

## **PRIVACY POLICY on the processing of personal data**

In agreement with Regulation (EU) 2016/679 ("GDPR") and the legislation in force in Italy (Italian Legislative Decree 196/03 as amended by Italian Legislative Decree 101/2018) concerning the processing of personal data, we hereby wish to inform you that your data, sent to us in your application to become an exhibitor at MICAM (hereinafter also "prospective exhibitor"), will be processed by Anci Servizi s.r.l. a socio unico, with registered offices at Via Alberto Riva Villasanta 3, Milan, in its capacity as the Controller (hereinafter "Controller" pursuant to Article 4 of the GDPR).

You may contact the Controller by email by writing to [info@assocalzaturifici.it](mailto:info@assocalzaturifici.it) or by telephone, by calling +39 02438291. The DPO is Ms Laura Marretta, Attorney, who can be contacted at Anci Servizi s.r.l. a socio unico and by sending an email to [privacy@assocalzaturifici.it](mailto:privacy@assocalzaturifici.it).

As required by Article 12 of the GDPR, the Controller has adopted this privacy policy to provide the data subject with the information set forth in Article 13 and the communications referred to in Articles 15 to 22 of the GDPR. Therefore, in relation to the above, the Controller hereby informs you that the personal data you supplied on a voluntary basis when you applied to take part as a prospective exhibitor in the MICAM trade fair, sent to the address [espositori@themicam.com](mailto:espositori@themicam.com), , are data which do not belong to the special categories of personal data listed in Article 9 of the GDPR and concern either the data subject themselves (also if operating as an individual undertaking, small enterprise or freelance professional) or their employees, agents, representatives or collaborators (the "Data").

The data supplied will be processed in compliance with the principles and provisions set forth in the GDPR and current Italian legislation. Processing is performed in line with the principles relating to processing of personal data listed in Article 5 of the GDPR and with the conditions of lawfulness provided for under Article 6 of the GDPR, for purposes relating to the relationship established with the Controller; therefore, data processing is legally justified, as required by Article 13 c) of the GDPR, by the purposes for which the relationship is established with the Controller, namely, in this case, the application to become an exhibitor at the MICAM trade fair (point (b) of Article 6(1)).

In order to achieve these purposes, processing of the data provided to the Controller may include the organisation, storage, consultation, processing, retrieval, processing within the EU and outside the EU, exclusively in the cases governed by Articles 45 and 46 of the GDPR, verification of the requirements to exhibit at the trade fair by the Organisation Office, amendment, production of statistics and erasure. Moreover, data processing will also include destruction and alteration of the processed data following a request by the data subject, and consultation. If the Controller decides to go ahead and accept the data subject's request to become an exhibitor, it will send the prospective exhibitor the link to sign up to the trade fair in the same email used to make the application. Please note that if the "prospective" exhibitor does not receive any correspondence from the MICAM office, the data supplied will be erased within 1 year.

Data may be processed both in paper form and/or electronically, only by parties specifically authorised to do so. The Controller does not process data on the basis of automated decision-making processes or for profiling purposes.

Providing data is optional. However, if you do not provide it, or you provide partial or untruthful data, your application to become an exhibitor may not be accepted. When a party applying to be an exhibitor sends an email with the required data (complete company data; surface area required; company's website or PDF brochure of the collection; price bracket and production site), this authorises the Controller to process the data, in line with the legal basis pursuant to

point (b) of Article 6(1) (processing necessary in order to take steps prior to entering into a contract).

Data will be kept for 1 year in order to check that the requisites for becoming an exhibitor at the trade fair are met, and in any case for the amount of time necessary to fulfil the purposes for which it was collected.

The Controller also informs you that the following rights are guaranteed under Article 13 par.2 of the GDPR:

- The right of access to personal data and to related information as listed under Article 15 of the GDPR;
- The right to correct or delete the data supplied, or request limitation of data processing;
- The right to object to data processing;
- The right to data portability;
- The right to revoke your consent at any time without affecting the lawfulness of data processing on the basis of consent given prior to revocation, if processing is based on point (a) of Article 6(1) or on point (a) of Article 9(2);
- The possibility to make a complaint to a controlling authority (link to the website of the Italian Data Protection Authority:  
<https://www.garanteprivacy.it/web/guest/home/docweb//docwebdisplay/docweb/4535524&zx=x08u1yvnd51>).

To exercise the rights listed above or obtain more information in this respect, please send an email to the DPO at [privacy@assocalzaturifici.it](mailto:privacy@assocalzaturifici.it), stating the wording "exercising of rights under the GDPR" or "info under the GDPR" in the subject line and specifying the right that you wish to exercise in the body of the email, along with your name, surname and the email address where you wish to receive the reply from the Controller. Once your request has been processed, the Controller will send its feedback in the terms set forth in article 12(3) of the GDPR.

The Controller also informs you that the rights listed in and guaranteed by Articles 15-22 of the GDPR may not be exercised by submitting a request to the Controller or by lodging a complaint under Article 77 of the GDPR if the exercising of these could result in real, concrete damage to certain categories of data subjects and/or to certain activities listed in Article 2-*undecies* of Italian Legislative Decree 196/03, as amended by Italian Legislative Decree 101/2018; this is without prejudice to what the legislator has specified in subparagraphs 2 and 3 of the aforementioned Article.

Should the Controller intend to process personal data for a purpose other than that for which it was collected, the data subject will be provided in advance with information on this new purpose and all other pertinent information, and the Data Controller will seek his or her prior consent.

It is understood that by sending the email containing the data required to exhibit at MICAM, the data subject is also responsible for accuracy and truthfulness. Moreover, if the email contains data relating to third parties (for example, concerning brands they would like to exhibit), the data subject shall be liable for both the accuracy and truthfulness of the data and for communication of the same, and shall guarantee that these Data can be lawfully used by the Controller. The data subject shall also indemnify the Controller against any claims which may arise, also holding it harmless from all direct and/or indirect claims for damages.