

PRIVACY NOTICE "STUDENTS" PURSUANT TO ART. 13 OF THE REGULATION (EU) 2016/679 ("GDPR")

The information must be included in the registration form for "VIA Verona" hereinafter referred to as "Event").

Veronafiere S.p.A. provides You with the information requested by GDPR concerning the processing of personal data You provided for the participation in the event.

1. Data Controller and Data Protection Officer's contact (DPO)

Data controller is Veronafiere S.p.A., Viale Del Lavoro 8, 37135 Verona (VR), Tel. 045 8298111 – Fax 045 8298288, e-mail info@veronafiere.it (hereinafter the "Company" or "Data Controller").

2. Data protection officer (DPO)

You can contact the DPO at the email address dpo@veronafiere.eu The DPO is available at the following email address: dpo@veronafiere.eu.

3. Data processing purposes, legal basis and data retention

WHY IS YOUR PERSONAL DATA BEING PROCESSED?	WHAT IS THE LEGAL BASIS THAT MAKES THE PROCESSING LAWFUL	HOW LONG DO WE KEEP YOUR PERSONAL DATA
For purposes related to the booking and delivery of the "VIA Verona" as well as the purchase and use of the related services.	The performance of the contract to which data subject is party or in order to take steps at the request of data subject prior to entering into a contract, with regard to the exhibitor (sole trader or legal representative of a legal person), while the legitimate interest of the Controller with regard to the exhibitor's reference persons or other individuals related to the exhibitor.	For 10 years following the conclusion of the Event.
For the fulfilment of accounting, tax and other legal obligations.	The compliance with a legal obligation to which the Controller is subject.	
For the potential establishment, exercise or defence of legal claims (including credit collection).	The legitimate interest of the Controller.	For the length of the dispute.
In order to send promotional communications regarding the new editions of the Event as well as similar initiatives organised by Veronafiere, relating to the field of the Event.	The legitimate interest of the Controller and the so-called "soft spam" pursuant to art. 130.4, d. lgs. 196/03 ("Codice Privacy"), taking into consideration the interest of the exhibitor in being informed about new editions of the Event as well as initiatives in the same field.	Until data subject's objection under art. 21.2 of GDPR.
In order to perform customer satisfaction surveys aimed at getting information on the quality of Veronafiere services.	The legal basis of the processing is the legitimate interest of the Controller to enhance its services based on customer's feedback.	Until elaboration of the surveys' anonymized results.

<p>In order to carry out direct marketing activities: performing market research and sending communications, information, newsletters and advertising material, generally concerning exhibitions organised by Veronafiore and companies belonging to the same group or concerning third parties' services or products related to the Event, using both automated (e-mail, apps, messaging, social networks) and traditional contact methods (paper mail, operator calls).</p>	<p>The consent of data subject.</p>	<p>Until the withdrawal of consent.</p>
<p>To disclose data to third parties acting in the field to which the Event refers for their own marketing purposes (commercial / advertising communications will be sent by third parties).</p>	<p>The consent of data subject.</p>	<p>Until data are disclosed to third parties, without prejudice to the right to object of data subject against third parties.</p>
<p>Once the above data retention terms have expired, data will be destroyed or anonymized, compatibly with the technical timing for erasure and backup.</p>		

4. The provision of data

The provision of data highlighted with an asterisk in the registration form is necessary for the registration. Otherwise it will not be possible to participate in the Event.

In any case, data subject is free to give his/her consent for the purposes highlighted above.

5. Categories of subjects to whom the data may be communicated

Data may be disclosed to parties acting as controllers (such as public authorities, professional firms). If you have given your consent, data will be disclosed to third parties acting in the same field that will process them for their own marketing purposes.

Data may be processed, on behalf of the Controller, by third parties, appointed as Data Processors pursuant to art. 28 of GDPR, carrying out activities that are functional or related to the Event (e.g. banks, IT services providers, ticketing companies, marketing and communication companies, etc.).

6. Dissemination of data

In addition, as set out in the general terms and conditions of the Event, data provided by students (e.g. name, email, images, etc.), may be:

- published in the Official Web Site vitalyinternational.com (which allows visitors to know which students are participating as well as their contact details and characteristics) and thus disseminated online;
- published and disseminated on online "showcases" (where to promote, e.g., products, events, etc.) and/or on the personal profiles on the Event digital platforms (in this case, data will be visible just to those signed up for the Event).

7. Data subjects' rights

Data subject shall have the following rights:

- i) to access data concerning him/her in accordance with Article 15 GDPR,
- 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 GDPR,
- v) to obtain restriction of processing in the cases provided for by Article 18 GDPR;
- vi) to object at any time, on grounds relating to his/her own particular situation, to the processing carried out in the legitimate interest of the Controller and, in particular, where data are processed for direct marketing purposes;
- vii) where the processing is based on consent or contract and is carried out by automated means, to receive data in a structured, commonly used and machine-readable format and to transmit those data to another controller without hindrance from the controller to which the personal data have been provided (the right to data portability);
- viii) to withdraw the consent at any time, without prejudice for the processing lawfully carried out before such withdrawal (e.g. for marketing purposes).

In order to exercise Your rights, You can contact the Controller by sending a written communication to the above address or an e-mail to privacy@veronafiere.it.

Data subjects 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: November 2022