

Firenze Fiera S.p.A.

Information pursuant to Art. 13 of Legislative Decree no. 196 dated 30/06/2003 - "Personal Data Protection Code" - October 2016 Edition

Given that

- 1) As a result of creating a contractual and business relationship and while carrying out the same, our Company shall collect and process your personal data.
 2) For the sake of clarity, we hereby specify in advance the following definitions listed in Legislative Decree no. 196/2003 (hereinafter referred to also as "Code"):
Processing: any operation, or set of operations, carried out with or without the help of electronic or automated means, concerning the collection, recording, organisation, keeping, interrogation, elaboration, modification, selection, retrieval, comparison, utilization, interconnection, blocking, communication, dissemination, erasure and destruction of data, whether the latter are contained or not in a data bank;
Personal data: any information relating to natural persons that are or can be identified, even indirectly, by reference to any other information including a personal identification number.

Given the above,

pursuant to Article 13 of Legislative Decree no. 196/2003 (Privacy Code)

Please, note that the collection and processing of your personal data will be carried out by the undersigned Company in accordance with the following.

Data Processing Controller

The data controller shall be Firenze Fiera S.p.A., a company having its registered office in Florence – Piazza Adua no. 1 - Postcode 50123 – VAT no. 04933280481

Nature of Processed Data

By way of non-limiting example, our Company shall treat biographical, tax and financial data, necessary to manage existing or future contractual relationships with you. We do not own any data being classified as "sensitive" (Art. 4, paragraph 1, point d) of the Code) or "judicial" (Art. 4, paragraph 1, point e) of the Code). Photographic images and/or video footage/ audio recordings (of you/your Company), acquired during the events (fairs, exhibitions, conventions, etc.) might be exceptionally subject to processing only upon your approval and in accordance with the regulatory limitations for the purposes herein mentioned.

Purposes and Modalities of Data Processing

Basic Purposes

- Fulfilling obligations deriving from service supply relationships requested both before and upon signing the contract, with specific reference to their implementation, as well as to the collection of the agreed considerations.
- Fulfilling the applicable obligations provided for in the national and EU legislation.
- Asserting also third parties' rights in judicial, arbitral and administrative contexts, in accordance with the regulatory limitations.

"Promotional" purposes

Sending communications required to monitor the evolution of the relationships with clients by means of automated and non-automated instruments – traditional procedures such as, for example, paper-based mail and/or telephone calls with operators - (Art. 130, paragraphs 1 and 2 of the Privacy Code), as well as planning and implementing analytical, strategical and operational marketing, informing on business and promotional activities concerning services strictly related to the relationship built with the client. Said purposes shall be pursued for further reasons in addition to those strictly linked with contractual obligations, in case you decide to grant consent (after viewing this information); should you decide not to grant consent (optional) for said purposes, the contractual relationship shall not be compromised nor altered in any way. If you decide to grant your consent, the latter shall be considered applicable both for traditional and automated contacts, as pointed out in Art. 130, paragraphs 1 and 2 of the Code (ex. e-mails, SMS and MMS-type messages, facsimile, automated calls, etc.); after expressing your consent, however, you have the right to object - at any time and at no cost - to the processing of your data for this purpose. Should you wish to exercise your right to object at any time, you may also proceed in a diversified and independent manner, using one of the contact methods. Please, note that in case you grant your consent for the purposes herein described, no subscription to the public objections register shall prevent the undersigned Company from establishing a phone contact. Please, note that promotional activity may also be carried out by third parties only in relation to categories listed in this information (please, refer to the right column).

Other Purposes

Should you decide to grant your specific consent as reported above, your personal data (in particular: video footage, photographic images, audio recordings) shall be collected and processed only to create and produce promotional material, representing your corporate structure (ex. to create leaflets and/or advertisements, to publish corporate articles on newspapers and magazines, or to create web pages on the corporate website), in accordance with the applicable regulatory limitations and provisions.

Data Processing Methods

The processing of your data shall be made through manual and automated instruments, using methods strictly related to the above mentioned purposes and set to guarantee the safety and privacy of your data.

Data Providing

Failure to provide data we are obliged to know in order to fulfil the contractual obligations required by laws, regulations and the EU legislation, meaning in accordance with instructions given by authorities empowered by law and by supervisory and control units, may result in the impossibility to establish or continue the relationship to the extent that such data are necessary to implement it.

Failure to provide data we are not obliged to know shall be valued by us on a case-by-case basis, and shall determine decisions based on this procedure, according to the importance of the data requested and provided for our organization, subject to compliance with contractual obligations and with those deriving from regulatory provisions.

