



Regulation Firenze Fiera S.p.A. Access Management during Events and Exhibitions

V 2.0_2023



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1. INTRODUCTION

This document includes useful information and details concerning the access management and control system to the congress and exhibition area of Firenze Fiera. This Regulation integrates - and therefore does not replace - any further Regulation, procedures and provisions intended for event and exhibition organisers, booth fitters, exhibitors, and participants, which remain fully effective and binding, along with the current applicable provisions.

Organisers and Exhibitors are responsible for the activities carried out directly by them or on their behalf during the setting-up, the running of the event, and the dismantling of Congresses-Conventions and Events, which are regulated below. In full compliance with what required by the current applicable provisions, the Organiser and the Exhibitors are completely responsible for the procedures concerning the setting-up/running of the event/dismantling operations. Unless otherwise indicated, the contact person of the Organiser and of the Exhibitors for Firenze Fiera, is the Project Manager (P.M.) of Firenze Fiera.

Firenze Fiera reserves the right to make changes to this Regulation at any time, even without prior notice. Such changes shall be aimed, *inter alia*, at improving working conditions, reducing health risks, ensuring the workplace safety, protecting the environment, and improving fire prevention measures.

Please note that, all individuals operating in any capacity on a contract base within the areas managed by Firenze Fiera, shall be in possess of an identity document and respect the existing legislation with regards to employment, with particular reference to employment relationships between the parties and in general with the national and local legislation applicable to the activities carried out.

2. COMPULSORY AND OPTIONAL SERVICES

During the use of exhibition pavilions, the access management and control system, as set out in the subsequent sections, is binding, and can only be provided by Firenze Fiera. The Access System involves all the persons who must access and move inside the Florence Congress & Exhibition Centre (Fortezza da Basso, Palazzo dei Congressi and Palaffari) during the setting-up and/or dismantling phases, and during the running of the event.

To access and move inside the Congress & Exhibition Centre, the Organiser, the Exhibitor and/or the Staff of the Companies operating on their behalf shall have a special license authorization issued by Firenze Fiera. The operating instructions for this purpose are listed in the subsequent sections.

In addition to the "compulsory" access management and control service, Firenze Fiera may also, upon request and through trusted services, offer services to manage shipments, deliveries, collection, and handling of goods, within the terms defined below. The provision of said services depends on the type of Event, and on the contractual arrangements in place with Firenze Fiera. For further details and specifications, please contact the Project Manager of your Event.

Concerning the handling of goods inside the Congress & Exhibition Centre, the use of electric and motor vehicles and equipment is forbidden without the specific prior written authorization of Firenze Fiera. The use of manual pallet trucks and non-motorised carts is allowed, provided – however – it is fully compliant with regulations applicable and under the exclusive responsibility of the Organiser, and – where appropriate - of the Exhibitor, and of the equipment/vehicle user.

3. ACCESSING THE CONGRESS/EXHIBITION CENTRE AS ORGANISERS

Please, find below the instructions for the Event Organiser to obtain a special license authorization to access and move inside the Congress & Exhibition Centre of Firenze Fiera during set-up/dismantling days. The system is accessed via a link received in the e-mail with the subject "Registrazione al Polo Espositivo di Firenze per l'accredito del personale/mezzi per i giorni di allestimento/Registration at the Florence Exhibition Center for the accreditation of staff/vehicles for the setting up days" or via <https://pass.firenzefiera.it> with credentials received in the e-mail with the subject "Comunicazione credenziali Utente - Polo Espositivo Firenze/User Credentials - Florence Exhibition Center".

Once logged in, click on the Event, a page opens with the status of your position (not approved/to be verified/approved).

If the status is "approved", it is possible to download/print passes.

If the status is "not approved" click on the blue button to check your position and view/upload the required documents.

You can find the documents in the Documents Area which can be accessed by clicking on the name of your company located at the top left.

The administrator will proceed with the approval.

With the status "not approved" or "to be verified" it is possible to accredit the staff and the data of the vehicles but it is not possible to download/print passes and permits, which can be downloaded only after approval.

Supplier accreditation

To credit a stand builder company, please click on ADD STAND BUILDER at the bottom right; the *Stand Builder Choice* form appears.

