

With this privacy policy drawn up in the respect of European Regulation no. 679 of 27 April 2016 (for short also “GDPR”), we would like to notify you how we will treat the data that you provide through the website www.eicma.it (hereinafter also the “Site”).

1. DETAILS TO IDENTIFY AND CONTACT THE DATA CONTROLLER.

The Data Controller is E.I.C.M.A. S.p.A., registered office Via Fabio Filzi, 25/A, 20124, Milano, VAT Reg. no. 04145450153– e-mail: privacy@eicma.it. The Data Controller has not currently appointed the Data Protection Officer – “DPO”.

2. PURPOSES AND LEGAL BASIS FOR THE TREATMENT.

a) The data provided through the operations by the user on the dedicated form (first name, surname, date of birth, passport number, phone number, email address, company role, company name and its information, subject bearing the expenses of the accommodation and food, the name of the place where the subjects concerned will be staying and its information) have the purpose of preparing the letter of invitation to obtain the Visa pursuant to law. The legal basis of the treatment described above consists of the execution of the relationship of which the data subject is a party and of obligations of the law.

b) If the user requests remaining in contact with the Data Controller to receive information on the promotional initiatives (promotions, discounts, competitions, surveys and other marketing activities), including connected to the activities of the EICMA Event, they must provide their email address and any further data requested, which will then be used for this purpose, holding good that the user/visitor can communicate at any time their wish to no longer receive these communications. The legal basis of the treatment described above consists of the expression of the consent granted by the user/visitor.

c) The data provided by the user to the Data Controller collected in consideration of their interests and preferences of purchase will be treated for purposes connected with the marketing and customized commercial and promotional communications to have the best of the experience deriving from the EICMA event. The legal basis of the treatments described above consists of the expression of the consent granted by the user/visitor.

We recall, for doubt’s sake, that the data legitimately collected in conformity with the law may also be used for statistical extrapolations in anonymous form.

3. ADDRESSEES OR CATEGORIES OF ADDRESSEES TO WHOM THE PERSONAL DATA MAY BE COMMUNICATED. The data may be communicated to third parties that operate in assistance to and on behalf of the Data Controller only for the purposes first listed for contractual and legal obligations. Administrative personnel may learn of the data as well as the managers of the operations and maintenance of the processing systems. Communication to the subjects mentioned above will take place with the guarantee of the protection of the rights of the data subject as per the GDPR. The list of any processing managers is available with the Data Controller. The data provided for marketing purposes may also be communicated or transferred to third parties who are partners of the Event (reference is made, by way of example and not exhaustively, to the main partners shown on the site of E.I.C.M.A. S.p.A.: <https://www.eicma.it/>) in order to allow them to use them directly for sending their commercial communications, only after specific consent by the user/visitor.

4. TRANSFER OF PERSONAL DATA TO A THIRD COUNTRY.

Any transfer of the data outside the EU will take place in full respect of the levels of protection as per the GDPR.

5. PERIOD OF STORAGE OF THE PERSONAL DATA OR CRITERIA USED TO ESTABLISH THIS PERIOD.

The data will be stored in a form that allows the identification of the data subjects for a period of time that is not greater than the pursuit of the purposes of the treatment, compatibly with the other legal obligations, and in conformity with the procedure of storage of the data adopted by the Data Controller. The data subject may request at any time the periods of storage of their personal data by writing to the following address: privacy@eicma.it

6. RIGHTS OF THE DATA SUBJECT: As per art. 13 of the GDPR, the Data Subject can exercise the following rights at any time whatsoever:

a) right of access, rectification, cancellation limitation and opposition: the Data Subject can access their data at any time, asking for rectification if they are not correct, ask for cancellation but not those data required by law for the Data Controller, they can limit access to the data to some figures;

b) right of portability of the data: the Data Subject is entitled to receive in a structured form, of common use and legible by an automatic device, the personal data concerning them provided to a Data Controller and is entitled to transmit the same data to another Data Controller without impediment by the Data Controller to whom the data were provided exclusively in the cases considered by art. 20 of the GDPR;

c) right of revocation of the consent at any time; the Data Subject can revoke consent at any time, assuming the consequences, holding good the obligation for the Data Controller to continue to hold the personal data which are the subject of this treatment only when this is necessary to fulfil a legal obligation of the Data Controller or for the execution of a task of public interest or connected with the exercise of public powers with which the Data Controller is invested.

d) right to be able to lodge a complaint with an authority of privacy protection.

e) as for the purposes of marketing as per paragraphs 2 b) and 2 c) the possibility for the Data Subject who has given their consent, remains: : i. to request, at any time and free of charge, the Data Controller to receive communications exclusively through the traditional methods of contact such as paper mail or calls through an operator; ii. To oppose, at any time and free of charge, the treatment of their personal data for the aforementioned purposes. In this case, the right of opposition of the Data Subject to the treatment of their personal data through automated means of contact (e.g. electronic mail messages of the type of mms or SMS and social media, etc.), is extended to the traditional methods of contact; iii. To oppose, at any time and free of charge, the treatment of their personal data for the aforementioned purposes only on part i.e. expressing a choice on the method of contact.

f) as for the marketing purposes as per paragraphs 2 b) and 2 c) the possibility remains for the Data Subject to oppose, at any time and free of charge, the treatment of their personal data for the aforementioned purpose.

To exercise your rights write to privacy@eicma.it

7. COMULSORY OR OPTIONAL NATURE OF PROVIDING DATA. Providing the data is compulsory given the nature of the contractual relationship that is established between the user and the Data Controller regarding the services requested. Providing the data relative to the marketing purposes of the Data Controller or of third parties and analysis of the purchasing preferences (customized marketing) is optional

8. CONSEQUENCES OF ANY REFUSAL TO ANSWER

If the user/visitor refuses to provide the compulsory data required regarding the services requested, the Data Controller cannot provide its services. There are no consequences, on the other hand, for the failure to provide the data of an optional nature, save the impossibility of receiving the promotional, customized and/or general communications.

9. EXISTENCE OF PROLIFING ACTIVITIES OR AUTOMATED DECISION-MAKING PROCESSES.

LOGIC USED AND CONSEQUENCES FOR THE DATA SUBJECT. Within the limits shown in this policy the Data Controller carries out profiling activities on the Data Subject related to the marketing activity: these will be carried out in conformity with the GDPR and the Data Subject can oppose this at any time by writing to privacy@eicma.it

EICMA S.p.A.