



PRIVACY POLICY - PROCESSING OF EXHIBITOR 'S PERSONAL DATA

Articles 13 and 14 of EU Regulation No. 2016/679 (General Data Protection Regulation)

In compliance with Articles 13 and 14 of Regulation (EU) 2016/679 ("GDPR"), Ipack Ima S.r.l. ("Ipack Ima") and UIV - Unione Italiana Vini Servizi Società Cooperativa ("UIV") as Joint Data Controllers (hereinafter, the "Joint Data Controllers") intend to provide information regarding the processing of personal data that may concern exhibitors, in the case of sole proprietorships, small entrepreneurs, professionals, etc. or rather the contact persons for the exhibitors, in the case of companies, bodies or associations (in respect of which, as is known, the GDPR is not applicable) (the "Exhibitors") in the Application for admission and in the context of the request for one or more of the specific services or those issued even subsequently, as well as those acquired from third parties (e.g.: partners, trade information companies, etc.) or in the context of the Bevertech Exhibition (also, for example, any photos or video recordings at the stands), (the "Exhibition") and the provision of the annexed services resulting from the Exhibitor's participation in the Exhibition itself.¹²³

1. Contact details of the Joint Data Controllers

The Joint Data Controllers are Ipack Ima, with registered offices in Rho (MI), Strada Statale del Sempione Km. 28, tax Code and VAT number 09243350965, which can be contacted at the email address privacy@ipackima.it, and UIV, with registered offices in Milan (MI), Via S. Vittore al Teatro no. 3, 20123, VAT number and tax code and registration number in the Milan Business Register 00868400151, which can be contacted at the email address privacy@uiv.it

2. Types of personal data processed

The Joint Controllers, for the purposes indicated below, process the following categories of the User's personal data:

- personal data provided by the User by completing the form relating to the Event, such as identification data (name and surname) contact details or contacts (e.g., e-mail address), services requested and used, payment data, reference company, qualification and role covered, reference company area;
- additional data provided freely by the User, such as additional telephone numbers and information relating to the company to which they belong, decision-making power held within the company, interest in the Event.

3. Purpose and legal basis of processing

The personal data are collected and processed for the following purposes:

- a) to carry out the measures, obligations and services concerning the application for admission, the payment of the relevant fee and participation in the Exhibition, as well as to perform the various related services according to the relevant contractual or usage conditions, the Joint Controllers process such data based on the execution of the contract relating to the Exhibitor, in the case of sole proprietorships, small entrepreneurs, professionals, pursuant to art. 6(1)(b) of the GDPR or its legitimate interest in the execution and management of the contractual relationship with the company for which the individual is the contact person pursuant to art. 6(1)(f) of the GDPR;
- b) for the fulfilment by the Joint Data Controllers of the legal obligations deriving from participation in the Event, including all administrative and accounting formalities, the Joint Data Controllers themselves process such data for the fulfilment of legal obligations to which they are subject pursuant to art. 6(1)(c) of the GDPR;
- c) to carry out the administrative, organisational and technical activities necessary for the provision of each Service requested by the User. The Joint Controllers process such data based on their legitimate interest pursuant to art. 6(1)(f) of the GDPR;
- d) to carry out statistical activities, on aggregate data, regarding the Exhibitor's interest in the Exhibition in order to improve the customer experience and deliver more precise services. The Joint Controllers process such data based on their legitimate interest pursuant to art. 6(1)(f) of the GDPR;
- e) to ascertain, exercise or defend the rights of the Joint Controllers in court. The Joint Controllers process such data based on their legitimate interest pursuant to art. 6(1)(f) of the GDPR;
- f) for the sending of communications relating to further editions of the Exhibition or other similar events, organised by the Joint Controllers and services similar to those requested by the Exhibitor. The Joint Controllers process such data based on their legitimate interest pursuant to art. 6(1)(f) of the GDPR, taking into account the provisions pursuant to art. 130, paragraph 4, of Legislative Decree no. 196/2003 and subsequent amendments, without the consent of the Exhibitor. The

¹Online ticketing, Digital Platform, Application for admission, download of conference proceedings and various documentation, smart lunch, smart app, b2b portal (MyMatching).

