

**Privacy policy on the processing of personal data in accordance with the terms of Article 13
of Regulation EU 679/2016**

1. INTRODUCTION

Pursuant to Art. 13 of the GDPR, concerning the protection of natural persons in regards to the processing of personal data, we provide the requested information on the processing of personal data concerning you (“Data”**Data**) by Fiere di Parma S.p.A. and CEU CENTRO - CENTRO ESPOSIZIONI UCIMU S.P.A. (hereinafter referred to also as "**Data Joint Controllers**" or “Joint Controllers”).

2. JOINT CONTROLLERS’ DATA

Fiere di Parma S.p.A., with registered offices in Parma, Viale delle Esposizioni 393/a, TAX ID and VAT No. 00162790349, mail legale@fiereparma.it (hereinafter referred to also as “FDP”).

and

CEU - CENTRO ESPOSIZIONI UCIMU S.P.A., viale Fulvio Testi 129 – 20092 Cinisello Balsamo (MI) TAX ID 01765630155 and VAT NO. 00723400966, privacy@ucimu.it (hereinafter referred to also as “CEU”)

3. DATA PROTECTION OFFICER

FDP has appointed a Data Protection Officer (DPO) who can be contacted for any information and request via the email address privacy@fiereparma.it




CEU has appointed a Data Protection Officer (DPO) who can be contacted for any information and request via the email address rpdcEU@ucimi.it

4. PERSONAL DATA PROCESSED

The data processed by the Joint Controllers to respond the request to download the brochure are: e-mail and company of the “Data subject”.

5. PURPOSE OF PROCESSING AND LEGAL BASIS

The Data supplied by the Data Subjects, including through the completion of special forms, are used for the fulfilment of the following purposes:

 DATA PROCESSING PURPOSES	 LEGAL BASIS FOR DATA PROCESSING	 DATA RETENTION PERIOD
1- Download of the event brochure	Execution of the contract	Until the end of the event.
2 - Receive information regarding the services offered on the brochure following updates on programme and/or contents;	Execution of the contract	Until the end of the event.
3 - Marketing purposes	Consent of the Data subject (optional)	Until request of erasure

(sending commercial/promotional communications) by automated contact means (such as email, newsletter) about products/services of the Data Controller, market surveys and statistical analyses.	and revocable at any time).	
Once the aforementioned retention period has elapsed, the Data will be destroyed or made anonymous, in compliance with the technical erasure and backup procedures.		

Should Data be used by the Data Joint Controllers for purposes other than the ones specified above, the Data Joint Controllers shall be considered, with respect to these additional purposes, Independent Data Controllers.

6. PROCESSING PROCEDURES

Joint data processing is based on principles of correctness, lawfulness, transparency and data minimization (privacy by design); it may be carried out either manually or through automated procedures designed to store, process and transmit them and will take place through appropriate technical and organizational measures, taking into account the current technological level and implementation costs, in order to guarantee, among other things, the security, confidentiality, integrity, availability and resilience of systems and services, avoiding the risk of loss, destruction, unauthorized access or disclosure or, in any case, illicit use, as well as through reasonable steps for ensuring that inaccurate data is erased or rectified in accordance with the purpose for which they are processed..

7. RIGHTS OF THE DATA SUBJECT (ART. 15-22 of the GDPR)

Data subjects have the rights established by articles 15 to 22 of the GDPR, where applicable. The data subjects have the right to request from the Data Controllers access to data, rectification or erasure of such data as well as restriction of or objection to processing. The data subjects are entitled to revoke consent at any time regarding the purposes of point 2 chapter “**5. PURPOSE OF PROCESSING AND LEGAL BASIS**”. For more information on your specific rights as a Data Subject, and on how to exercise them, please send an email or write to the Data Controller's address, given in art. 2, specifying your request and indicating the address where you would like to receive the reply.

Data subjects are entitled to file a complaint with the Data Protection Authority through the contact details available on the website <https://www.garanteprivacy.it/>

8. CATEGORIES OF DATA RECIPIENTS TO WHOM THE DATA MAY BE PROVIDED AS DATA CONTROLLERS OR WHO MAY HANDLE IT AS DATA PROCESSORS

The Data may be processed by third parties operating as Data Controllers such as, for example, authorities and supervisory and control bodies and in general public or private subjects entitled to request the Data.

Your Data may be processed, on behalf of the respective Joint Controllers, by third parties appointed as **data processors** who perform specific activities on behalf of the Joint Controllers.

Data shall be processed by persons in charge and duly trained, and shall not be disclosed and disseminated.