Please, enter the name (or part of it) of the supplier company, or the VAT number, and click on SEARCH; if the company is already included in the list, flag the name and click on ASSIGN. If it is not, click on the button +1 CREATE STAND BUILDER. The form *Choose Stand Builder* will appear; please, complete it with the details of the supplier company; once you have inserted the details, click on the button CREATE STAND BUILDER – you will then be redirected back to the previous page; search for the supplier company, select it and click on ASSIGN. The status of the activity shall be checked by the Administrator for approval. Supplier will receive an e-mail with the accreditation from the exhibitor, along with the credentials to



access its own private area and can autonomously proceed to print its own personal passes and vehicle permits.

To accredit another supplier, repeat the above-mentioned procedure.

If, during the activity, you no longer employ the accredited supplier company, please contact the competent department of Firenze Fiera accessi@firenzefiera.it to request the cancellation of said company.

Staff accreditation

This procedure permits the registration of the staff who must access the Exhibition Center. On the Operations Menu on the left, click on REGISTRY and then on STAFF.

Click on the +1 NEW button at the bottom right.

A form opens in which you enter the staff name and surname, click on the SAVE button. If you make a mistake entering the name of the staff, you can always edit/delete it. Repeat the procedure for all names of the staff.

Printing staff pass

To print pass valid during setting up/dismantling period, you have to click on Manage → Set-up on menu on the left, you find the printing area in the bottom:

Flag the names you wish to credit for the event.

If you remove the flag, the printed pass will no longer be enabled for entry

To download/print the pass click on the printer symbol near the name and then on the PRINT PASS button at the bottom left.

Vehicles accreditation

This procedure permits the registration of the vehicles who must access the Exhibition Center. On the Operations Menu, click on REGISTRY and then on VEHICLES.

Click on the +1 NEW button at the bottom right.

A form opens in which you enter the data relating to the vehicle (the license plate, the mobile phone of a contact person and the length of the vehicle are mandatory data) however, we invite you to fill entirely the form and click on the SAVE button

Repeat the procedure for all vehicles

Printing vehicles permits

To print permits valid during setting up/dismantling period you have to click on Manage → Set-up on menu on the left, you find the printing area in the bottom:

Flag the vehicles you wish to credit for the event.

If you remove the flag, the printed pass will no longer be enabled for entry

To download/print permits click on the printer symbol near the plate number and then on the PRINT PASS button at the bottom left.



Requesting a quote for shipment /handling of goods

To request a quote for any shipment and goods handling services, please click on the button GOODS HANDLING SERVICES at the bottom left, so that a new entry appears in MRK format. Click on the blue PDF button: the page "Request a quote" will open with the event details; after filling it in in its entirety, click on SAVE at the bottom right. A "Service" page will appear where you can choose the type of service requested. The three services are:

- Door to door goods delivery/collection: collecting goods at a designated place and delivering them at the Exhibition Centre (booth) and viceversa.
- Goods delivery/collection from Merkur warehouse: delivering goods from Merkur warehouse (of the Company or of the Exhibition Centre) to the booth and viceversa.
- Handling goods inside the Exhibition Centre: goods handling service (from vehicle to booth and viceversa) within the Exhibition Centre, using trolleys and forklifts.

After choosing the service, click on SAVE; a new page will appear requesting specifications concerning the service selected; after completing the form click on SAVE; another page will open requesting business data for invoicing. Click on SAVE and wait for the e-mail with the quote attached. Please, be informed that requesting a quote does not guarantee this service and does not imply any binding agreement. To request more than one service, please go back to the initial page, click on GOODS HANDLING SERVICES, and repeat the same procedure.

Requesting authorisation for exhibitors

To authorise a massive access for Exhibitors, the Organizer of the Event may send a request to accessi@firenzefiera.it, enclosing an Excel file in which it is reported for each exhibitor company name, a contact person name, a mobile phone number, an e-mail address and Vat number. The competent department of Firenze Fiera will proceed with the accreditation and confirm the completion of the authorization procedure.

4. ACCESSING THE CONGRESS/EXHIBITION CENTRE AS EXHIBITORS

Please, find below the instructions for Exhibitors to obtain a special license authorization to access and move inside the Congress & Exhibition Centre (Fortezza da Basso, Palazzo dei Congressi and Palaffari) of Firenze Fiera during set-up/dismantling days.