²Depending on the service (e.g., submission of application for admission), the data may be acquired, for example, from partners, exhibitors of the event, as well as from commercial information service companies from public sources known to anyone (such as business registers).

³ For information on the processing of photos and video recordings of the Exhibitor at the stands or as part of the Exhibition by the Joint Controllers, please refer to the specific privacy policy reported on the General Regulation in paragraph 37.

⁴ The terms and conditions of use of each service provided by Fiera Milano can also be consulted at the following link: <https://www.fieramilano.it/condizioni.html>



data subject may object, at any time (immediately or even later), to the sending of such communications, by sending an email to the email box of the Joint Data Controllers or by clicking on the appropriate link ("unsubscribe") contained in each email communication;

- g) to the sending advertising material, direct sales, carrying out market research (including surveys on the quality of services and the degree of User satisfaction) or commercial communications relating to exhibitions, events and services of the Joint Controllers, by post, telephone, automated call systems, fax, e-mail, SMS, mms (direct marketing purposes).

With regard to the processing carried out by Fiera Milano as an independent data controller relating, for example, to the obligations and services concerning the services directly requested by Exhibitors at Fiera Milano (through, for example, e-Service), please refer to Fiera Milano's specific privacy policy.

4. Means of processing

The processing of personal data is carried out for the aforementioned purposes, in accordance with the provisions of art. 5 of the GDPR, both on paper and computer, and using electronic or automated tools.

The processing is carried out directly by the Joint Controllers, their employees and collaborators, who have been authorised to carry out the processing operations of personal data related to the contractual relationship and have been instructed in this regard, as well as by the companies of the Fiera Milano Group and service companies operating as data processors on behalf of the Joint Controllers (for details, see paragraph 7).

Personal data may be transferred to third countries outside the EU, only in compliance with the decisions of the European Commission that have recognised the adequacy of the data protection regulations in force in those countries, or based on guarantees (such as standard contractual clauses or company rules binding for groups), or, in the absence of such conditions, if the transfer is authorised by the Exhibitor or necessary for the execution of the contract with the same or for its benefit.

5. Nature of data provision and consequences of refusal

For the purposes referred to in letters a), b), c) and e) of paragraph 3, the communication of personal data is necessary for the correct establishment and execution of the contractual relationship within the framework of the Exhibition and for the execution of the contractual and legal obligations arising from it. Failure to communicate data may make it impossible to establish the contractual relationship or to fulfil, in whole or in part, the contractual and legal obligations arising from it.

For the purposes referred to in letters d), f) and g) of paragraph 3, the communication of personal data is optional and failure to provide them does not have consequences on the use of the services requested by the same. However, with regard to points f) and g) of paragraph 3, the refusal to communicate personal data may result in the non-receipt of commercial communications relating to exhibitions, events and services



from the Joint Controllers and/or from the third parties indicated.

6. Period of retention of personal data

Personal data will be stored for the entire duration of the contractual relationship and, subsequently:

- within the limitation period applicable. In the event of acts interrupting the limitation period, the retention period will be extended accordingly;
- within the limits provided for by regulatory regulations on data retention (e.g., tax returns), to correctly comply with any legal obligations;
- within the period necessary to protect the rights of the Joint Controllers in the event of any legal disputes.

Personal data processed for the purposes referred to in letter g) of paragraph 3 will be retained for a period of 48 months from the date of acquisition of consent, given that the Exhibition organised by the Joint Controllers is held every two years and that direct marketing communications by the Joint Controllers are sent, in particular, to those who have expressed their interest in the Event and near to the next edition of the relevant event.

The User's personal data processed for the purposes referred to in letter f) of paragraph 3 will be processed until the right to object is exercised. The personal data communicated to third parties will be processed by the latter, as independent data controllers, for the purposes and in the manner provided for in their respective privacy policies.

