

## POLICY ON THE PROCESSING OF PERSONAL INFORMATION PURSUANT article 13 of European legislation 679/2016

The company ESPOSIZIONE INTERNAZIONALE CICLO E MOTOCICLO S.p.A. (hereinafter, for the sake of brevity, also "EICMA. S.p.A.") informs you that the personal information collected through the application form for participation as a Trade Professional of the Event's will be treated in the respect of the legislation on the protection of personal information. This having been stated, pursuant to Article 13 of European Regulation 2016/679, E.I.C.M.A. S.p.A. with Associazione Nazionale Ciclo Motociclo Accessori (hereinafter, for the sake of brevity, also "ANCMA" with respect to industry update communications/press releases only) provide the following information:

- 1. CONTACT INFORMATION OF THE DATA CONTROLLER.** The Data Controller is EICMA S.p.A., registered office Via A, da Recanate, 1, 20124 Milano, VAT Reg. no. 04145450153 – email: [privacy@eicma.it](mailto:privacy@eicma.it). The Data Controller has not currently appointed the Data Protection Officer ("DPO"). Exclusively for the purpose of sending communications/press releases for the Data Controller sector is also ANCMA located in Milano, via A. da Recanate, 1, C.F. 80063930152, e-mail [ancma@ancma.it](mailto:ancma@ancma.it).
- 2. PURPOSES AND LEGAL BASIS OF THE TREATMENT.**
  - a) The information provided by the Trade Professional, hereinafter also the "Data subject (name, surname, email address, telephone number, country, province, document, sector, and types of products of activity) are treated to allow the same to register for the EICMA event and use its connected online services (e.g. to receive information, [also in relation to ANCMA, multimedia content, register for the events at the exhibitions, using EICMA MEETING platform, etc.), relative to the Event. The legal basis of the treatment described above consists of the data subject carrying out their work and of legal obligations for the purposes relative to the services requested by the Trade Professional.
  - b) When the trade professional requests remaining in contact with the Data Controller EICMA to receive information on the promotional initiatives (promotions, discounts, contents, surveys and other marketing activities), including connected with the activities of the EICMA event, they must provide their email address and any other information requested, which will be used for this purpose, without prejudice to the faculty of the trade professional to communicate at any time their wish to no longer receive these communications. The legal basis for the treatment described above consists of the expression of consent expressed by the trade professional.
  - c) The information provided by the trade professional to the Data Controller EICMA collected in consideration of their interests and purchase preferences will be treated for purposes connected with marketing and personalized commercial and promotional communications for the best experience possible of the EICMA event. The legal basis of the treatments described above consists of the expression of consent expressed by the trade professional.

For the sake of doubt, we remind you that the information legitimately collected in conformity with the legislation may also be used for statistical extrapolations in anonymous form.

- 3. ADDRESSEES OR CATEGORIES OF ADDRESSEES TO WHOM THE PERSONAL INFORMATION CAN BE COMMUNICATED.** The information can be communicated to third parties who assist and operate on behalf of the Data Controller EICMA only for the purposes listed above for contractual and legal obligations. The administrative personnel as well as those responsible for the management and maintenance of the processing systems may also learn of the information. Communication to the subjects mentioned above will nevertheless take place with a guarantee of protection of the rights of the data subject as laid down in the GDPR. The list of any Data Managers is available at the Data Controller's EICMA. However, it should be noted that for the issue of the ticket/entrance pass through this channel, the company Fiera Milano Spa with headquarters in P.le Carlo Magno n. 1 Milan, in charge of the management of the technological infrastructure that allows the acquisition of tickets and the processing of data collected through these technological tools and which will proceed directly to the sending of the ticket/entrance pass. The information provided for marketing purposes can also be communicated or transferred to third partners that are subjects of the Event (references is made, by way of example and not exhaustively, to the main partners shown on the website of E.I.C.M.A. S.p.A.: <https://www.eicma.it/>) in order to

allow them to use them directly for sending their commercial communications, only subject to specific consent by the trade professional.

