

PRIVACY NOTICE PURSUANT TO ARTICLE 13 OF THE REG. (EU) 2016/679 ("GDPR") – BUYER

Veronafiere S.p.A. provides you with the information required by GDPR concerning the processing of personal data provided for the purpose of participation in the Buyers Program (hereinafter, "**Program**") of the event (hereinafter, "**Event**").

1. Data controller

Data controller is Veronafiere S.p.A., Viale del Lavoro, 8, 37135 - Verona (VR) - Tel. 045 8298111 - Fax 045 82 98 288 - e-mail info@veronafiere.it, (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. Data processing purposes, legal basis and data retention

WHY IS YOUR PERSONAL DATA BEING PROCESSED?	WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL?	HOW LONG DO WE KEEP YOUR PERSONAL DATA?
In order to select a number of operators participating in the Program and the Event.	The performance of the contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.	For the time necessary to manage the selection process.
In order to allow participation in Events , manage registration, accreditation, organizational communications and related services.		For the duration of the contract and for the following 10 years.
For the fulfilment of accounting, tax and other legal obligations , in accordance with the applicable regulations.	The compliance with a legal obligation to which the Controller is subject.	
For data entry of the participant on the web platform managed by the Controller dedicated to the Event, where such a service is provided in connection with the Event itself (it should be noted that such data entry does not imply the creation of a public profile, but it's a process that simplifies the creation of a profile, on a voluntary basis, with appropriate communication by email to the data subject).	The performance of the contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.	For one year, unless the contract is continued at the data subject's choice (to which independent notice will be submitted).
In order to send marketing and promotional communications regarding the new editions of the Program and/or of the Event as well as other initiatives organized by Veronafiere, relating to the field to which the Event refers.	The legitimate interest of the Controller (the so-called "soft spam" pursuant to art. 130.4, d. lgs. 196/03, "Codice Privacy"), taking into consideration the participants' interest in being informed about new editions of the Program and/or Event as well as initiatives in the same field.	Until the data subject's objection.
In order to perform customer satisfaction surveys aimed at getting information on the quality of Veronafiere services.	In order to perform customer satisfaction surveys aimed at getting information on the quality of Veronafiere services.	In order to perform customer satisfaction surveys aimed at getting information on the quality of Veronafiere services.
The full privacy notice regarding the processing of personal data related to these initiatives is made available to the data subject at the time the questionnaire is administered.	The full privacy notice regarding the processing of personal data related to these initiatives is made available to the data subject at the time the questionnaire is administered.	The full privacy notice regarding the processing of personal data related to these initiatives is made available to the data subject at the time the questionnaire is administered.
To carry out general marketing activities : performance of market research and sending of communications, information, newsletters and advertising material generally concerning exhibitions organized by Veronafiere and companies belonging to the same group or	The data subject's consent .	Until consent is withdrawn.

concerning third party services or products connected with or related to the Program and/or Event, using both automated (e-mail, app, messaging, social networks) and traditional (paper mail, phone calls with operator's assistance) contact methods.

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

4. The provision of data

The provision of personal data marked with an asterisk in the filling form is compulsory. In case of failure to provide these data, Veronafiere will not be able to select the operators and, in case of selection, to allow the participation in the Program and to register the operators at the Event.

The provision of personal data not marked with an asterisk in the filling form or for further purposes as described above is optional.

In the case of company representatives or other individuals related to the contacted legal entity, data may be submitted by the representatives of that entity.

5. Categories of recipients to whom data may be disclosed

Data may be disclosed to other parties operating as autonomous controllers (e.g., public authorities, institutional bodies, supervisory and control authorities, professional firms).

Data will be also disclosed to Veronafiere's institutional partners (e.g. ITA Italian Trade Agency, ...) who will process as autonomous controllers.

Data may be processed, on behalf of the Controller, by third parties, legal and natural persons, appointed as Processors pursuant to article 28 of the GDPR, carrying out activities that are functional or related to the Event and/or related services (e.g., IT providers, ticketing companies, marketing and communication companies, organizing secretariats, etc.).

Furthermore, data may be disclosed to Event exhibitors for the purpose of organising meetings and activities, which will also process them as autonomous controllers.

A copy of the standard contractual clauses is available on request by sending an e-mail to privacy@veronafiere.it.

6. 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.

7. Data subjects' rights

Data subject shall have the right to obtain the confirmation as to whether or not personal data concerning him or her are being processed and, where that is the case, to access personal data and information referred to in art. 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, to obtain restriction of processing in the cases provided for by article 18 and the right to object, on grounds relating to his or her own particular situation, to the processing carried out in the legitimate interest of the Controller.

In addition, if all the conditions to which the right to data portability is subject are fulfilled, data subject shall have the right to receive the personal data concerning him or her, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance.

