purposes of Article 13 of EU Regulation 679/2016

Brief Privacy Notice

Dear visitor, this brief privacy notice aims to provide complete transparency regarding the data our website collects and how it is used. Following the requirements of Italian legislation (Legislative Decree 30 June 2003, No. 196, Personal Data Protection Code, and its amendments) and European legislation (European General Data Protection Regulation No. 679/2016, GDPR), **ModenaFiere S.r.l.**, located at **Viale Virgilio 58, (41123) Modena (MO)**, with Certified Email (PEC): modenafiere@pec.official.it and Email privacy@modenafiere.it, as the **data controller**, has developed and updates its websites and this notice to ensure the protection and confidentiality of its visitors and users. ModenaFiere S.r.l. is committed to implementing all appropriate and proportionate measures to prevent any infringement of the rights of users. A **Data Protection Officer (DPO)** has been appointed and can be reached at dpo@modenafiere.it.

Our website may **automatically** collect data to enhance site functionality and user browsing experience. For more information on the processing of **browsing data**, please review the cookie policy on the website you are visiting. ModenaFiere S.r.l. strives to protect user privacy and minimise personal data collection. We have established data processing protocols so as to allow users to make informed decisions about if and to what extent they wish to share their personal data, by providing specific notices for site features like contact forms for newsletter subscriptions and thus by requesting user consent. Depending on the purpose of data processing, data voluntarily provided by users may be shared with third-party companies, especially **BolognaFiere S.p.a.**, part of the same group as ModenaFiere S.r.l., and other **third parties** that provide essential services for ModenaFiere S.r.l.'s operations; this includes firms offering newsletter management services or support for our websites' management and maintenance. Visitor data **will not be disclosed or processed beyond the purposes stated in this notice** or as specified in any form submissions. We expressly exclude any profiling activities. **This notice is applicable solely to ModenaFiere S.r.l.'s websites** and does not cover third-party websites accessible via links from our websites. We will notify you when a link transfers you to a third-party website, over which ModenaFiere S.r.l. has no control regarding data processing, thus allowing you to make an informed decision on whether to proceed to these external websites.

For details on data automatically collected, we encourage you to consult our cookie policy. Managing cookies can be challenging for both site administrators and users, who may inadvertently block essential operational cookies or be unable to manage third-party cookies correctly. To better protect your privacy when browsing, consider using anti-tracking tools that prevent website tracking, such as Privacy Badger and uBlock Origin. ModenaFiere S.r.l. pledges to offer clear and straightforward guidance on protecting your personal data concerning cookies.

You can at any time **exercise your rights** related to your personal data, including the right to request access to, correct, or delete your data, the right to restrict or object to its processing, and the right to data portability. The complete details of these rights (Articles 15-22 and 34 of EU Regulation 679/16) are provided below. To make inquiries or exercise these rights, please **contact us** at privacy@modenafiere.it. We take your data protection seriously; however, if you are unsatisfied, remember you have the right to lodge a **complaint** with the Italian Data Protection Authority.

For more detailed information on personal data processing, please read the Extended Privacy Policy provided below or contact us directly at the address provided above.

Kind regards,
ModenaFiere S.r.l.

Extended Privacy Policy notice

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1. FOREWORD

In compliance with EU Regulation 679/2016, we, acting as the data controller, provide the necessary information regarding the purposes and methods of personal data processing to visitors of **ModenaFiere S.r.l.**'s websites. This notice applies solely to ModenaFiere S.r.l.'s websites and does not extend to other websites that may be accessed through links found on ModenaFiere S.r.l.'s websites. Regarding such third-party websites, ModenaFiere S.r.l. assumes no responsibility.

2. IDENTITY AND CONTACT DETAILS OF THE DATA CONTROLLER

ModenaFiere S.r.l.