**4. ANY TRANSFER OF PERSONAL INFORMATION TO A THIRD COUNTRY.** Any transfer of information outside the EU will take place in full respect of the levels of protection and safeguarding according to the GDPR.

**5. PERIOD OF KEEPING PERSONAL INFORMATION OR CRITERIA USED TO DETERMINE THIS PERIOD.** The information will be kept in a form that allows identification of the data subjects for a period of time that is not greater than obtaining the purposes of the treatment, compatibly with the other legal obligations, and in conformity with the procedure of storage of information adopted by every Data Controller. The data subject may request at any time whatsoever the period of time for which their personal information is kept, by writing to the following address: [privacy@eicma.it](mailto:privacy@eicma.it). (for ANCMA write to [ancma@ancma.it](mailto:ancma@ancma.it))

**6. RIGHTS OF THE DATA SUBJECT.**

As laid down by art. 13 of the GDPR, the Data subject can exercise the following rights at any time :

- a) right of access, rectification, cancellation, limitation, opposition: the Data Subject can access their information at any time, ask for it to be rectified if incorrect, request cancellation of the surplus information but not information required by law from the Data Controller, can limit access to the information by some figures;
- b) right to data portability: the Data Subject has the right to receive in a structured format, in common use and legible by an automatic device the personal information that concern them provided to a Data Controller and has the right to transmit this information to another Data Controller without impediment by the Data Controller to whom they provided it, exclusively in the cases laid down by art. 20 of the GDPR;
- c) right of revocation of the consent at any time: the Data Subject can revoke their consent at any time whatsoever, assuming the consequences of this, without prejudice for the obligation for the Data Controller to continue holding the personal information which is the object of this treatment when this is necessary to fulfil a legal obligation of the Data Controller or to carry out a task of public interest or connected with the exercise of the public powers with which the Data Controller is invested.
- d) right to be able to file a complaint to a privacy supervisory authority.
- e) as for the marketing purposes as per paragraph 2b) and 2c), the possibility holds good for the data subject who has given their consent: 1. To request, at any time and free of charge, the Data Controller EICMA to receive communications exclusively through the traditional means of contact such as paper mail or calls through an operator; ii. To oppose, at any time whatsoever and free of charge, the treatment of their personal information for the aforementioned purposes. In this case the right of opposition by the data subject to the treatment of their personal information through automated contact means (e.g. email, MMS or SMS messages and social networks etc.) extends to the traditional means of contact; iii. To oppose, at any time whatsoever and free of charge, the treatment of their personal information for the aforementioned purposes only in part or expressing a choice of the means of contact.
- f) as for the marketing purposes as per paragraph 2 b) and 2 c) the possibility for the data subject to oppose, at any time whatsoever and free of charge, the treatment of their personal information remains for the aforementioned purpose.

To exercise your rights, write to [privacy@eicma.it](mailto:privacy@eicma.it) (per quanto attiene ad ANCMA scrivi ad [ancma@ancma.it](mailto:ancma@ancma.it))

**7. COMPULSORY OR OPTIONAL NATURE OF PROVIDING INFORMATION.** Providing the information is compulsory, given the nature of the contractual relationship that is established between the trade professional and the Data Controller with regard to the services requested which are also connected with the registration application. Providing information for the purposes of its own marketing or of third parties and analysis of purchasing preferences (personalized marketing) is optional.

**8. CONSEQUENCES OF A POSSIBLE REFUSAL TO ANSWER** If the trade professional refuses to provide the compulsory information requested with regard to the services requested, the Data Controller cannot provide their services. There is no consequence however for the failure to provide information of an optional nature, except the impossibility of receiving the personalized and/or general promotional communications.

**9. EXISTENCE OF PROFILING ACTIVITY OR AUTOMATED DECISION-MAKING PROCESSES, LOGIC USED AND CONSEQUENCES FOR THE DATA SUBJECT.** Within the limits shown in this policy, the Data Controller carries out profiling activity on the Data Subject connected with the marketing activity: these activities will be carried out in conformity with the GDPR and the Data Subject can oppose this at any time whatsoever, writing to [privacy@aicma.it](mailto:privacy@aicma.it)

**EICMA S.p.A./ ANCMA**