

Privacy Policy on the Processing of Guests' Personal Data

Pursuant to and for the purposes of Article 13 of Regulation (EU) No. 2016/679 of the European Parliament and of the Council of 27 April 2016 concerning the protection of natural persons with regard to the processing of personal data, as well as the free movement of such data and repealing Directive 95/46/EC, also known as the General Data Protection Regulation (hereinafter "GDPR"), we hereby inform you that the personal data provided by you to BolognaFiere S.p.A. (hereinafter also referred to as the "Company" or "BolognaFiere") shall be processed in compliance with the applicable legislation on the protection of personal data.

1. Data Controller and Data Protection Officer

The Personal Data Controller is BolognaFiere S.p.A., in the person of its *pro tempore* President, with headquarters in Bologna, Italy, Viale della Fiera No. 20, tel. 051/282111, and may be contacted at the following address: privacy@bolognafiere.it.

The Data Protection Officer may be contacted at the following email address: dpo@bolognafiere.it for any need related to the processing of personal data.

2. Purpose and Legal Basis of the Processing

Your personal data shall be processed for the following purposes:

- a) the establishment and performance of the contractual relationship between you and BolognaFiere. With reference to this purpose, the legal basis for the processing consists of the performance of contractual or pre-contractual obligations relating to a contract to which you are a party (e.g. access to the exhibition venue, accommodation bookings, partial reimbursements, etc.) pursuant to Article 6(1)(b) of the Regulation. The provision of data is not mandatory, but necessary. Any refusal to provide the data would make it impossible for BolognaFiere to provide the requested service. Please note that any processing of special categories of personal data shall be carried out exclusively where such data are communicated or made public directly by you. Such processing shall be lawful pursuant to Article 9(2)(e) of the Regulation;
- b) compliance with all legal, tax and administrative obligations imposed on BolognaFiere. With reference to this purpose, the legal basis for the processing is compliance with legal obligations imposed on BolognaFiere. The provision of data is not mandatory, but necessary. Any refusal to provide the data would make it impossible for BolognaFiere to provide the requested service;
- c) carrying out commercial and marketing activities aimed at inviting you to exhibitions or events of interest to you and, where applicable, sending you complimentary tickets. With reference to this purpose, the legal basis for the processing is your specific consent, in the absence of which BolognaFiere will not be able to carry out the aforementioned commercial activities; The provision of such data is never mandatory and will not interfere with the relationship between the data subject and BolognaFiere. Any refusal to provide the data would make it impossible for BolognaFiere to carry out marketing activities;
- d) allowing BolognaFiere to take videos and/or photographs during exhibitions and events for publication on our websites/landing pages and social media profiles (e.g. Twitter, Facebook, YouTube, etc.) and on brochures, catalogues, flyers and other printed material promoting the events pursuant to Article 6(1)(f) of the Regulation. The legal basis for the processing is the legitimate interest of the Data Controller, since the recordings made by BolognaFiere for this purpose are exclusively generic in nature. The provision of data is not mandatory, but necessary. Any refusal on your part would make it impossible for BolognaFiere to provide the required service.

3. Methods of Processing of Data

The processing of personal data shall be carried out using paper, electronic and/or telematic tools, with logic strictly related to the purposes indicated above and, in any case, in such a way as to ensure the security and confidentiality of the data.

It should be noted that BolognaFiere does not process your data for the purpose of making decisions based on automated processing that produce legal effects or significantly affect the individual pursuant to Article 22 of the Regulation.

4. Recipients, Categories of Recipients of Personal Data and Transfer of Data to Third Countries

The following parties may become aware of your personal data: shareholders, members of the board of directors or other administrative bodies and, in any case, the Data Protection Officer, external Data Processors, persons in charge of processing and/or persons authorised to process the data designated by BolognaFiere in the

performance of their duties. Your personal data may be disclosed to parties providing BolognaFiere with services instrumental to the purposes indicated above, including by way of example parent companies, subsidiaries, affiliates and/or associated companies, joint venture partners; entities and/or companies managing and/or participating in the management and/or maintenance of websites and electronic and/or telematic tools used by us, photographers and/or videomakers producing audiovisual materials or related post-production, journalists and media outlets, companies entrusted with services necessary for the organisation and management of events (e.g. installation of fittings and equipment, publishers of printed and online catalogues, logistics, security, surveillance, first aid, hostesses, etc.), diplomatic representatives, consultants, law firms, banks, providers of marketing and communication services; other parties involved in the management of the selection process and related benefits for buyers (such as insurance companies, travel agencies, hotels), etc.

The updated list of Data Processors is available at the Data Controller's premises and may be requested by sending a communication to the email address privacy@bolognafiere.it.

Your personal data shall not be transferred to countries outside the European Union.

5. Data Retention

The personal data provided by you shall be processed only for the time necessary to achieve the purposes described above, without prejudice to further retention periods connected with the specific conditions of lawfulness of the processing.

In particular, data processed for purposes connected with the performance of the contract shall be retained for the time strictly necessary to allow your participation in the exhibition or event (e.g. issuance of the complimentary ticket).

Data processed for compliance with all legal, tax and administrative obligations shall be retained for the time strictly necessary for BolognaFiere to fulfil such obligations (e.g. management of supplier invoices concerning you).

Data processed for marketing purposes shall be retained only for 12 months and/or for commercial communications relating to the two subsequent editions of the event of interest to you.

Data processed for the legitimate interests of BolognaFiere shall be retained for the time strictly necessary to achieve such legitimate interest.

6. Rights of the Data Subject

We inform you that at any time you may exercise the rights provided for within the limits and under the conditions set out in Articles 7 and 15-22 of the GDPR concerning your data. To exercise such rights, please contact the Data Controller at the email address privacy@bolognafiere.it; an appropriate and timely response shall be provided.

In detail, you have the right to:

- obtain confirmation as to whether or not personal data concerning you are being processed;
- where processing is underway, obtain access to the personal data and information relating to the processing and request a copy of the personal data;
- obtain the rectification of inaccurate personal data and the completion of incomplete personal data;
- obtain, where one of the conditions set out in Article 17 of the GDPR applies, the erasure of personal data concerning you;
- obtain, in the cases provided for by the GDPR, restriction of processing;
- receive the personal data concerning you in a structured, commonly used and machine-readable format and request transmission thereof to another controller, where technically feasible.

Furthermore, you have the right to object at any time to the processing of your data carried out for the pursuit of a legitimate interest of the Data Controller. In the event of objection, your data shall no longer be processed unless there are legitimate grounds for continuing the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

With reference to the processing of data for marketing and profiling purposes, you may withdraw any consent given at any time or object to such processing by sending an e-mail to privacy@bolognafiere.it. Withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

Finally, pursuant to Article 77 of the GDPR, we remind you that you have the right to lodge a complaint with the Italian Data Protection Authority if you believe that the rights to which you are entitled under the GDPR have been violated, according to the procedures indicated on the Authority's website available at www.garanteprivacy.it.