Viale Virgilio 58, (41123) Modena (MO)

Tax identification (P.I.) and VAT number (C.F.) 02320040369

Certified Email (PEC): modenafiere@pec.official.it

Email for Privacy inquiries: privacy@modenafiere.it

The company operates under the management and coordination of its parent company, **BolognaFiere S.p.a.**, located at Viale della Fiera 20, 40127 Bologna, with VAT Number 00312600372, Email for Privacy inquiries privacy@bolognafiere.it

3. TYPES OF DATA PROCESSED

Browsing Data

With regard to technical aspects and protocols, we wish to inform you that:

- The computer systems and software running this website may collect personal data as part of their standard functioning. The transmission of such data is an inherent aspect of using Internet communication protocols.
- This data is not collected with the intention of associating it with identified individuals. However, by its nature, through processing and association with data held by third parties, this data could allow users to be identified.
- This type of data includes IP addresses or domain names of computers utilized by users who connect to the website, URI (Uniform Resource Identifier) addresses of requested resources, the time those requests were made, the method used to submit requests to the server, the size of files received in response to the user's request, the numerical code indicating the response status from the server (success, error, etc.), and other parameters regarding the user's operating system and IT environment.
- Such data may be used to determine responsibility in case of potential computer crimes against the website.

4. COOKIES

Cookies are small text files sent from the visited website to the user's device, typically to the browser, where they are stored to recognize that device on future visits. On each subsequent visit, cookies are sent back from the user's device to the website.

Each cookie generally contains: the name of the server from which the cookie originates, an expiry date, and a unique number generated randomly by the computer. The website server issuing the cookie uses this number to recognize the user upon their return to the website or as they navigate from one page to another.

Cookies can be set not just by the operator of the website visited by the user (first-party cookies), but also by a website different from the one visited, that sets cookies through the original site (third-party cookies), enabling recognition across websites. This occurs because the visited site might include elements (e.g., images, maps, sounds, links to web pages of other domains) that reside on servers different from the original website's server. For more detailed information about cookies, we invite you to review the cookie policy on the website you are visiting.

5. DATA VOLUNTARILY PROVIDED BY THE USER

While navigating this website, data concerning identified or identifiable persons may be processed. Please note that this processing may involve personal data voluntarily supplied by users who submit their information, including contact details such as name, surname, geographical area, and email address, to the data controller via designated areas on the website. Therefore, the optional, explicit, and voluntary submission of personal data through the use of forms available on this website entails the acquisition and processing of such data for the purposes explicitly detailed in the notices provided alongside each form.

Detailed and specific notices regarding data processing, in compliance with Article 13 of EU Reg. 679/2016, are displayed on the pages containing forms for personal data collection. These notices are designed to clarify the scope, purposes, and procedures of data processing, thus enabling website visitors to freely give their consent and authorise the collection and subsequent use of their data for the purposes explicitly outlined in the notice. This ensures alignment and adherence to the legal basis underpinning data processing as defined in Art. 6 EU Reg. 679/16.

Please note that the submission of "special categories of personal data" and "personal data relating to criminal convictions and offences", as defined by Articles 9 and 10 of EU Reg. 679/2016, is not required to browse any section of the website, nor to access any website functionality. Consequently, the website is not designed with the intent to transmit such information. Nonetheless, if website visitors voluntarily provide such data to the data controller, ModenaFiere S.r.l. will process it in

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accordance with prevailing data protection legislation (EU Reg. 679/2016), and strictly within the limits of what is necessary based on the user's requests.

6. DATA SECURITY

The Data controller, considering the latest technology, implementation costs, as well as the nature, scope, context, and purposes of data processing, both at the planning stage and during the actual data processing (as per the principles of risk analysis and accountability), has adopted suitable technical and organisational measures designed to effectively implement the principles of data protection and include necessary safeguards in the data processing activities, in order to comply with EU Regulation 679/2016 and safeguard the rights of the data subjects.

Your data will be processed with methods and tools that ensure its security, in accordance with Articles 24, 25, and 32 of EU Regulation 679/2016. Data processing will be carried out both through automated systems and manual means (such as paper files), to which the Data controller will apply all appropriate technical and organisational measures aimed to maintain a security level commensurate to the risk, thus ensuring ongoing confidentiality, integrity, availability, and resilience of data processing systems and services.

7. NATURE OF DATA SUBMISSION

We wish to inform you that data processing, depending on the form used and the request made by the user, may be grounded on different legal bases. Specifically, in order to receive commercial, promotional, or informational communications about activities and events organized by ModenaFiere S.r.l., data processing is grounded on consent (Article 6, paragraph 1, letter a of EU Regulation 679/2016). This implies that users are free to provide their contact details to the data controller using the contacts provided on the website to subscribe to the appropriate newsletter and/or to receive such communications; in these instances, failing to provide contact details or failing to give consent for data processing will preclude the use of such data for sending commercial communications.

