

Privacy Policy

Your privacy is important to us.

With this document, **Ascontex Promozioni srl** intends to inform you about how we will safeguard your right to privacy and to the protection of your personal data, about how and why we process your data, and about your rights and how to exercise them.

This website

The website is owned by Ascontex Promozioni srl (also the "Data Controller") with registered office in Milan, Via Alberto Riva Villasanta, 3, zip code 20145.

Navigation data - Computer systems and the software procedures designed to make this website work acquire, during the course of their normal operation, some personal data the transmission of which is implicit in the use of Internet communication protocols. This information, by its very own nature, may allow User identification via processing and association with data held by third parties. Within this category of data fall the IP addresses or the domain names of the computers employed by the users connecting to the Website, URI (Uniform Resource Identifier) notation addresses of the resources requested, the time of request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response provided by the server (e.g.: OK, error, etc.) and other parameters concerning the user's operating system and computer environment.

These data are used only for the time necessary to derive anonymous statistical information on the use of the website and to verify that it is functioning properly.

The data may be used for assessing responsibility in the event of hypothetical cyber offences against the website.

Cookies – All of the information regarding cookies in this website is available in the Cookie Policy section http://www.internationalobservatory.com/pdf/informativa_cookie_en.pdf

Information about privacy

(Art. 13 of Leg. Decree No. 196/03; art. 13 and ff. of Reg. EU 2016/679)

Ascontex Promozioni srl, with registered office in Milan, Via Alberto Riva Villasanta 3, 20145 in its capacity as **Data Controller**, wishes to inform you that the processing of your personal data shall be based on the principles of minimization, correctness, legality, transparency, integrity and confidentiality and, anyhow, in compliance with the regulations in force with regard to the safeguarding of the right to data protection.

1. Purpose of data processing.

Your data, acquired through this website or on other occasions, shall be processed for the following purposes.

1.1. To manage your access to the events

We will process your data for the issuance of cards, invitations and badges destined to allow access to the Fair and their re-printing, if necessary, at the Fair's reception desk, for the sending via e-mail of notifications containing information about the fair event (e.g.: shuttle bus services and alternative means of transportation), parallel events and any other services offered during the main event; creation of impersonal statistics for internal use only. For access to the exhibition of children under 14 years, it will be necessary to fill in with the data of the minor a form, which must be signed by a parental authority.

Ascontex Promozioni srl - società unipersonale

Sede legale: Via Alberto Riva Villasanta, 3 – 20145 Milano - Italia

Telefono +39 02 66103838 e-mail: promozione@ascontex.com - www.ascontexpromozioni.it

Registro Imprese Milano – Codice Fiscale - Partita IVA 12730580151

Capitale sociale: € 100.000,00 i.v. – R.E.A. 1582348

1.2. To send you our newsletter

If you have subscribed to our newsletter, or if you have left us your e-mail address during an event organised by us, or if your e-mail address has been given us by one of your colleagues (or by an exhibitor or by other subjects), we will process your contact data to send you several newsletters during the course of the year so as to keep you up to date with regard to our initiatives and upcoming events. You will always have the right to delete your address from our mailing list, however, simply by notifying us about your decision to do so.

1.3. To transmit your data to the exhibitors

Many of our exhibitors are interested in contacting the visitors to our events. We may, therefore, ask you for your consent to the transmitting of your personal and corporate data to them, including via the e-contact service, with contemporary insertion of the same data in a specific digital platform and subsequent transfer of the data to the Fair exhibitors that have requested them, so that the latter may contact you in your capacity as client/buyer who attended the event. In case of access of a minor, the name and surname of the minor will be treated, upon consent of a parental authority.

1.4. For promotional and advertising purposes

On the occasion of the event organised by Ascontex Promozioni Srl, photographs may be shot and audio and video recordings may be made for promotional and advertising purposes, which subsequently may be published on printed media (dailies, magazines, catalogues and such) or broadcast via radio, television, social media or, in general, via the Internet. On these occasions also your privacy shall be safeguarded, and these situations will be notified by means of specific signs and indications so that you can easily avoid them, should you not wish to be photographed or filmed.

1.5. Facilitating interactions and the development of commercial relations between exhibitors and buyers

At your explicit request, we will provide your company and contact details to exhibitors. This will enable you to access specific services facilitating direct and immediate communication between buyers and exhibitors.

2. Legislation governing data processing

a) The processing of personal data as indicated under § 1.1 (management of access to events), § 1.2 (sending of newsletter) and § 1.5 (access services) is legal in that it is required for the execution of contract obligations to which you are a party or to fulfill your specific requests (access to the events and sending of the newsletter), and therefore your explicit consent is not required.

Should your data have been given us by a third party (exhibitors, your colleagues, your employer, etc.), without prejudice to the fact that these subjects must have your consent to give us your data, Ascontex Promozioni srl will send you this privacy policy on first contact, with the indication of the source from which we received your data.

b) The processing of personal data as indicated under § 1.3 (transmission of your data to exhibitors) and § 1.4. (audio, video recordings, photographs for promotional and advertising use) will occur only if we obtain your consent for each one of these purposes.

c) Your personal data may also be processed legally in order to accomplish the obligations envisaged by national and Community laws, regulations and standards or to reply to requests by legitimised public and private authorities. With reference to these purposes, the regulations in force do not envisage the data subject's consent.

