

Hannover Fairs International GmbH with Legal Headquarters in Messegelände, D, 30521 Hannover and branch in Milan, Via Paleocapa 1, Fiscal Code and VAT number 08082840961 (hereafter the "Controller") in its role as Data Controller informs you that in accordance with EU Regulation 2016/679 (hereafter called, "GDPR") and the current national legislation in relation to personal data protection that your personal data will be processed according to the procedures and for the purposes listed below:

1. DATA PROCESSED

The Controller collects and processes personal, identifying and not particular/sensitive data (for example names, surnames, company names, addresses, email addresses, etc. - hereafter called "Personal Data" or also "Data") communicated by you as our client and/or Exhibitor in one of event or exhibition organized by Hannover Fairs International GmbH.

2. PURPOSE OF DATA COLLECTION

Your data is processed:

A. without your express consent (art. 6 lett. b, c GDPR), for the following Service Purposes:

- 1) execution of the contract and/or the fulfilment of pre-contractual obligations, in particular:
 - participation in the exhibition organised by the Controller;
 - activities closely related to and instrumental in managing relationships for participation in the Exhibition;
 - supply of goods and services;
 - payments collection; participation fees collection and electronic invoice management;
 - management of revenues;
- 2) the fulfilment by the Controller of legislative obligations (art. 6 lett. c GDPR), in particular:
 - compliance with obligations required under laws, regulations and under national and community norms or in other words imposed by relevant authorities;
 - compilation and elaboration of tax returns and fulfilment of related obligations;
 - keeping of accounts and fulfilment of related obligations;
- 3) pursuit of the Data Controller's legitimate interests (art.6, lett. f GDPR) in particular:
 - exercising of the Data Controller's rights in judicial proceedings and in management of any disputes;
 - prevention and repression of illicit acts;
 - control of solvency and anti-fraud activities;
 - sending of questionnaires aimed at gathering information in relation to event satisfaction, in order to carry out statistical analysis and propose improvements at subsequent events;

B. only in the case of your consent (art. 6 lett. a GDPR) for the marketing purposes listed below, in particular:

- for the sending of information, promotional, commercial and advertising material or material related to events and initiatives, via automated systems, email, fax, messages such as MMS (Multimedia Messaging Service) or SMS (Short Message Service) or of other types, as well as via print mail and through operator managed telephone calls;

C. only in the case of your consent (art. 6 lett. a GDPR), for communication to third parties for Marketing Purposes, in particular:

- for the sending of information and/or promotional, commercial and advertising material or related to events and activities on behalf of third parties partners of HFI, such as companies within the Group Deutsche Messe AG.

3. DATA HANDLING

The processing of your data is carried out electronically and on paper, in automated and manual forms, via the operations indicated in art. 4 GDPR and in particular: gathering, registering, organising, preserving, consulting, elaborating, modifying, selecting, extracting, comparing, using, interconnecting, blocking, communicating, cancelling and destruction of data.

4. DATA PRESERVATION

The Controller will process your personal data for as long as necessary to carry out the purposes listed above and in any case for no longer than 10 years from the end of the contractual relationship inherent to the Service Purposes, and for no longer than 3 years from the gathering of the data for Marketing Purposes and communication to third parties for Marketing Purposes.

5. DATA ACCESS

Your data may become accessible for the aforementioned purposes to:

- Controller employees and/or consultants, in their roles as data processors and managers and/or as system administrators;
- group companies or other third parties (for example suppliers, credit institutions, professional consultants, etc.) who carry out services in outsourcing for the Controller and as part of their roles as data managers.

6. DATA COMMUNICATION

Your data may be shared, even without your consent, to supervisory bodies, police forces and judges in the Finance Ministry, Excise offices, Ministerial bodies and relevant authorities, Local bodies (regions, provinces, municipalities), regional and provincial tax commissions, on their express demand and who in their roles are autonomous controllers for institutional purposes and/or according to the law are working on investigations and checks.

Your data may also be given to third parties (for example, partners, professionals, State bodies that partner in the organisation of the Exhibition, etc.) in their roles as autonomous data controllers, in order to carry out activities that are instrumental to the aforementioned purposes.

7. DATA TRANSFERRING

Your data will not be shared or transferred to countries outside the EU.