After this period, the User's personal data will be deleted or removed from the systems of the Joint Data Controllers.

7. Recipients of the personal data

Within the scope of the purposes indicated in paragraph 3, personal data may be disclosed to the following categories of recipients. The complete list of such subjects or categories of subjects is available at the offices of the Joint Controllers

- responsible for the processing, pursuant to art. 28 of the GDPR, appointed each time;
- UCIMA, Proma-Pack S.r.l., Fiera Milano S.p.A. and other companies of the Fiera Milano Group, to trusted companies that, depending on the Service requested, provide organisational and technical services, such as, for example, stand fitters, assistance and maintenance companies, printers, data processing companies, administrative consulting firms, performance measurement companies;
- other subjects participating in the Exhibition (exhibitors, buyers, visitors, etc.), depending on the Service requested;
- companies and professionals that the Joint Controllers use to fulfil the obligations for the execution of the contract or of the law or in order to protect their own rights (for example, accountants, lawyers, tax consultants, auditors, consultants in the context of auditing or due diligence operations, etc.);
- banks, financial and insurance institutions;



- companies for the technical management of computer networks and systems;
- trade fair service providers, call centres, research companies;
- public agencies;
- judges and courts, by reason of any request or in the context of a trial;
- public authorities authorised by law, in the event of checks, audits and/or inspections.

With specific reference to the personal data of the Exhibitors, such data may also be disseminated through the website and the catalogues of the Exhibition, based on the obligations provided for in the relevant contract or in any case in the event of a request from the Exhibitor.

8. Rights of the User/data subject

The data subject has the right to exercise at any time the rights recognised by Articles 15-21 GDPR, as briefly summarised below:

- Right of access: the data subject may request information about the processing that is carried out on the data or confirmation that the Joint Data Controllers process personal data. In this case, the data subject may request a copy of their data and verify what data is in the possession of the Joint Controllers.
- Right to rectification: the data subject has the right to request the Joint Controllers to rectify their personal data if it is incorrect, including the right to request the completion of incomplete personal data.
- Right to Erasure: the data subject has the right to ask the Joint Data Controllers to delete their data (or part of it), where the legal grounds apply.

Right to restriction of processing: the data subject may ask the Joint Controllers to restrict the processing of their personal data if legally provided for.

Right to object: the data subject may object to the processing of their personal data, unless there is an overriding legitimate interest for the continuation of such processing.

The right to data portability: the data subject may obtain from the Joint Controllers, in a structured, commonly used and machine-readable format, the personal data that they have provided, in order to transmit it to another entity. This right is applicable in cases where the Joint Controllers carry out the processing of such data through automated tools, based on consent or for the purpose of providing services.

Withdrawal of consent: if the processing is based on consent, the data subject may withdraw it at any time, without prejudice to the lawfulness of the processing carried out before said withdrawal.

Right to lodge a complaint with the Supervisory Authority: without prejudice to any other administrative or judicial remedy, the data subject has the right to lodge a complaint with the competent Supervisory Authority whenever they consider that the processing carried out violates current legislation on the protection of personal data.

Any requests made, for the exercise of the rights, may be forwarded to the Joint Controllers at the e-mail addresses indicated in paragraph 1 of this Policy.

CONSENT TO THE PROCESSING OF THE USER'S PERSONAL DATA

The undersigned

Acting as

of the company

In relation to the purposes identified in letter g) of paragraph 3 and the related information given above in the Privacy Policy in the context of completing the form relating to the request for one or more of the specific services related to the Event, I declare that I consent to the processing of my personal data by the Joint Data Controllers for the purposes of:

sending advertising material, direct sales, carrying out market research (including surveys on the quality of services and the degree of User satisfaction) or commercial communications relating to exhibitions, events and services of the Joint Controllers, by post, telephone, automated call systems, fax, e-mail, SMS, mms (direct marketing purposes).

☐ Yes, I consent

☐ No, I do not consent