3. Type of data processed

The data we will process essentially consist of personal data and of contact data, as well as data regarding your occupational and professional position, the enterprise you work in, the enterprise's specific interests. In some cases, we may also process your image (see above, § 1.4) but only with your approval.

4. Processing methods

Processing is performed mainly via the collection, registration and organisation into our databases, the storage, selection, extraction, use, comparison, communication, deletion and, under specific conditions (§ 1.4.), the release of the data.

Data processing is performed mainly using electronic apparatuses equipped with suitable information processing procedures, as well as on paper. The afore said electronic apparatuses, their databases and the systems based on which they operate can memorise, manage and transmit the data, using logics and methods such as to ensure adequate and preventive security measures for the protection of the data. Specific technical and organisational security measures are followed to prevent the loss, the illicit or incorrect use of and unauthorised access to the data.

Unless indicated otherwise by you, we may contact you via phone or via computer, including via the Internet or by mail. In detail, we may send our notifications either in the traditional manner (surface mail, operator calls) or by using automated methods (e-mail, newsletter, SMS and such, registered message calls).

5. Storage duration

Your personal data (personal details, contact, occupation and participation in events organised by us), shall be kept filed in our databases and used by us for the purposes indicated above for a maximum period of **3 years** from your latest participation in one of our events.

This without prejudice to the defence rights exercised by the Data Controller and/or by the data subject as well as the performance of orders coming from the public authorities or for judicial purposes that may result in the extension of the afore mentioned storage term.

6. About providing the data and its effects

The provision of the data for the above-mentioned purposes is a requirement necessary for the execution of the described processes, but it remains based on the free will of the data subject.

The non-provision of the data for the purposes indicated under § 1.1 (management of access to events) and § 1.2 (sending of newsletter) or the subsequent entire and/or partial opposition to their processing will place Ascontex Promozioni srl in the position of not being able to fulfill your requests, and you will therefore be unable to access the events we promote or to receive the information regarding our activities.

The non-provision of the data for the purposes indicated under § 1.3 (transmission of your data to exhibitors) and § 1.4 (using images and videos for promotional and advertising purposes) and § 1.5 (access services) will prevent Ascontex Promozioni srl from processing the data for this purpose, but will not have any effect on your access to our events or to your receiving our newsletter.

7. Data recipients

With the exception of the images indicated under § 1.4, your personal data shall never be released to undetermined subjects.

The data instead may be communicated to subjects:

- operating in the capacity of specifically authorised Data Controller (Ascontex Promozioni srl) employees or partners;
- operating as autonomous Data Controllers when dictated by law (e.g.: public authorities) or in the case in which it is strictly necessary to respond to your needs or provide you with specific services (i.e. bank institutes, travel agencies, the Italian Trade Agency ICE that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy);
- operating as Data Processors, namely subjects authorised by contract to operate in the name and on behalf of Ascontex Promozioni srl (service providers, hardware and software assistance, etc.).

Finally, subject to explicit consent, personal data can be communicated to the exhibitors requesting them, as explained in § 1.3.

8. Your rights

Pursuant to articles 15 and ff. of the GDPR, you have the right to:

- gain access to your personal data and learn their origin, the aims and purposes of their processing, the data of the Data Controller, of the Data Processor and of the subjects to which the data may be released;
- revoke your consent at any time, should this consent be the base of processing. In any case, revocation of consent does not prejudice the legality of the processing based on the consent prior to such revocation;
- update or correct your personal data so that they are constantly accurate;
- delete your personal data from the databases and/or archives of the Data Controller should they no longer be necessary for the purposes indicated above;
- limit the processing of your personal data in specific circumstances, such as when you have contested their correctness, for the period required by the Data Controller to check their correctness;
- obtain your personal data in digital format;
- oppose the processing of your personal data or ask for processing suspension for each of the purposes listed above. Following such a request, the Data Controller is no longer entitled to process the personal data in question, except in the cases in which the laws and regulations allow it;
- with reference to the right to oppose processing of your data for marketing purposes, you are always entitled to freely and gratuitously notify the Data Controller that you wish to receive only notifications sent in traditional manners (by paper mail or by operator calls).

You may exercise your rights by contacting the Data Controller in writing by sending an e-mail to the address indicated in § 9 below.

You always and anyhow have the right to submit a complaint to the Supervisory Authority in charge of data protection and in particular in the Member-State in which you reside or habitually work or of the place where the alleged violation occurred.

9. Contact data of the Data Controller and of the Data Processor

For whatever notification concerning your personal data processing, please contact the Data Controller: **Ascontex Promozioni srl**, with registered office in Milan, Via Alberto Riva Villasanta 3, 20145.

Contacts: phone +39 02 66103838; e-mail promozione@ascontex.com

This is to specify that the foregoing information notice may be added to, either orally or in writing, with further elements and indications, in order to better meet your requests for information about the 'Privacy' topic and about evolution in regulations.

The foregoing text replaces any previous paper or digital versions.

Date, March 1st, 2022