The system is accessed via a link received in the email with the subject "Registrazione al Polo Espositivo di Firenze per l'accredito del personale/mezzi per i giorni di allestimento/Registration at the Florence Exhibition Center for the accreditation of staff/vehicles for the setting up days" or from <https://pass.firenzefiera.it> with the credentials received in the email with the subject "Comunicazione credenziali Utente - Polo Espositivo Firenze/User Credentials - Florence Exhibition Center". Once logged



in, click on the Event for which you have been accredited. A page opens with the exhibitor's company name and the status of their position (not approved/to be verified/approved).

If the status is "approved", it is possible to download/print passes

If the status is "not approved", click on the blue button to check your position and view/upload the required documents.

The administrator will proceed with the approval.

With the status "not approved" or "to be verified" it is possible to accredit the staff and the data of the vehicles but it is not possible to download/print passes and permits, which can be printed only after approval.

Stand builder accreditation

To credit a stand builder company, please click on ADD STAND BUILDER at the bottom right; the *Stand Builder Choice* form appears.

Please, enter the name (or part of it) of the fitters company, or the VAT number, and click on SEARCH; if the company is already included in the list, flag the name and click on ASSIGN. If it is not, click on the button +1 CREATE STAND BUILDER. The form *Choose Stand builder* will appear; please, complete it with the details of the stand-builder company; once you have inserted the details, click on the button CREATE STAND BUILDER – you will then be redirected back to the previous page; search for the STAND-BUILDER company, select it and click on ASSIGN.

Stand-builder will receive an e-mail with the accreditation from the exhibitor, along with the credentials to access its own private area and can autonomously proceed to print its own personal passes and vehicle permits.

To accredit another stand-builder, repeat the above-mentioned procedure.

If, during the activity, you no longer employ the accredited company, please contact the competent department of Firenze Fiera accessi@firenzefiera.it to request the cancellation.

Staff accreditation

This procedure permits the registration of the staff who must access the Exhibition Center. On the Operations Menu on the left, click on REGISTRY and then on STAFF.

Click on the +1 NEW button at the bottom right.

A form opens in which you enter the staff name and surname, click on the SAVE button. If you make a mistake entering the name of the staff, you can always edit/delete it. Repeat the procedure for all names of the staff.

Printing staff pass

To print pass valid during setting up/dismantling period, you have to click on Manage → Set-up on menu on the left, you find the printing area in the bottom:

Flag the names you wish to credit for the event.

If you remove the flag, the printed pass will no longer be enabled for entry



To download/print the pass click on the printer symbol near the name and then on the PRINT PASS button at the bottom left.

Vehicles accreditation

This procedure permits the registration of the vehicles who must access the Exhibition Center. On the Operations Menu, click on REGISTRY and then on VEHICLES.

Click on the +1 NEW button at the bottom right.

A form opens in which you enter the data relating to the vehicle (the license plate, the mobile phone of a contact person and the length of the vehicle are mandatory data) however, we invite you to fill entirely the form and click on the SAVE button

Repeat the procedure for all vehicles

Printing vehicles permits

To print permits valid during setting up/dismantling period you have to click on Manage → Set-up on menu on the left, you find the printing area in the bottom:

Flag the vehicles you wish to credit for the event.

If you remove the flag, the printed pass will no longer be enabled for entry

To download/print permits click on the printer symbol near the plate number and then on the PRINT PASS button at the bottom left.

Slot Parking Selection

It is possible that organizational needs require choosing a definite parking area to park vehicles inside Exhibition Center (*parking area slot*), a definite day or time to park in the Exhibition Centre (*timetable slot*).

You should reference the unloading/uploading area near the pavilion where you have to exhibit, to choose the *parking area slot*. For a right choice you should consult the file *Parking areas and pavilions* in your Documents Area.

Timetable slot bounds the time that the vehicle can stay inside the Exhibition Centre.

A slot that starts at 08.00 am and ends 10.00 am implies that the vehicle could access from 08.00 am and must necessarily exit within 10.00 am.

When you select vehicles to download and print the permits, you can select the interested slot in the *Slot Parking Selection* page, choosing, if required, the day to access the Exhibition Centre, the time and the parking area. To book a slot, click on BOOK and then on CONFIRM.

We remind that reservations must be determined by the actual needs of access to the Exhibition Centre; the access office will check reservations and will contact the user in case of anomalous bookings. In case of more bookings (for different hours or days or parking areas) slots have to be booked at the same time: a single permit will be printed and it is valid for all the booked slots.

