



## **Privacy policy**

### **Processing of personal data relating to subscription to the BEVERTECH event newsletter**

*Article 13 of the Regulation (EU) 2016/679 (General Data Protection Regulation)*

The personal data provided by the User by completing the form relating to the request for subscription to the newsletter service (hereinafter also, the "Service") referring to the Bevertech event (the "Event"), are collected and processed by Ipack Ima S.r.l. ("IpackIma") and UIV – Unione Italiana Vini Servizi Società Cooperativa ("UIV"), as joint data controllers ("Joint Data Controllers" or "Joint Controllers") for the purposes and in the manner described below.

The User's personal data marked as compulsory (name, surname, e-mail, language) are collected and processed for the following purposes:

- a) to follow up on the User's request to subscribe to the newsletter service of the Joint Data Controllers regarding communications with editorial and informative content relating to the Event as well as market data relating to the reference market Liquid Food & Beverage (the "Service"). In addition, the User may also freely decide to provide certain additional data (e.g., country, city, business), which may be used to improve or personalise the Service. However, such additional data are not compulsory for the provision of the Service and the User may therefore choose not to provide them. The Joint Controllers process such data based on the performance of the pre-contractual measures adopted at the User's request pursuant to art. 6(1)(b) of the GDPR;
- b) to carry out the administrative, organisational and technical activities necessary for the provision of the Service requested by the User (e.g., to ensure the security of the networks and systems used to provide the services). The Joint Controllers process such data based on their legitimate interest pursuant to art. 6f) of the GDPR.

The User may object, at any time (immediately or subsequently), to the sending of such communications by sending an objection message from the relevant email box to the box of the Joint Controllers or by clicking on the appropriate link ("unsubscribe") contained in each email communication.

For the purposes mentioned in points a), b), c), and d), the provision of personal data marked as compulsory is necessary in order to follow up on the newsletter subscription request and to carry out the administrative, organisational and technical activities required to provide the service; failure to provide this data will prevent the newsletter subscription procedure from being completed. The provision of additional data is optional for these latter purposes and their non-provision does not, in any case, affect the use of the requested Service.

For the above-mentioned purposes, the User's personal data:

- a) are processed by the Joint Controllers also by electronic means, mostly automated procedures, and methods suitable to ensure data security and confidentiality;
- b) may be retained for the duration of the Service subscription and until the User exercises their right to object to receiving the newsletter, as well as for the timeframes required by current regulations for administrative purposes, and, in the event of disputes or controversies, for the limitation periods of the rights exercisable in this matter;

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c) may be accessed by employees and collaborators of the Joint Controllers, who are duly authorised and belong to the relevant departments responsible for carrying out the administrative, technical and security activities related to the provision of the requested Service;

d) may be communicated by the Joint Controllers to Fiera Milano and other companies belonging to the Fiera Milano Group and trusted companies that operate as data processors on behalf of the Joint Controllers for the performance of administrative, technical and security activities related to the provision of the requested Service. The complete list of recipients or categories of recipients is available from the Joint Controllers' registered offices;

e) in general, data will not be transferred outside the EU. However, if transferred to third countries outside the EU, this will only be carried out in compliance with European Commission decisions that have recognised the adequacy of the data protection regulations in those countries, or on the basis of adequate safeguards (such as standard contractual clauses or binding corporate rules for groups), or, in the absence of such conditions, if the transfer is authorised by the User or necessary for the performance of the contract with the same or in their favour. In any case, if the data are transferred outside the EU, the Joint Data Controllers will provide the information required pursuant to art. 13, paragraph 1, letter f) of the GDPR.

The provisions of the GDPR (Articles 15-21) ensure the user the right to access their personal data at any time, to rectify or complete them if inaccurate or incomplete, to erase them or obtain the restriction of their processing if the conditions are met, to object to the processing of their data for reasons related to their particular situation and, in any case, to processing for direct marketing purposes, to request the portability of data provided—where processed by automated means for contract execution or based on consent—as well as to lodge a complaint with the Data Protection Authority for the protection of their rights.

For the exercise of these rights and any request regarding the processing of personal data, the User may contact the Joint Controllers, which are Ipack Ima S.r.l., with registered and operating office in S.S. del Sempione 28, 2019 Rho (Milan), e-mail address [privacy@ipackima.it](mailto:privacy@ipackima.it) and UIV – Unione Italiana Vini Servizi Società Cooperativa, with registered office in via S. Vittore al Teatro no. 3 – 20123 Milan, email address [privacy@uiv.it](mailto:privacy@uiv.it).

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