Conversely, should the user wish to undertake other online actions such as purchasing tickets for an event hosted by ModenaFiere, they will be redirected to the Vivaticket platform; to proceed with their purchase request, it will be necessary to acknowledge the specific notices provided. In these situations, acknowledging our notices is compulsory, and without doing so, it will not be possible for us to carry out the activities requested by the user, as the information about data processing supplied by these notices is crucial for fulfilling pre-contractual and/or contractual needs in the user's own interest, pursuant to Article 6, paragraph 1, letter b of EU Regulation 679/16. To simplify the management of these notices and facilitate the user's review and consent process, the various notices and/or data collection fields needed to fulfil the user's requests have been marked with an asterisk symbol [*] to denote mandatory acknowledgment and/or consent requirement, thereby encouraging the data subject to make an informed decision.

For every form on the site, the data controller has provided tailored information regarding data processing, reflecting the specific purpose and methodology of the processing to enable users to make informed decisions about their data and its processing.

8. SCOPE OF COMMUNICATION AND DATA PROCESSORS

Pursuant to Article 28 of EU Regulation 679/2016, the Data controller is authorized to use third-party entities to process data on its behalf, such as IT support services and consultancy and, depending on your requests, legal, accounting, and tax consultancy, among others, which are formally designated as data processors.

Additionally, depending on the specific purpose, data may be shared with the parent company, BolognaFiere S.p.a., strictly for the purposes outlined in this notice or in accordance with specific notices provided to the data subjects for their specific requests. A comprehensive and up-to-date list of appointed data processors can be requested by the data subjects at any time. According to Article 29 of EU Regulation 679/2016, the Data controller can also rely on subjects operating under its direct authority or that of the appointed data processor. Such subjects will receive appropriate instructions.

For newsletter management, ModenaFiere S.r.l. uses the MagNews digital platform, provided by Diennea S.r.l., located in Faenza (48018 – RA), Viale G. Marconi 30/14, VAT Number 02243600398.

9. DATA PROTECTION OFFICER (DPO)

The Data controller has appointed a Data Protection Officer (DPO), Valeria Bortolotti, who is available for contact via email at dpo@modenafiere.it or by telephone at 333/3810478.

Should there be any changes to the DPO's appointment, the Data controller will promptly update this information in the privacy notice.

10. RIGHTS OF DATA SUBJECTS

The Data controller hereby informs you that:

a) data subjects have the right to request access to their personal data from the Data controller, as well as its rectification or deletion, or the restriction of its processing, and to object to its processing, in addition to the right to data portability (Articles 15, 16, 17, 18, and 20 of EU Regulation 679/2016). Exercising the right of access enables data subjects to receive confirmation from the Data controller about whether their personal data is being processed. Exercising the right to portability allows data subjects to receive their personal data from the Data controller in a structured, commonly used, and machine-readable format, or to have such data transferred from the original Data controller to another one (refer to WP 242 of 13 December 2016);

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b) if processing is based on Article Article 6, paragraph 1, letter a or Article 9, paragraph 2, letter a, data subjects have the right to withdraw their consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal;

c) data subjects have the right to lodge a complaint with a supervisory authority;

d) data subjects have the right to be informed by the Data controller, without undue delay, of a personal data breach that is likely to result in a high risk to the rights and freedoms of natural persons (Article 34 of EU Regulation 679/2016).

The complete texts of the EU Regulation 679/2016 articles pertaining to your rights (Articles 15 to 22 and Article 34) are appended to this notice. Alternatively, they will be provided by the Data controller upon your request, which can be sent to privacy@modenafiere.it or to the Data controller's contact details provided above.

Additionally, you can reach our Data Protection Officer (DPO) at dpo@modenafiere.it.

11. UPDATES TO THE PRIVACY POLICY

The Data controller reserves the right to update this Privacy Policy at any time, providing notification to the users on this web page. Users are therefore encouraged to regularly review this page, taking note of the date of the most recent update listed on the Privacy Policy.