If you remove the flag, the booking is deleted. Bookings cannot be modified.

Requesting a quote for shipment/handling of goods



To request a quote for any shipment and goods handling services, please click on the button GOODS HANDLING SERVICES at the bottom left, so that a new entry appears in MRK format.

Click on the blue PDF button: the page "Request a quote" will open with the event details; after filling it in its entirety, click on SAVE at the bottom right. A "Service" page will appear, where you can choose the type of service requested. The three services are:

- Door to door goods delivery/collection: collecting goods at a designated place and delivering them at the Exhibition Centre (booth) and viceversa.
- Goods delivery/collection from Merkur warehouse: delivering goods from Merkur warehouse (of the Company or of the Exhibition Centre) to booth and viceversa.
- Handling goods inside the Exhibition Centre: goods handling service (from vehicle to booth and viceversa) within the Exhibition Centre, using trolleys and forklifts.

After choosing the service, click on SAVE; a new page will appear requesting specifications concerning the service selected; after completing the form click on SAVE; another page will open requesting business data for invoicing.

Click on SAVE and wait for the e-mail with the quote attached.

Please, be informed that requesting a quote does not guarantee this service and does not imply any binding agreement.

To request more than one service, please go back to the initial page, click on GOODS HANDLING SERVICES, and repeat the same procedure.

5. ACCESSING THE CONGRESS/ EXHIBITION CENTRE AS FITTERS

Please, find below the instructions for Fitters to obtain a special license authorization to access and move inside the Congress & Exhibition Centre (Fortezza da Basso, Palazzo dei Congressi and Palaffari) of Firenze Fiera during set-up and dismantling days.

The system is accessed from the link received by e-mail when an exhibitor registers the stand builder company, with the credentials indicated in the e-mail with object "Comunicazione credenziali Utente - Polo Espositivo Firenze/User Credentials - Florence Exhibition Center". When you access the system click on the box with the name of the interested Event.

If the status is "approved", it is possible to download/print passes

If the status is "not approved", click on the blue button to check your position and view/upload the required documents.

The administrator will proceed with the approval.

With the status "not approved" or "to be verified" it is possible to accredit the staff and the data of the vehicles but it is not possible to download/print passes and permits, which can be printed only after approval.



Staff accreditation

This procedure permits the registration of the staff who must access the Exhibition Center. On the Operations Menu on the left, click on REGISTRY and then on STAFF.

Click on the +1 NEW button at the bottom right.

A form opens in which you enter the staff name and surname, click on the SAVE button. If you make a mistake entering the name of the staff, you can always edit/delete it. Repeat the procedure for all names of the staff.

Printing staff pass

To print pass valid during setting up/dismantling period, you have to click on Manage → Set-up on menu on the left, you find the printing area in the bottom:

Flag the names you wish to credit for the event.

If you remove the flag, the printed pass will no longer be enabled for entry

To download/print the pass click on the printer symbol near the name and then on the PRINT PASS button at the bottom left.

Vehicles accreditation

This procedure permits the registration of the vehicles who must access the Exhibition Center. On the Operations Menu, click on REGISTRY and then on VEHICLES.

Click on the +1 NEW button at the bottom right.

A form opens in which you enter the data relating to the vehicle (the license plate, the mobile phone of a contact person and the length of the vehicle are mandatory data) however, we invite you to fill entirely the form and click on the SAVE button

Repeat the procedure for all vehicles

Printing vehicles permits

To print permits valid during setting up/dismantling period you have to click on Manage → Set-up on menu on the left, you find the printing area in the bottom:

Flag the vehicles you wish to credit for the event.

If you remove the flag, the printed pass will no longer be enabled for entry

To download/print permits click on the printer symbol near the plate number and then on the PRINT PASS button at the bottom left.

Slot Parking Selection

It is possible that organizational needs require choosing a definite parking area to park vehicles inside Exhibition Center (*parking area slot*), a definite day or time to park in the Exhibition Centre (*timetable slot*).



You should reference the unloading/uploading area near the pavilion where you have to exhibit, to choose the *parking area slot*. For a right choice you should consult the file *Parking areas and pavilions* in your Documents Area.

Timetable slot bounds the time that the vehicle can stay inside the Exhibition Centre.

