

PRIVACY NOTICE PURSUANT TO ART. 13 OF THE REG. (EU) 2016/679 (“GDPR”) ON THE DATA PROCESSING RELATED TO THE VIDEO-SURVEILLANCE, THE “CROWD MANAGEMENT” SYSTEM AND PHOTO/VIDEO SHOOTING

Veronafiere provides with the information concerning the processing of personal data and, in particular, of images of people entering the exhibition centre.

1. Identity and contact details of the data controller

Data controller is **Veronafiere S.p.A.**, Viale del Lavoro, 8, 37135 - Verona, tel. 045 8298111, email address info@veronafiere.it, PEC address mail@pec.veronafiere.it (hereinafter referred to as “**Veronafiere**” or “**Controller**”)

2. Contact details of the data protection officer (DPO)

You can contact the DPO at the email address dpo@veronafiere.eu

3. Data processing purposes, legal basis and data retention

3.1 Images may be processed because of the video-surveillance systems (CCTV) installed at the exhibition centre (outside and inside) that involve the recording and storage of images.

In addition, the cameras of such systems are connected to a “crowd management” system, that monitors the flow of visitors during the events by (i) counting the number of people entering and leaving the stands/pavilions and (ii) detecting possible people mass gathering. Such system is based solely on “head counting” technology and not “face recognition”.

| WHY IS PERSONAL DATA BEING PROCESSED? | WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL? | HOW LONG DO WE KEEP PERSONAL DATA? |
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| In general, in order to protect the safety and health of the individuals during the event (also with a view to prevent and mitigate the risk of infection by the Covid-19), and, with regards to video-surveillance, also in order to protect Veronafiere's property and prevent unauthorized access to the exhibition centre. | The legitimate interest pursued by the Controller and by third parties, which – as assessed through the “balancing of interests” referred to in Art. 6.1, lett. f) GDPR - overrides the interests, rights and freedoms of the data subject. | Images recorded through the <u>video-surveillance system</u> are stored for 7 days. Images collected by the “ <u>crowd management</u> ” system are stored for a few fractions of a second for the sole purpose of generating aggregated and anonymous real-time reports. Once such data retention periods have expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup. |

Data subject will see special signs about the above-mentioned systems before the range of the cameras.

3.2. Image may also be processed, as highlighted by special signs in loco, as Veronafiere (or third parties appointed by the latter) will take photos and film videos.

| WHY IS PERSONAL DATA BEING PROCESSED? | WHAT IS THE BASIS THAT MAKES THE PROCESSING LAWFUL? | HOW LONG DO WE KEEP PERSONAL DATA? |
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| To document - for archiving and/or commercial purposes - the event with photo/video shooting (which may incidentally include images of people participating in the event). | The legitimate interest pursued by the Controller, which – as assessed through the “balancing of interests” referred to in Art. 6.1, lett. f) GDPR – overrides the interests, rights and freedoms of the data subject. | For 5 years. Once such data retention period has expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup. |

4. The provision of data

The processing of images for the purposes referred to in point 3.1 is mandatory. Failure to provide data precludes the participation in the event.

The processing of images for the purposes referred to in point 3.2 is not mandatory. As set out in the event terms and conditions, visitors may object to the photo/video shooting by informing Veronafiere (also in the person of the operator in charge); this will not preclude the participation in the event.

5. Categories of recipients to whom data may be disclosed

Data may be disclosed to parties acting as Controllers (e.g. public authorities, professional firms) or processed, on behalf of Veronafiere, by third parties, appointed as Data Processors pursuant to art. 28 GDPR, such as companies providing security and surveillance services and/or facilities’ maintenance services, subject in charge of photo/video shooting.

Furthermore, data are processed by Veronafiere employees who have been expressly authorised to process such data for the above-mentioned purposes and have received adequate operating instructions.

6. Data subjects' rights

Data subject shall have the following rights, as well as any right under GDPR:

- i) to access data concerning him/her in accordance with Article 15,
- ii) to obtain the rectification of inaccurate data,
- iii) to have incomplete data completed,
- iv) to obtain the erasure of data in the cases provided for by Article 17,
- v) to obtain restriction of processing in the cases provided for by Article 18.

In order to exercise his/her rights, data subject can contact the Controller by sending a written communication to the address pointed out in par. 1 or an e-mail to privacy@veronafiere.it.

It should be noted that some requests, such as the request to access the images of the video-surveillance system and/or of the “crowd management” system (or the request to delete such images), may not be exercisable in practice, given the storage, in the first case, up to a certain period (i.e. 7 days) or, in the second case, practically nil (i.e. a few fractions of a second). Similarly, it is factually impossible to exercise the right to have data updated, rectified and/or completed on account of the very nature of the data in question – which are real-time images of factual occurrences.

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

Last update: October 2022