8. NATURE OF DATA PROVISION AND CONSEQUENCES OF REFUSAL OF CONSENT

Provision of data for the purposes of the service referred to in paragraph 2.A. is obligatory. In their absence, we will not be able to guarantee you either participation in events or exhibitions organized by the Controller or the services in point 2.A.1.

The provision of Data for Marketing and Communication purposes to third parties for Marketing Purposes referred to in point 2.B and point 2.C. is instead optional. Lack of consent will not prevent the use of the controller's services. If you decide not to provide the Data, however, you will not be able to receive the initiatives and offers of the Controller or third parties. In any case, you will continue to have rights to the services listed in art. 2.A.

9. RIGHTS OF DATA SUBJECTS

As a data subject, if limitations set out in legal provisions are not met, you have rights as per art.15 and subs, GDPR and more precisely:

- to obtain confirmation of the existence or not of your personal data, even if not yet registered, and that such data be made available to you in an intelligible form;
- to obtain indication and, if necessary, a copy: a) of the origin and category of your personal data; b) of the logic applied in cases of processing carried out with the aid of electronic means; c) of the purposes and methods of processing; d) of the identification data concerning the data controller and data processors; e) of the subjects or categories of subjects to whom the personal data may be communicated or who can learn about them, in particular if they are recipients of third countries or international organizations; f) when possible, of the data retention period or the criteria used to determine this period; g) of the existence of an automated decision-making process, including profiling, and in this case of the logic used, the importance and the consequences foreseen for the person concerned; h) of the existence of adequate guarantees in case of transfer of data to a non-EU country or to an international organization;
- to obtain, without unjustified delay, the updating and rectification of inaccurate data or, when required, the integration of incomplete data;
- to obtain, without unjustified delay, update and rectification of incorrect data, that is to say, when applicable, the integration of incomplete data;
- to obtain the cancellation and transformation into anonymous form or blocking of data: a) unlawfully processed; b) no longer necessary in relation to the purposes for which they were originally collected or subsequently processed; c) in cases of revocation of consent on which processing is based and in cases where there is no other legal basis, d) if you have opposed the processing and there is no legitimate prevailing reason to continue the processing; e) in cases of fulfilment of a legal obligation; f) in cases of data referring to minors, controllers can refuse to cancel only in cases of: a) exercising of right to freedom of expression and information; b) fulfilment of a legal obligation, performance of a task performed in public interest or exercising of public authority; c) reasons related to public health interest; d) archiving in the public interest, scientific or historical research or for statistical purposes; e) exercising of rights in court;
- to obtain limitation of processing in the event of: a) contesting accuracy of personal data; b) unlawful processing by the Data Controller to prevent cancellation; c) exercising of rights in court; d) verification of possible prevalence of the Data Controller's legitimate reasons with respect to those of the data subject;
- to receive, if processing is carried out by automatic means, without impediments and in a structured, commonly used and legible format, personal data concerning you in order to transmit them to another controller or - if technically feasible - to obtain direct transmission from part of the controller to another controller;
- to object, in whole or in part: a) for legitimate reasons particularly related to you, to the processing of your personal data; b) to the processing of your personal data for the purpose of sending advertising materials or direct sales or for carrying out market research or commercial advertising, through the use of automated call systems without intervention by operators via email and/or through traditional marketing methods by phone and/or print mail;
- to lodge a complaint with the Guaranteeing Authorities for Personal Data Protection.

In aforementioned cases, when required, the Data Controller will disclose to third parties that receive your personal data any exercising of rights carried out by you, except in specific cases (e.g., when such fulfilment proves impossible or involves the use of means manifestly disproportionate to protected rights).

10. EXERCISING OF RIGHTS

You may exercise your rights at any time:

- by sending a registered letter with confirmation of receipt to Hannover Fairs International GmbH in Milan, via Paleocapa 1;
- by sending an email to info@hfitaly.com;
- by calling +39 02 70633292.

To no longer receive direct automated marketing communications (email, SMS, MMS, fax) it is sufficient to write an e-mail to info@hfitaly.com at any time with the subject "Cancellation from Automated Mailing list" specifying the name of the sender, or you can use our automatic cancellation systems, provided for e-mail only, and you will no longer be disturbed. To no longer receive traditional direct marketing communications (telephone calls by operator, print mail) it is sufficient to write an e-mail at any time to info@hfitaly.com with the subject "Cancellation from Traditional Mailing list", specifying the name of the sender and you will no longer be contacted.