A slot that starts at 08.00 am and ends 10.00 am implies that the vehicle could access from 08.00 am and must necessarily exit within 10.00 am.

When you select vehicles to download and print the permits, you can select the interested slot in the *Slot Parking Selection* page, choosing, if required, the day to access the Exhibition Centre, the time and the parking area. To book a slot, click on BOOK and then on CONFIRM.

We remind that reservations must be determined by the actual needs of access to the Exhibition Centre; the access office will check reservations and will contact the user in case of anomalous bookings. In case of more bookings (for different hours or days or parking areas) slots have to be booked at the same time: a single permit will be printed and it is valid for all the booked slots.

If you remove the flag, the booking is deleted. Bookings cannot be modified.

Subcontractors

This procedure permits credit subcontractors who must access the Exhibition Center during the set-up and dismantling phase and allows you to print the relative pass for staff and permits for vehicles. On the Operations Menu on the left, click on REGISTRY and then on SUBCONTRACTORS.

Click on the +1 NEW button at the bottom right.

A form opens in which you have to enter the name and e-mail of the subcontractor company; then click on +1 SAVE AND SELECT.

Repeat the procedure for all subcontractor companies. A page opens with the list of subcontractors companies.

Flag on the subcontractor company you want to assign at the event; then click on ASSIGN SUBCONTRACTORS, a form in which you can choose the event opens: choose that and click OK.

After assigning subcontractors, return at the beginning page clicking on MANAGE in Operations Menu on the left and on SET-UP; then click on SUBCONTRACTORS in the bottom on the right.

You can see the list of all subcontractor companies credited for the event. The status of the activity has to be validated by the Administrator.

With the "Not Approved" status, it is possible to credit the names of the staff and the data of the vehicles but it is not possible to download/print the related passes and permits, which can be printed only after approval.

Click in menù on the left on REGISTRY and on SUBCONTRACTORS to register staff and vehicles for subcontractor companies. The procedure to print/download pass and permits is the same as that for the accreditation of personnel and vehicles, (see paragraphs *Staff accreditation and pass printing* and *Vehicles accreditation and permits printing*).

Requesting a quote for shipment/handling of goods

To request a quote for any shipment and goods handling services, please click on the button GOODS HANDLING SERVICES at the bottom left, so that a new entry appears in MRK format.

Click on the blue PDF button: the page "Request a quote" will open with the event details; after filling it in its entirety, click on SAVE at the bottom right. A "Service" page will appear, where you can choose the type of service requested. The three services are:

- Door to door goods delivery/collection: collecting goods at a designated place and delivering them at the Exhibition Centre (booth) and viceversa.
- Goods delivery/collection from Merkur warehouse: delivering goods from Merkur warehouse (of the Company or of the Exhibition Centre) to booth and viceversa.
- Handling goods inside the Exhibition Centre: goods handling service (from vehicle to booth and viceversa) within the Exhibition Centre, using trolleys and forklifts.

After choosing the service, click on SAVE; a new page will appear requesting specifications concerning the service selected; after completing the form click on SAVE; another page will open requesting business data for invoicing.

Click on SAVE and wait for the e-mail with the quote attached.

Please, be informed that requesting a quote does not guarantee this service and does not imply any binding agreement.

To request more than one service, please go back to the initial page, click on GOODS HANDLING SERVICES, and repeat the same procedure.

6. PRIVACY POLICY

Information Statement pursuant to Legislative decree no. 196/2003- "Personal Data Protection Code", and to EU Regulation no. 2016/679 – Ed. 01/2021

Whereas

- 1- as part of the activities connected to our exhibition premises and facilities access management and control system, Firenze Fiera will have to collect and process your personal data.
- 2- For the sake of clarity, we specify the following definitions given by Regulation (EU) n. 2016/679 (hereinafter also "GDPR"):
 - **Processing:** any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
 - **Personal data:** any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an



online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Having said that, pursuant to Legislative decree no.196/2003 (hereinafter also "Code") and Regulation (EU) n. 2016/679 we inform you that the collection and processing of your personal data will be carried out by the company writing in accordance with the following:

Data Controller: The data controller is the company "Firenze Fiera S.p.A." with registered office in Florence - Piazza Adua n. 1 - 50123 - VAT No. 04933280481 - For some events/fairs other Data Controllers may also be in operation; any specific information pertaining to them will be defined in accordance with current applicable legislation.

