



PRIVACY

POLICY STATEMENT ON ARTICLE 13 OF LEGISLATIVE DECREE NO. 196 OF 30 JUNE 2003 (CODE REGARDING THE PROTECTION OF PERSONAL DATA)

TO BE SENT TO THE OPERATING SECRETARIAT

1. Purposes of processing

The personal data you provide to BolognaFiere S.p.A. and Promopet S.r.l. (hereinafter, for brevity, the "Companies") may be utilized for:

- (i) the establishment and conduct of contractual relationships, as well as fulfillment of all the regulatory, fiscal and administrative requirements essential for, related to and/or in any way useful the establishment and conduct of the contractual relationships (including the activities necessary for the ordinary management of the exhibition);
- (ii) the preparation of studies and statistical and market research;
- (iii) the organization and conduct of events and meetings of a promotional or other nature;
- (iv) the publication of data on your company in the catalog, on the website, and on the Exhibition Guide Map, in press releases, mail and promo mail communications related to the Exhibition (including any activities necessary for managing the on-line and off-line publication);
- (v) the sending of informative and commercial messages, promotional or otherwise, advertising material including that relative to past editions of the Exhibition, offers of goods and services by mail, the Internet, telephone, e-mail, MMS or SMS from Italy or from abroad (from EU and non-EU Member States) by the Companies or individual or legal entities collaborating in the business activities of the Companies, by companies specialized in telemarketing, or by parent companies, subsidiaries and/or affiliates of the BolognaFiere Group.

2. Methods of processing

The personal data will be processed by suitable paper-based, electronic and/or Web-based instruments with logic strictly related to the aforesaid purposes and, in any case, such as to ensure data security and confidentiality.

3. Provision of data and consequences of refusal

The provision of the aforesaid data is voluntary and will in no way result in a change in prices and/or rates; refusal to convey them and/or providing incorrect and/or incomplete data may make it impossible to:

- (i) institute and/or ensure the proper, timely execution of the contractual relationship and fulfill the legal, fiscal and administrative requirements essential or related to and/or useful to the purposes of establishing and conducting the contractual relationship (including activities necessary for the ordinary management of the exhibition);
 - (ii) organize, conduct and/or permit your participation in events and meetings, of a promotional or other nature;
 - (iii) publish data on your company in the catalog, on the website, on the Exhibition Guide Map, in any press releases, mail and promo mail communications related to the Exhibition;
 - (iv) contact you and/or deliver informative and promotional messages, of a commercial or other nature, advertising material and/or offers of goods and services.
- Providing personal data is mandatory, however, in cases expressly required by law and/or fiscal and administrative regulations, and in that case failure to consent to the processing and transfer of the required personal data will make it impossible for the Companies to fulfill the corresponding legal, administrative and/or fiscal obligations.

4. Disclosure of the data

Within the Companies, the data provided may be disclosed to shareholders, members of the board of directors or other administrative body, members of the board of statutory auditors, company personnel and, in any case, to the internal and/or external Data Supervisors and Persons in charge of processing personal data designated by the Companies in the performance of their duties. Your personal data may be disclosed to any qualified parties that provide the Companies with services essential to the purposes indicated in paragraph 1 above, including but not limited to: parent companies, subsidiaries, investees and/or affiliates; individuals, entities and/or companies that manage and/or participate in the management and/or maintenance of the websites and electronic and/or Web-based instruments utilized by the Companies; suppliers, contractors, subcontractors or other qualified parties that provide the Companies services essential to the establishment and/or conduct of the contractual relationship with the Companies (such as banks and/or parties charged to make collections and payments, insurance companies); parties that provide services consisting of or concerning the preparation of statistical and market research and the organization and conduct of events and exhibitions, of a promotional or other nature; the sending of informative and/or commercial messages, of a promotional or other nature, and advertising material and/or offers of goods and services in the methods indicated in paragraph 1 above; consultants that assist the Companies in various ways, with particular reference to legal, tax, social-security, accounting, organizational and commercial aspects; auditing firms; any other parties to which the data must be disclosed based on a specific statutory provisions. Your personal data may be transferred abroad, in conformity with current regulations, even to non-EU Member States and other countries where the Companies pursues its interests.

5. Dissemination of the data

Your personal data will not be disseminated.

6. Rights of the data subjects

With regard to the aforesaid processing, you may exercise your rights under Article 7 of

Legislative Decree no. 196 of 30 June 2003, as transcribed below in its entirety:

"Article 7 - Right to access personal data and other rights

Data subjects shall have the right to obtain confirmation as to whether or not personal data concerning them exist, even if the data have not yet been recorded, and communication of such data in intelligible form.

Data subjects shall have the right to information on:

- a) the source of the personal data;
- b) the purposes and methods of processing;
- c) the logic applied when the data is processed with the use of electronic instruments;
- d) the identity of the data controller, data supervisors and the representative designated pursuant to Article 5.2;
- e) the parties or categories of parties to which the personal data can be transferred or which can gain knowledge of them as designated representatives of the State, processing officers, or processors.

Data subjects shall have the right to obtain:

- a) the updating, correction or, when they are interested, additions to the data;
- b) the cancellation, transformation into anonymous form, or blocking of data processed in violation of law, including those that need not be retained for the purposes for which the data were collected or subsequently processed.
- c) certification that the parties to which the data have been transferred or disseminated have been notified of the operations specified in points a) and b), also regarding their content, except for the case where notification proves impossible or requires the use of means clearly disproportionate to the right being protected.

Data subjects shall have the right to oppose, wholly or in part:

- a) for legitimate reasons the processing of their personal data even when it pertains to the purpose of collection;
- b) the processing of their personal data for the purpose of sending advertising or direct marketing material or to conduct market research or commercial communication surveys."

7. Data Controller and Data Supervisor

The Data Controller are BolognaFiere S.p.A., with head offices at Viale della Fiera 20, Bologna, and Promopet S.r.l., with head offices at Via delle Azalee 11, Milano. Any request relative to the personal data processed by the Companies may therefore be addressed to the Data Supervisor at the registered offices of the Companies or by writing to the e-mail address privacy@bolognafierte.it, info@promopet.srl.it.

Consent

Having read the foregoing policy statement, we expressly consent to the processing of our personal data in the methods indicated therein, including disclosure to the parties mentioned and/or their transfer abroad to:

- a) prepare studies and statistical and market research;

☐ I consent

Date and place

☐ I do not consent

Signature

- b) permit our participation in events and exhibitions, including those of a promotional nature;

☐ I consent

Date and place

☐ I do not consent

Signature

- c) permit the publication of your Company data in the catalog, on the website, on the Exhibition Guide Map, in any press releases and mail or promo mail communications related to the Exhibition (including the conduct of activities necessary to manage on-line and off-line communications)

☐ I consent

Date and place

☐ I do not consent

Signature

- d) receive informative and commercial messages, of a promotional or other nature, as well as advertising material and/or offers of goods and services by mail, the Internet, telephone, e-mail, MMS, or SMS from Italy or from abroad (from EU and non-EU Member States) by the Companies or by individual or legal entities that collaborate in the business activities of the Companies and/or their parent companies, subsidiaries and affiliates

☐ I consent

Date and place

☐ I do not consent

Signature