

Privacy Notice – Processing of the Visitor’s Personal Data for the Request and Use of Services Relating to the Events

Article 13 of Regulation (EU) 2016/679 – General Data Protection Regulation (GDPR)

Pursuant to Article 13 of the GDPR, we would like to provide below certain information regarding the processing of the personal data of the data subject (hereinafter, the “Visitor” or “User”) who intends to register for, request, book or purchase admission tickets (tickets, passes and invitations) to visit the events **Smart Building Levante – organised by Pentastudio S.r.l. –, GEE Global Elevator Exhibition and Sicurezza – both organised by Fiera Milano S.p.A. –, Made Expo – organised by Made Eventi S.r.l. – and Festival Edilizia Leggera powered by Made Expo – jointly organised by Made Eventi S.r.l. and FEL S.r.l.** (hereinafter, all the above-mentioned events shall be jointly referred to as the “Events”), and/or to use the additional services made available as part of the Events, as they form part of the project known as **“MIBA Levante”**.

By purchasing admission tickets, the Visitor has the opportunity to visit the Events forming part of the “MIBA Levante” project, which will be held at the Bari exhibition centre, known as **“La Nuova Fiera del Levante”**, on **18–19 November 2026**.

The personal data provided by the User when completing the form for requesting one or more of the specific services¹ (hereinafter, the “Service” or “Services”) relating to the Events, as well as any data provided during the use of the requested Services (including any photographs and recordings taken at the stands or during the Events), are collected and processed by **Fiera Milano S.p.A., Pentastudio S.r.l., Made Eventi S.r.l. and FEL S.r.l.**, acting as **Joint Controllers** of the processing (hereinafter, the “Joint Controllers”), in accordance with the procedures and for the purposes specified below.

1. Categories of Personal Data Processed

The following categories of the User’s personal data are processed by the Joint Controllers:

- **identification data** (first name and surname), contact details (e.g. email address, mobile phone number), services requested and used, company of affiliation, professional title and position held, relevant business area, region and province; such personal data are provided by the User by completing the form and are identified as mandatory by an asterisk (*), as well as images/audio recordings collected during the Events;
- **additional telephone contact details and information relating to the User’s company**; the above-mentioned additional personal data may also be voluntarily provided by the User when completing the form.

2. Purposes and Legal Basis for Processing

The User’s personal data are collected and processed for the following purposes:

a)

To provide each requested Service, in accordance with the relevant contractual or terms-of-use conditions², and to manage the relationship with the User, including in relation to the User’s participation in the Events, for example, to manage the User’s registration or accreditation and to issue or send admission tickets. Furthermore, with regard to the additional data, where provided, such data may be used to improve or personalise the Service, as well as to facilitate contact and communications with the Company. The Joint Controllers process such data on the basis of the performance of the contract to which the User is a party, pursuant to Article 6(1)(b) of the GDPR;

b)

To carry out the administrative, organisational, technical and security activities necessary to provide each Service requested by the User. The Joint Controllers process such data on the basis of the performance of the contract to which the User is a party, pursuant to Article 6(1)(b) of the GDPR, and also on the basis of their legitimate interest pursuant to Article 6(1)(f) of the GDPR;

c)

To comply with legal obligations arising from participation in the Events, including all administrative and accounting formalities. The Joint Controllers process such data for the purpose of complying with legal obligations to which they are subject, pursuant to Article 6(1)(c) of the GDPR;

d)

To process the data for the purpose of carrying out statistical analyses relating to the Events. The Joint Controllers process such data on the basis of their legitimate interest pursuant to Article 6(1)(f) of the GDPR;

e)

To ascertain, exercise or defend the rights of the Joint Controllers in judicial proceedings. The Joint Controllers process such data on the basis of their legitimate interest pursuant to Article 6(1)(f) of the GDPR.

In addition to the above, the Joint Controllers process the User's personal data, collected as described above, for the following additional purposes:

f)

The email address provided by the User for the purpose of using the Service(s) may also be used by the Joint Controllers to send communications concerning future editions of the Events forming part of the "MIBA Levante" project or other related Events jointly organised by the Joint Controllers, as well as services similar to those requested by the User.

Taking into account the provisions of Article 130(4) of Legislative Decree No. 196/2003, as subsequently amended and supplemented, the Joint Controllers process such data on the basis of their legitimate interest pursuant to Article 6(1)(f) of the GDPR.

The User may object to receiving such communications at any time (either immediately or at a later stage) by sending an objection from their email account to info@pentastudio.it or by clicking on the appropriate "**unsubscribe**" link included in each such email communication;

g)

For the purpose of documenting and promoting the Events, the Joint Controllers may take photographs and/or make video recordings during the Events. In such cases, wherever possible, photographs and/or video recordings will be taken without processing the User's personal data (i.e. without the User being identified and/or identifiable).

Where this cannot be avoided, the legal basis for any such processing shall be the legitimate interest of the Joint Controllers pursuant to Article 6(1)(f) of the GDPR.

3. Processing Methods

The processing of personal data for the purposes set out above is carried out both by automated means, using digital media, and by non-automated means, using paper-based records, in compliance with the confidentiality and security requirements established by applicable laws and regulations and by appropriate internal procedures designed to ensure the protection of such data.