Nature of the processed data

The data we process includes mostly personal and contact data, and in any case data which is strictly necessary for our access management and control system's operation. Except for some very special exceptions, we are not in possession of any data that can be qualified as special (art. 9, paragraph 1, of the GDPR). Subject to your specific authorization, photographs (of you/ your company) and/or video/audio recordings acquired during participation in events (fairs, exhibitions, conferences, etc.) may be processed, in compliance with the applicable legal and regulatory limitations and for the purposes indicated here.

Purposes and modalities of data processing Basic purposes

A) Fulfil the obligations related to provision of the access management and control system overseeing all of Firenze Fiera's exhibition premises and facilities as well as other services required to Firenze Fiera by the contract and the pre-contract agreements and B) Fulfill the obligations provided for by the applicable national and EU laws and regulations. C) Enforce the rights, including rights of third parties in judicial, arbitration, administrative proceedings in compliance with legal restrictions.

"Promotional" purposes

Sending by computer means (art. 130 of the Code) and/or traditional methods such as traditional mail and/or human-operated (non-automated) phone calls, communications to monitor the progress of customer relations as well as planning and performing analytical, strategic and operational marketing activities, informing on commercial and promotional activities concerning services related to those for which the relationship has been established.

This purpose may therefore be pursued for reasons other than those strictly connected to the fulfilment of the contract, in the event that you decide to consent to it (after viewing this information statement); if you do not give consent (as is your right) to the aforementioned purposes, the contractual relationship will not be compromised or altered. Consent, if you wish to give it, will be considered valid both for contact by traditional methods and by means of instruments pursuant to art. 130 paragraphs 1 and 2 of the Code (e.g. e-mail, sms, mms, fax, automated calls ...); even after giving consent, it is still your right to



object, at any time and free of charge, to the processing of your data for this purpose; if you wish to exercise the right to object you may, at any time, exercise it in a diversified and autonomous manner for any one of the contact methods described here. Please note that in the event you give consent to the purposes described herein, any registration you may made to the "Registro delle opposizioni" (list of persons who refuse to be contacted by phone marketing) will not prevent us from contacting you by phone. Please note that the promotional activity may also be carried out by third parties, belonging to the categories specified in this statement.

Other purposes

In the event of your specific authorization being issued, personal data (for example video recordings, photographic images, audio recordings) will be collected and processed exclusively for institutional and scientific purposes as well as to promote the event and document it, as well as for the purpose of producing promotional and advertising material for this company (e.g. brochures, commercials, corporate articles in newspapers and magazines or Internet content for the company's web page and social networks) always in compliance with the restrictions and regulations in force. Both your providing us with your personal data and your consent are optional. The refusal to provide data will however make it impossible to be interviewed, to participate in surveys and be filmed and/or use any photograph or video/audio material in which you appear. If you do not wish to be filmed or photographed please inform the staff about it. People who appear in film, audio material or pictures shall have the right to ask their name to be removed from the website database by sending an e-mail to: privacy@firenzefiera.it. Please note that, group photographs and videos taken during fairs or exhibitions shall be regarded as part of public events for which no explicit consent of the subjects involved in the filming is required.

Provision of data

With regards to the data we have to know in order to fulfil the contract obligations or the requirements of national and EU laws and regulations or the requirements set by authorities having jurisdiction over the matter and by the supervisory and control bodies, failure to provide such data will make it impossible to establish or continue the relationship to the extent that such data is necessary for the actual relationship to exist. With regards to other data, knowledge of which is not mandatory, we will consider the effects of our failure to obtain them and decide on the action to take, related to the importance for our organization of said data, subject to the compliance with contractual obligations and the obligations related to regulatory and law requirements.

Circulation and Disclosure

Your data will not be circulated and disclosed by us, unless that will become necessary due to the nature of the services, provided, but any disclosure will in any case be in compliance with the data minimisation principle. Please note that any group video or photograph will always be used in compliance with the regulatory limitations and respecting the dignity and privacy of individuals. Your data may be disclosed by us to subjects who can access the data pursuant to the laws in force and to our consultants/suppliers only to the extent that this is necessary to carry out the task assigned to us and, in all such cases they will be appointed as Data Processors.

Further communication of your data to third parties for other purposes is explicitly subject to your providing an explicit further and optional consent to it).