Should there be any modifications or updates to this Privacy Policy, users will be given access to previous versions of the document on the website. This allows Users to review them and compare different versions to better understand any changes made.

If a user does not agree with the revisions to this Privacy Policy, they must stop using this website and can request that the Data controller remove their personal data. Such requests should be directed to the Data controller using the contact details provided above.

Unless otherwise specified, the current Privacy Policy will continue to apply to all personal data collected up until the update.

For any inquiries, feedback, or requests related to this Privacy Policy, please reach out to us via:

Email: privacy@modenafiere.it

Certified Email (PEC): modenafiere@pec.official.it

We also invite users to notify us of any issues encountered in accessing this Privacy Policy, so we may explore alternative methods of delivering information.

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ModenaFiere S.r.l.

Last updated: February 2020

RIGHTS OF THE DATA SUBJECT UNDER EU REGULATION 679/2016 (excerpt)

Article 15

Right of access by the data subject (C63, C64)

1. The data subject shall have the right to obtain from the controller confirmation as to whether or not personal data concerning him or her are being processed, and, where that is the case, access to the personal data and the following information:

- a) the purposes of the processing;
- b) the categories of personal data concerned;
- c) the recipients or categories of recipient to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations;
- d) where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;
- e) the existence of the right to request from the controller rectification or erasure of personal data or restriction of processing of personal data concerning the data subject or to object to such processing;
- f) the right to lodge a complaint with a supervisory authority;
- g) where the personal data are not collected from the data subject, any available information as to their source;
- h) the existence of automated decision-making, including profiling, referred to in Article 22(1) and (4) and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

2. Where personal data are transferred to a third country or to an international organisation, the data subject shall have the right to be informed of the appropriate safeguards pursuant to Article 46 relating to the transfer.

3. The controller shall provide a copy of the personal data undergoing processing. For any further copies requested by the data subject, the controller may charge a reasonable fee based on administrative costs. Where the data subject makes the request by electronic means, and unless otherwise requested by the data subject, the information shall be provided in a commonly used electronic form.

4. The right to obtain a copy referred to in paragraph 3 shall not adversely affect the rights and freedoms of others.

Article 16

Right to rectification (C65)

The data subject shall have the right to obtain from the controller without undue delay the rectification of inaccurate personal data concerning him or her. Taking into account the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

Article 17

Right to erasure ('right to be forgotten') (C65, C66)

1. The data subject shall have the right to obtain from the controller the erasure of personal data concerning him or her without undue delay and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies:

- a) the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
- b) the data subject withdraws consent on which the processing is based according to point (a) of Article 6(1), or point (a) of Article 9(2), and where there is no other legal ground for the processing;
- c) the data subject objects to the processing pursuant to Article 21(1) and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Article 21(2);
- d) the personal data have been unlawfully processed;
- e) the personal data have to be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject;
- f) the personal data have been collected in relation to the offer of information society services referred to in Article 8(1).

2. Where the controller has made the personal data public and is obliged pursuant to paragraph 1 to erase the personal data, the controller, taking account of available technology and the cost of implementation, shall take reasonable steps, including technical measures, to inform controllers which are processing the personal data that the data subject has requested the erasure by such controllers of any links to, or copy or replication of, those personal data.

3. Paragraphs 1 and 2 shall not apply to the extent that processing is necessary:

- a) for exercising the right of freedom of expression and information;
- b) for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- c) for reasons of public interest in the area of public health in accordance with points (h) and (i) of Article 9(2) as well as Article 9(3);



- d) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) in so far as the right referred to in paragraph 1 is likely to render impossible or seriously impair the achievement of the objectives of that processing; or
- e) for the establishment, exercise or defence of legal claims.

Article 18

Right to restriction of processing (C67)

1. The data subject shall have the right to obtain from the controller restriction of processing where one of the following applies:
 - a) the accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data;
 - b) the processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead;
 - c) the controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims;
 - d) the data subject has objected to processing pursuant to Article 21(1) pending the verification whether the legitimate grounds of the controller override those of the data subject.
2. Where processing has been restricted under paragraph 1, such personal data shall, with the exception of storage, only be processed with the data subject's consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State.
3. A data subject who has obtained restriction of processing pursuant to paragraph 1 shall be informed by the controller before the restriction of processing is lifted.