Communication and Dissemination

We will not "disseminate" your details, by which we mean that your details will be not be disclosed in any way to unknown parties and will not be made available for them to consult; the only exception to this general rule may concern the use of video footage, photographic images, audio recordings for the purposes listed in this information and in accordance with the regulatory limitations and with the dignity and privacy of the individuals.

In general, your data may be "communicated" by us, in the sense of giving knowledge to specific individuals, according to the following terms:

- To individuals who can access the data by virtue of provisions laid down by law, of regulations or EU legislation, within the limits provided for in such laws;
- To individuals who require to access your data for purposes related to the relationship between you and us, within the limits strictly necessary to achieve this objective;
- To our consultants, within the limits strictly necessary to carry out their tasks in support of our organization and in accordance with the applicable regulatory provisions.

For further details, please refer to the right column.

Scope of Disclosure of Your Data

The following categories of individuals may become aware of your data:

- Employees of the company qualified as "in charge" pursuant to art. 30 of Leg. Decree no. 196/2003;
- **Third parties** carrying out or providing specific services functional to the implementation of our relationship with you.
- Firenze Fiera S.p.A. benefits from a network of commercial agents. In this regard, the Company has set up – in compliance with the regulations in force – the arrangement and release of specific documents of appointment and assignment to said individuals (by virtue of their position as external professionals pursuant to Art. 29 of the Code) for the processing of personal data. Therefore, Firenze Fiera S.p.A. has formalised clear instructions, so that the above mentioned individuals shall absolutely respect the requirements imposed by regulations in force to protect your personal data, whilst also reserving its right to carry out audits on their work in terms of privacy;
- External consultants such as lawyers, accountants, employment consultants, trade associations, etc.;
- Individuals who, due to contractual requirements and purposes necessary to manage activities agreed with you and/or ancillary services, and/or specific requests you might have, may need to acquire one or more of the disclosures;
- Individuals experts in graphic design and advertisement (for instance, to elaborate brochures, corporate presentations, etc.);
- Managers of the institutional website of Firenze Fiera S.p.A.;
- System administrators duly appointed by the undersigned Company in compliance with regulatory requirements.

In order to obtain further details, some or all of your personal data collected might be communicated to sponsors and/or business partners (ex.: catering companies, travel and communication agencies, event organisers, institutions or companies managing technical facilities, audio-visuals, transportation, individuals involved in setting up the exhibiting/fair areas, etc.) of the Company:

- ✓ For purposes strictly linked with our own operativeness and to guarantee the service requested;
- ✓ To send business, promotional and advertising communications by mail, telephone, automated call systems, facsimile, e-mail, SMS or MMS-type messages, concerning products and services of the third parties listed above and interested in offering business opportunities directly, which they may consider useful and/or advantageous for the clients of Firenze Fiera.

To this extent, Firenze Fiera requests your specific consent to communicate your personal data to the categories of individuals aforementioned and for each of the above mentioned purposes.

Your Rights

You may exercise your rights against us pursuant to Art. 7 of Legislative Decree no. 196/2003, which reads exactly as follows:

"1. The person concerned has the right to obtain the confirmation of the existence or not of personal data relating his/her person, including data not yet registered. Such data shall be delivered to the affected party in an intelligible manner. 2. The person concerned has the right to be advised of the following: a) origin of personal data; b) data processing and procedures; c) the logic applied in case of processing carried out with the aid of electronic instruments; d) the identification data of the Holder, Person in charge and Representative designated, according to Article 5, paragraph 2; e) entities or groups of entities to whom the personal data may be communicated or whom otherwise might have access to these data themselves in the capacity as Representative in Italy, Persons in charge or Data Processors. 3. The person concerned has the right to: a) update, rectify, when necessary, and integrate his/her personal data; b) delete, transform into an anonymous format or obtain the access to data processed illicitly, including data not requiring storage for the purposes for which they were originally collected and subsequently processed; c) have a certification that the operations as described in letters a) and b) have been reported to those entities to whom the data had been forwarded or disseminated except in those instances when it would be impossible or would entail the use of resources and other means manifestly disproportionate to the protection of the individual's personal right. 4. The person concerned has the right to oppose, in whole or in part: a) to the processing of personal data, even if pertinent to the collection aim, for legitimate motivations; b) to the processing of personal data for purposes of advertising/sales or performance of market surveys or advertising campaigns."

In order to exercise said rights, you may contact Firenze Fiera S.p.A. by using the following contact details:

E-mail privacy@firenzefiera.it	Registered Office Piazza Adua, no. 1 – 50123 - Firenze (FI), Italy	Phone +0039 055 497 21	Fax +0039 055 497 3237
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Further Information

This information might be integrated, either orally or in writing, with further elements and indications, in order to best meet any need-to-know basis in terms of "Privacy" and to meet all the regulatory and/or technological evolutions.

Firenze Fiera spa

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