Personal data may be processed by personnel of the Joint Controllers who are authorised to process such data and have been duly instructed.

4. Nature of the Provision of Data and Consequences of Refusal

For the purposes referred to in letters **a), b), c) and e)** of paragraph 2, the provision of personal data is necessary for the proper establishment and performance of the contractual relationship and for the provision of the Service(s) connected with the Events, as well as for the fulfilment of the related contractual and legal obligations.

Failure to provide the personal data, even partially, may result in the inability to establish the contractual relationship or to fulfil, in whole or in part, the contractual and legal obligations arising therefrom.

The provision of additional personal data is therefore optional for these purposes, and failure to provide such data will not affect the use of the requested Service(s).

For the purpose referred to in letter **d)** of paragraph 2, failure to provide, even partially, the User's personal data will not affect the establishment of the contractual relationship between the User and the Joint Controllers or the fulfilment, in whole or in part, of the related contractual and legal obligations.

The provision of additional personal data is, however, optional for this purpose, and failure to provide such data will not affect the purpose referred to in letter **d)**.

For the purpose referred to in letter **f)** of paragraph 2, the User may object at any time (either immediately or at a later stage) to receiving such communications. Such objection will not affect participation in the Events or the use of the services associated with and connected to them.

For the purpose referred to in letter **g)** of paragraph 2, the processing of the User's personal data is solely incidental and, as stated above, the Joint Controllers will endeavour, wherever possible, to ensure that the User is not identified and/or identifiable.

5. Personal Data Retention Period

Personal data processed for the purposes referred to in letters **a), b) and c)** of paragraph 2 will be retained for the entire duration of the Service(s) and/or the Events and, thereafter, for the periods, where applicable, established by the applicable legislation for administrative, accounting and tax purposes.

Personal data processed for the purpose referred to in letter **d)** of paragraph 2 will be retained for **six (6) months following the end of the Events**.

Personal data processed for the purpose referred to in letter **e)** of paragraph 2 will be retained for the limitation periods applicable to the rights that may be exercised in relation thereto.

The User's personal data processed for the purpose referred to in point **f)** of paragraph 2 will be processed until the User exercises their right to object.

The User's personal data, where processed for the purpose referred to in letter **g)** of paragraph 2, will be retained for **five (5) years following the end of the Event**.

Once the above-mentioned retention periods have expired, the User's personal data will be deleted.

6. Recipients of Personal Data

For the purposes indicated in paragraph 2, the Joint Controllers may disclose personal data to other companies belonging to the **Fiera Milano Group** (see also the updated list available on the website [Fiera Milano – Group companies](#)), as well as to trusted companies which, depending on the Service requested, provide organisational and technical services, such as, for example, consulting companies, assistance and maintenance providers, printing companies, data processing companies and performance measurement companies.

Companies that process personal data on behalf of the Joint Controllers act as **Data Processors**.

The User's personal data may also be disclosed to third parties outside the Joint Controllers acting as **independent Data Controllers**.

The User's personal data may be transferred to third countries outside the **EEA (European Economic Area)** only in compliance with decisions of the European Commission recognising 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 conditions, where the transfer is authorised by the User or is necessary for the performance of the contract with the User or for the User's benefit.

7. Disclosure

The User's personal data will not be disclosed to the public, except that the User's image may potentially be disclosed through the Joint Controllers' promotional and communication materials, on the Events' websites and on the pages of the relevant social media channels (i.e. **Facebook, YouTube, Instagram, X and LinkedIn**).

In the latter case, the social networks and their users may transfer such personal data to countries located outside the EEA, each acting as an independent Data Controller pursuant to Article 4(7) of the GDPR.

8. Data Subject's Rights (Articles 15–22 GDPR)

The GDPR guarantees the User the right, at any time, to access their personal data and obtain a copy thereof, to have inaccurate or incomplete data rectified and completed, to have their data erased or to restrict their processing where the relevant conditions are met, to object to their processing on grounds relating to their particular situation, and to request the portability of the personal data they have provided where such data are processed by automated means on the basis of consent or for the performance of a contract.

The User also has the right to withdraw their consent, where consent is required, without affecting the lawfulness of processing based on consent given prior to its withdrawal.

Finally, the User has the right to lodge a complaint with the **Italian Data Protection Authority (Garante per la Protezione dei Dati Personali)**, where deemed necessary, in order to protect their personal data and rights.

9. Contact Details of the Joint Controllers and the Data Protection Officer of Fiera Milano

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

The Joint Controllers have appointed a **Point of Contact** (hereinafter, the "**PoC**"), identified as **Pentastudio S.r.l.**, which may be contacted at the following details: registered office at **Contrà**

Pedemuro San Biagio, 83 – 36100 Vicenza (VI), Italy, by email at info@pentastudio.it, or via certified email (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. at the above-mentioned contact details, which has also been designated by the other Joint Controllers as the PoC responsible for handling and responding to data subjects' requests to exercise the rights referred to above.

The User may also submit such requests directly to the other Joint Controllers, in relation to the purposes and activities falling within their respective areas of responsibility, using the contact details indicated below:

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