

Privacy policy - Personal data processing relevant to account registration (called "Fiera ID") to access Fiera Milano digital services¹

In accordance with Article 13 of Regulation (EU) 2016/679 - General Data Protection Regulation (GDPR), Fiera Milano S.p.A. (hereinafter also referred to as "Fiera Milano") aims to provide information on how the User's personal data is processed in relation to registering a "Fiera ID" account, which allows the User to access and use digital services provided by Fiera Milano², through Fiera Milano's websites, portals and online applications and relevant to shows, exhibitions and other events organised in the exhibition spaces managed by Fiera Milano (such as, for instance, submitting exhibitor admission applications, purchasing visitor tickets, accessing exhibition services, event registration, meetings or courses, etc.).

User registration is compulsory for security purposes in order to gain access and use the digital services provided by Fiera Milano, including account management through a designated profile or private login area. To be able to create a Fiera ID the User is required to enter some personal data marked as compulsory (name, surname, email address, language), which are necessary to register the account and generate the relevant computer authentication credentials which are then used to access said services. Failure to provide said personal data, even in part, will result in the User being unable to register and create an account, which is required to be able to use these services.

Processing the User's personal data is therefore necessary, in relation to the aforementioned purposes, to execute the Fiera ID creation request and as contractually provided for in the relevant terms and conditions of use [T&C link](#), as well as for Fiera Milano's legitimate interests in performing organisational, technical and security operations relevant to managing the User's registration activity and related services.

The email address the User provides to create the Fiera ID and generate the relevant credentials may also be used by Fiera Milano to send communications relating to services requested by the User, which are not of a commercial nature.

The personal data provided for Fiera ID registration and creation will be processed by computerised procedures using appropriate tools for guaranteeing data and electronic communication security and confidentiality, and for these purposes the data may be seen only by Fiera Milano employees and collaborators authorised to process the data and/or authorised personnel of service companies performing technical and organisational activities on behalf of Fiera Milano, as data processors (such as, for instance, System Administrators, IT Employee, Customer service, etc.). User's personal data is not transferred to entities established outside of EU countries.

Fiera Milano will retain personal data while the Fiera ID is active. When it is deactivated or the service is terminated, personal data will be retained for administrative and accounting purposes for the period of time provided for by current legislation.

Following Fiera ID registration and generation, the User may access digital services of interest and provide any additional data (concerning their person or company), which may be required to use these services or may be useful to Fiera Milano for improving its services or meeting the User's request relevant to customised

¹ For further and detailed information how personal data for those who visit Fiera Milano's website or access its related services is processed, Users may consult the Website Privacy Policy and Cookie Policy available at the following link: <https://www.fieramilano.it/en/privacy.html> - <https://www.fieramilano.it/en/privacy-cookie.html>

² Where personal data is processed by Fiera Milano related to participation in exhibitions/conventions/events they organise, or held in their exhibition spaces, please refer to the separate privacy policy provided to data subjects at the time of registration/signing up for the relevant exhibition/event/convention.

operation. When activating these services, the User will be provided with an additional, separate privacy policy and, if interested, will also be able to choose whether or not to consent to Fiera Milano processing their personal data for commercial purposes, based on the additional information received in this regard.

The GDPR (articles 15-22) grants Users the right to: request access to personal data concerning them; transfer data provided where it is subject to automated processing based on consent or contract; request correction and/or completion if inaccurate or incomplete; request deletion of personal data or limited processing where the conditions are met; object to processing for reasons related to their specific circumstances or for direct marketing. The User also retains the right to lodge a complaint with the data protection Privacy Guarantor of a Supervisory Authority where necessary to protect their rights.

To exercise the rights outlined above and for any further information on how your personal data is processed, please contact Fiera Milano S.p.A., the Data Controller, with registered office in Carlo Magno 1 20149 Milano, e-mail: privacy@fieramilano.it and/or contact the Fiera Milano's Data Protection Officer, by emailing dpo@fieramilano.it , or contacting the Fiera Milano registered office.

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