Data subject shall have the right to withdraw his/her consent at any time and the right to object to processing for marketing purposes.

In order to exercise such rights, the individual can contact the Controller at the contact points specified at par. 1 or by e-mail to privacy@veronafiere.it.

In any case, data subject shall have the right to lodge a complaint with the competent supervisory authority in the Member State of his/her habitual residence, place of work or place of the alleged infringement.

8. Supplemental notice for residents of certain U.S. States

This section applies, where relevant and to the extent required by applicable U.S. State privacy laws, to residents of U.S. States that provide additional privacy rights, including California, Colorado, Connecticut, Delaware, Iowa, Indiana, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah and Virginia.

This section supplements the information provided above and does not limit the rights granted under the GDPR where the GDPR applies.

Categories of personal information collected

For the purposes of applicable U.S. State privacy laws, including the California Consumer Privacy Act as amended by the California Privacy Rights Act, Veronafiere may collect the following categories of personal information:

- a. identifiers, such as name, surname, business e-mail address, telephone number, company name and contact details;
- b. commercial and professional information, such as job title, employer, business sector, business interests, purchasing interests, Event preferences and participation status;
- c. internet or other electronic network activity information, limited to campaign-related metadata made available to Veronafiere, such as lead source, form submission data and campaign identifiers;
- d. geolocation-related information at country, state, region or city level, where provided by you or available through the campaign form;
- e. inferences or preferences relating to professional interests, Event relevance, product categories of interest or participation preferences, where derived from information provided by you;
- f. consent and privacy preference records.

Veronafiere does not intentionally collect sensitive personal information, biometric identifiers, precise geolocation data, children's data, health data or government-issued identification data through this data processing.

Sources of personal information

Personal information may be collected from:

- a. you directly, when you submit Form;
- b. in the case of company representatives or other individuals related to the contacted legal entity, by the representatives of that entity.
- c. Veronafiere's systems and service providers, to the extent necessary to manage the campaign, Event registration and communications.

Sale, sharing and targeted advertising

Veronafiere does not sell personal information in exchange for money.

Where the use of advertising tools, pixels, matched audiences, social media advertising, analytics tools or similar technologies qualifies as a "sale", "sharing" or processing for "targeted advertising" under applicable U.S. State privacy laws, you may opt out of such processing by contacting Veronafiere at privacy@veronafiere.it and by using any privacy preference or opt-out mechanism made available on the relevant webpage or platform.

Veronafiere does not knowingly sell or share the personal information of individuals under 16 years of age.

Sensitive personal information

Veronafiere does not use or disclose sensitive personal information collected through this campaign for purposes that would require a right to limit the use or disclosure of sensitive personal information under California law or similar U.S. State privacy laws. If any sensitive personal information is inadvertently provided by you, Veronafiere will process it only where necessary to handle your request, comply with the law, protect rights or delete such information.

Illinois biometric information

Veronafiere does not intentionally collect or process biometric identifiers or biometric information through this data processing, including retina or iris scans, fingerprints, voiceprints or scans of hand or face geometry.

Rights of U.S. residents

Depending on your State of residence and subject to applicable legal conditions and exceptions, you may have the right to:

- a. know whether Veronafiere processes your personal information;
- b. access the personal information collected about you;
- c. obtain a portable copy of your personal information;
- d. correct inaccurate personal information;
- e. delete personal information;
- f. opt out of the sale of personal information;
- g. opt out of the sharing of personal information for cross-context behavioral advertising or targeted advertising;
- h. opt out of certain profiling activities, where applicable;
- i. limit the use and disclosure of sensitive personal information, where applicable;
- j. not be discriminated against for exercising your privacy rights;
- k. appeal a refusal to act on your request, where this right is provided by applicable State law.

How to exercise U.S. State privacy rights

You may exercise your U.S. State privacy rights by contacting Veronafiere at: privacy@veronafiere.it

Veronafiere may need to verify your identity before fulfilling your request. Where permitted by law, you may designate an authorized agent to submit a request on your behalf. Veronafiere may require proof of authorization and may also ask you to verify your identity directly.

If Veronafiere denies your request, in whole or in part, and your State law provides a right to appeal, you may submit an appeal by replying to the response received or by writing to privacy@veronafiere.it with the subject line: "Appeal – U.S. Privacy Rights Request".

Global Privacy Control and opt-out preference signals

Where required by applicable U.S. State privacy laws and where technically feasible in relation to Veronafiere-controlled websites or digital properties, Veronafiere will honor recognized browser-based opt-out preference signals, such as Global Privacy Control, for the relevant device or browser.

Such signals may not apply to choices made within third-party platforms. Privacy and advertising preferences within them must be managed through their own settings and tools.

Last update: May 2026