

PRIVACY NOTICE "EXHIBITORS" PURSUANT TO ARTT. 13 AND 14 OF THE REGULATION (EU) 2016/679 ("GDPR") -
EXHIBITORS

Veronafiere S.p.A. provides you with the information concerning the processing of personal data provided when applying for admission to the event (hereinafter referred to as the "Event") and/or for the purchase/use of its services, as better set out in the relevant terms and conditions and regulations

1. Data controller

Veronafiere S.p.A., VAT n. 00233750231, Viale del Lavoro, 8, 37135 - Verona VR, (hereinafter referred to as "Veronafiere" or "Controller")

2. Data Protection Officer (DPO)

You can contact the DPO at the email address dpo@veronafiere.it

3. Categories and sources of data

- Data processed: common personal data (e.g., name, surname, phone number, email address, images, etc.) of natural persons associated with the exhibitor, whether the exhibitor is a sole trader or the legal representative of a legal entity, as well as company representatives or other individuals linked to the exhibitor who participate in the Event. With specific regard to images, please refer to the dedicated notice at the end of this document.

- Source of data: the data are provided directly by the data subjects or, in the case of company representatives or other individuals associated with the exhibitor, by the exhibitor or their representative when completing the registration form or during participation in the Event.

4. Data processing purposes, legal basis and data retention

WHY IS YOUR PERSONAL DATA BEING PROCESSED?	WHAT IS THE LEGAL BASIS THAT MAKE THE PROCESSING LAWFUL?	HOW LONG DO WE KEEP YOUR PERSONAL DATA?
In order to allow the participation in the Event as well as the purchase and use of the related services.	The performance of the contract to which data subject is party or in order to take steps at the request of data subject prior to entering into a contract, with regard to the exhibitor (sole trader or legal representative of a legal person), while the legitimate interest of the Controller with regard to the exhibitor's reference persons or other individuals related to the exhibitor.	For 10 years following the conclusion of the Event.
For the fulfilment of accounting, tax and other legal obligations.	The compliance with a legal obligation to which the Controller is subject.	

Once the above data retention terms have expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup.

5. The provision of data

The provision of data marked with an asterisk in the registration form is mandatory, failure to provide them will prevent participation in the Event or in specific initiatives (e.g., customer satisfaction surveys).

6. Categories of recipients to whom data may be disclosed

Data may be disclosed to third parties acting as independent Data Controllers, such as public authorities and professional firms, as well as to companies authorized by Veronafiere to provide services related to participation in the Event as independent Data Controllers (e.g., organizational, technical, logistical, catalogue, IT services, etc.).

Data may be processed, on behalf of the Controller, by third parties, appointed as processors pursuant to art. 28 of the GDPR, carrying out activities that are functional to the services provided: e.g. agencies, IT services, marketing and communication services, services relating to participation in the exhibition (organizational, technical, logistical, etc.), companies which print the event catalogues; companies providing IT services.

Furthermore, data are processed by Veronafiere employees who have been expressly authorised to process such data for the above-mentioned purposes and have received adequate operating instructions.

7. Dissemination of data

In addition, as set out in the general terms and conditions of the Event, data provided by exhibitors (e.g. name, phone, email, phone number, images, etc.), may be published in the Official Catalogue (which allows visitors to know which exhibitors are participating as well as their contact details and characteristics) and thus disseminated online.

8. Transfer of personal data to countries outside the European Union

Your Data may be transferred outside the European Union (e.g. within the Controller's collaboration with selected IT partners). If Data are transferred to countries outside the European Union (EU) or the European Economic Area (EEA) and which have not been deemed adequate by the European Commission, and whenever the transfer is not necessary for the performance of the contract, the "transfer tools " referred to in Article 46 of the GDPR will be adopted, with the possible provision of "additional measures" which ensure a level of protection substantially equivalent to that required by European Union law.

9. Data subjects' rights

Data subjects, i.e. the persons to whom personal data relates, may exercise their rights under Articles 15 to 22 GDPR. In particular, they have the right:

- to access data concerning him/her in accordance with Article 15 GDPR,
- to obtain the rectification of inaccurate data;
- to have incomplete data completed;
- to obtain the erasure of data in the cases provided for by Article 17 GDPR (right "to be forgotten");
- to obtain restriction of processing in the cases provided for by Article 18 GDPR;
- to object at any time, on grounds relating to his/her own particular situation, to the processing carried out in the legitimate interest of the Controller;
- where the processing is based on consent or contract and is carried out by automated means, to receive data in a structured, commonly used and machine-readable format and to transmit those data to another controller without hindrance from the controller to which the personal data have been provided (right to "data portability").

In order to exercise their rights, data subjects can contact the Controller by an e-mail to privacy@veronafiere.it.

Data subjects shall have the right to lodge a complaint with the competent supervisory authority in the Member State of his or her habitual residence, place of work or place of the alleged infringement.

Last update: October 2025