Except for the cases already mentioned (disclosure of some of your data on the Internet) your data will not be transferred abroad and in any case not to countries outside the national border, not belonging to the EU or to the European Economic Area, nor will your data be transferred to "third" countries for which the European Commission has not made sure that an adequate level of data protection exists.

Data Retention Policy

The data collected will be kept for a time not exceeding the achievement of the purposes for which they are processed or according to the deadlines set by law , in the case of contractual relationships, for the entire duration of the contract and in any case for no longer than 10 years. For marketing purposes 24 months from the giving of the consent.

Data processing modalities

Data processing is inspired by principles of fairness, lawfulness and transparency as well as of protection of Customer's privacy and rights (*privacy by design*); data processing may be made either manually or with automatic modalities suitable to storage, process and transmit them with suitable technical and organisational measures which, taking into account the state of the art and the implementation costs, will guarantee safety, privacy, integrity and resilience of systems and services preventing the risk of loss, destruction, unauthorised access or disclosure or any unlawful use; in addition to that suitable measures shall be used to delete and rectify data that are incorrect for the purposes they are being processed for.

Details on subjects that may acquire knowledge of your data:

The following categories of subjects may acquire knowledge of your data:

- qualified and trained company employees and collaborators, as well as third parties who carry out or provide specific services necessary to our contract relationship with you, including subjects working as System Administrators;
- suppliers, consultants, professionals, agents and, in general subjects who, for contract related needs and in order to prepare for and manage the activities agreed with you and/or for ancillary services and/or for your specific requests must acquire one or more information concerning you, as data controllers pursuant to art. 28 of the GDPR);

For precision's sake, some or all the personal data collected may be shared with sponsors and/or commercial partners of Firenze Fiera, for example catering companies, travel and communications agencies, event organizers, technical/audio and visual/transport services providers, event planning companies and so on, for reasons strictly connected with Firenze Fiera's operations as well as to guarantee provision of the required service; for sending commercial communications, promotion and advertising (by ordinary mail, telephone, voice broadcasting services, fax, e-mail, sms, mms), related to the services and/or products provided by the companies described above for the purpose of proposing Firenze Fiera users potentially useful and/or profitable offers. Firenze Fiera specifically asks for consent for the



communication of your personal data to each of the aforementioned categories of subjects and for each of the aforementioned purposes (optional consent).

Legal basis of data processing

The legal basis of the processing is the legitimate interest of the Data Controller or, where appropriate, the consent of the data subject when necessary.

Data Protection Officer

Pursuant to Article 37 of Regulation (EU) n. 2016/679 Firenze Fiera also informs you that it has appointed a specific Data Protection Officer (DPO), who can be contacted by e-mail at the address: privacy@firenzefiera.it, or by writing to Firenze Fiera, Responsabile della protezione dei dati, Piazza Adua n. 1 Florence.

Your rights:

- a) the right to obtain acknowledgment of the existence of any personal data regarding you, even if such data has not yet been recorded, and to have these data supplied to you in an understandable form;
- b) the right to know: the source of said data; the purposes and modalities of data processing; the logics used in case processing is carried out with computer or electronic means; the identifying data of the Controller and the Processor;
- c) the right to obtain: update, correction and, should you require it, integration of data; deletion, processing aimed at rendering such data anonymous or blocking of all data that violates laws currently in force, including these data whose storage is not required by the purposes they have been collected and/or processed for;
- d) the right to: object, wholly or partly to processing of your personal data for legitimate reasons, even if such processing is relevant to the purposes the data have been collected for; to revoke the consent at any time without prejudice to the lawfulness of the processing based on the consent given prior to the revocation. In addition to that, where applicable, interested parties also have the rights referred to in Articles 16-21 of the GDPR (right to be forgotten, right to restriction of processing, right to data portability, right to object), as well as the right to complain to the Data Processing Authority.

To exercise these rights, you can contact Firenze Fiera S.p.A. with the following means:

E-mail: privacy@firenzefiera.it

Registered address: Piazza Adua, n. 1 - 50123 - Firenze (FI)

Telephone No. +0039 055 497 21 **Fax no.** +0039 055 497 3237

This information may be integrated, orally or in writing, with additional elements and indications, to best meet any of your need for information in the matters of "Privacy" and to comply with all regulatory and/or technological developments. For further details, please refer to the appropriate privacy section on www.firenzefiera.it