

Processing of the User's Personal Data for Commercial Purposes

In accordance with Article 13 of Regulation (EU) 2016/679 – General Data Protection Regulation (GDPR), Fiera Milano S.p.A., Pentastudio s.r.l., Made Eventi s.r.l. and FEL s.r.l. (hereinafter, the **“Joint Controllers”**) intend to provide the User with certain information concerning the processing of their personal data for commercial or marketing purposes.

Where the User is interested, the Joint Controllers may process the User's personal data (first name, surname, email address, telephone number, company mobile phone number, website, business sector, business activities carried out, and professional role) necessary for the registration, request, booking or purchase of admission tickets (tickets, passes and invitations) to attend the following events: **Smart Building Levante** – organized by Pentastudio s.r.l. –, **GEE Global Elevator Exhibition** and **Sicurezza** – both organized by Fiera Milano S.p.A. –, **MADE Expo** – organized by Made Eventi s.r.l. – and **Festival Edilizia Leggera powered by MADE Expo** – jointly organized by Made Eventi s.r.l. and FEL s.r.l. – (hereinafter jointly referred to as the **“Events”**), and/or to use the additional services made available in connection with the Events, which form part of the project known as **“MIBA Levante”**, as well as any other personal data provided by the User, for the following additional purpose:

- sending advertising material, direct sales activities, conducting market research or sending commercial communications concerning events, initiatives and services of the Joint Controllers by telephone, automated calling systems and email (**direct marketing purposes**).

For the purpose described above, the processing of personal data may only be carried out if the User has given their consent (Article 6(1)(a) GDPR), which may be withdrawn at any time (without affecting the lawfulness of processing based on consent given prior to its withdrawal).

Providing personal data and giving consent are entirely optional for the User, and failure to provide such data or consent shall have no consequences for the User's ability to use the services requested.

The User's personal data may be retained for direct marketing purposes for a period of **24 months from the date on which consent is obtained**.

For the aforementioned purposes, the User's personal data may be accessed by authorized personnel of the Joint Controllers who are duly authorized to process such data and who belong to the departments responsible for carrying out administrative, organizational, technical and security activities connected with the purposes indicated above.

Personal data may also be disclosed to other service providers (e.g. IT and telecommunications service providers, exhibition service providers, call centres, research companies, etc.) acting as **data processors** on behalf of the Joint Controllers.

Personal data may be transferred to third countries outside the European Union only in compliance with decisions of the European Commission recognizing the adequacy of the data protection framework applicable in such countries, or on the basis of appropriate safeguards (such as standard contractual clauses or binding corporate rules for groups), or, in the absence of such safeguards conditions, where the transfer is authorized by the User or is necessary for the performance of the contract with the User or for the benefit of the User.

The provisions of the GDPR (Articles 15–22) guarantee the User the right, at any time, to access the personal data concerning them, to have such data rectified or supplemented if inaccurate or incomplete, to have such data erased or to obtain the restriction of their processing where the relevant conditions are met, to object to their processing on grounds relating to their particular situation and, in any event, to object to their processing for direct marketing purposes, to request the portability of the

data provided where such data are processed by automated means for the performance of the contract or on the basis of the data subject's consent, as well as to lodge a complaint with the Italian Data Protection Authority (Garante per la protezione dei dati personali) for the protection of their rights.

Fiera Milano S.p.A., Pentastudio s.r.l., Made Eventi s.r.l. and FEL s.r.l. act as Joint Controllers of the processing, pursuant to Article 26 of the GDPR.

The Joint Controllers acknowledge that they have appointed a Contact Point (hereinafter, the "Contact Point" or "CP"), identified as Pentastudio s.r.l., which may be contacted at the following addresses: registered office at Contrà Pedemuro San Biagio, 83 – 36100 Vicenza (VI), Italy, or by e-mail at info@pentastudio.it or certified e-mail (PEC) at pentastudio@pec.it.

For any clarification or request concerning the processing of their personal data, the User may contact Pentastudio s.r.l. using the contact details indicated above. Pentastudio s.r.l. has also been appointed by the other Joint Controllers as the CP responsible for handling and responding to requests from data subjects exercising the aforementioned rights.

The User may also submit the aforementioned requests to the other Joint Controllers, for the purposes and activities falling within their respective areas of responsibility, at the following contact details:

- **Fiera Milano S.p.A.**, at the following contact details: registered office, Piazzale Carlo Magno, no. 1 – 20149 Milan (MI), Italy; administrative office, Largo Fiera Milano no. 5, 20017 Rho (MI), Italy; or by e-mail at privacy@fieramilano.it. The User may also contact the Data Protection Officer of Fiera Milano S.p.A. using the contact details indicated above or by e-mail at dpo@fieramilano.it.
- **Made Eventi s.r.l.**, at its registered office at S.S. del Sempione 28, 20017 Rho (Milan), Italy, or by e-mail at privacy@madeexpo.it.
- **FEL s.r.l.**, at its registered office at Via Verdi 4 – Samarate (VA) 21017, Italy, Tax Code and VAT No. 03506190127, or by e-mail at comunicazione@fel.edilizialeggera.it.