Article 19

Notification obligation regarding rectification or erasure of personal data or restriction of processing (C31)

The controller shall communicate any rectification or erasure of personal data or restriction of processing carried out in accordance with Article 16, Article 17(1) and Article 18 to each recipient to whom the personal data have been disclosed, unless this proves impossible or involves disproportionate effort. The controller shall inform the data subject about those recipients if the data subject requests it.

Article 20

Right to data portability (C68)

1. The data subject shall have the right to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where:
 - a) the processing is based on consent pursuant to point (a) of Article 6(1) or point (a) of Article 9(2) or on a contract pursuant to point (b) of Article 6(1); and
 - b) the processing is carried out by automated means.
2. In exercising his or her right to data portability pursuant to paragraph 1, the data subject shall have the right to have the personal data transmitted directly from one controller to another, where technically feasible.
3. The exercise of the right referred to in paragraph 1 of this Article shall be without prejudice to Article 17. That right shall not apply to processing necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.
4. The right referred to in paragraph 1 shall not adversely affect the rights and freedoms of others.

Article 21

Right to object (C69, C70)

1. The data subject shall have the right to object, on grounds relating to his or her particular situation, at any time to processing of personal data concerning him or her which is based on point (e) or (f) of Article 6(1), including profiling based on those provisions. The controller shall no longer process the personal data unless the controller demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.
2. Where personal data are processed for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data concerning him or her for such marketing, which includes profiling to the extent that it is related to such direct marketing.
3. Where the data subject objects to processing for direct marketing purposes, the personal data shall no longer be processed for such purposes.
4. At the latest at the time of the first communication with the data subject, the right referred to in paragraphs 1 and 2 shall be explicitly brought to the attention of the data subject and shall be presented clearly and separately from any other information.
5. In the context of the use of information society services, and notwithstanding Directive 2002/58/EC, the data subject may exercise his or her right to object by automated means using technical specifications.

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6. Where personal data are processed for scientific or historical research purposes or statistical purposes pursuant to Article 89(1), the data subject, on grounds relating to his or her particular situation, shall have the right to object to processing of personal data concerning him or her, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

Article 22

Automated individual decision-making, including profiling (C71, C72)

1. The data subject shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her.
2. Paragraph 1 shall not apply if the decision:
 - a) is necessary for entering into, or performance of, a contract between the data subject and a data controller;
 - b) is authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests; or
 - c) is based on the data subject's explicit consent.
3. In the cases referred to in points (a) and (c) of paragraph 2, the data controller shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express his or her point of view and to contest the decision.
4. Decisions referred to in paragraph 2 shall not be based on special categories of personal data referred to in Article 9(1), unless point (a) or (g) of Article 9(2) applies and suitable measures to safeguard the data subject's rights and freedoms and legitimate interests are in place.

Article 34

Communication of a personal data breach to the data subject (C68-C88)

1. When the personal data breach is likely to result in a high risk to the rights and freedoms of natural persons, the controller shall communicate the personal data breach to the data subject without undue delay.
2. The communication to the data subject referred to in paragraph 1 of this Article shall describe in clear and plain language the nature of the personal data breach and contain at least the information and measures referred to in points (b), (c) and (d) of Article 33(3).
3. The communication to the data subject referred to in paragraph 1 shall not be required if any of the following conditions are met:
 - a) the controller has implemented appropriate technical and organisational protection measures, and those measures were applied to the personal data affected by the personal data breach, in particular those that render the personal data unintelligible to any person who is not authorised to access it, such as encryption;
 - b) the controller has taken subsequent measures which ensure that the high risk to the rights and freedoms of data subjects referred to in paragraph 1 is no longer likely to materialise;
 - c) it would involve disproportionate effort. In such a case, there shall instead be a public communication or similar measure whereby the data subjects are informed in an equally effective manner.
4. If the controller has not already communicated the personal data breach to the data subject, the supervisory authority, having considered the likelihood of the personal data breach resulting in a high risk, may require it to do so or may decide that any of the conditions referred to in paragraph 3 are met.

To exercise the rights mentioned above, submit inquiries, seek clarifications, or even just to propose suggestions for improving our privacy policies, please reach out to the data controller via email at privacy@modenafiere.it