

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. Data controller

Data controller is Veronafiere S.p.A., Viale del Lavoro, 8, 37135 - Verona (hereinafter referred to as "**Veronafiere**" or "**Controller**"), mail privacy@veronafiere.it

2. Data Protection Officer (DPO)

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

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?
In general, in order to protect the safety during the event, 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.

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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 as long as necessary to achieve the purposes for which the data are processed (for example relating to the public relevance of the event and/or the characters portrayed), and, in any case, until data subject's objection For 5 years for images not relevant for archival and/or commercial purposes.
To document – for commercial purposes - the event with photo/video shooting (which may incidentally include images of people participating in the event). This includes publication and dissemination through the Data Controller's official communication channels, such as the institutional	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 as long as necessary to achieve the purposes for which the data are processed, and, in any case, until data subject's objection.

website and social media platforms (e.g., Facebook, Instagram, LinkedIn).

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. Transfer of personal data to countries outside the European Union

Your Data may be transferred outside the European Union (e.g. within the Controller's collaboration with selected IT partners). If Data are transferred to countries outside the European Union (EU) or the European Economic Area (EEA) and which have not been deemed adequate by the European Commission, and whenever the transfer is not necessary for the performance of the contract, the "transfer tools " referred to in Article 46 of the GDPR will be adopted, with the possible provision of "additional measures" which ensure a level of protection substantially equivalent to that required by European Union law.

7. Data subjects' rights

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

- to access data concerning him/her in accordance with Article 15,
- to obtain the rectification of inaccurate data,
- to have incomplete data completed,
- to obtain the erasure of data in the cases provided for by Article 17,
- 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 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.

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