

PRIVACY NOTICE

pursuant to Article 13 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016

Pursuant to Article 13 of the General Data Protection Regulation – Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (the "**GDPR**"), we are pleased to provide you with information regarding the processing of your personal data provided by completing the registration form for the event "Red in progress. Salone del Mobile.Milano meets Riyadh" (the "**Event**") through the dedicated platform (the "**Matchmaking Platform**").

The Event and the Matchmaking Platform are designed to facilitate the creation, management, and organisation of B2B meetings and business relationships between exhibiting companies (the "**Exhibitors**") and professionals interested in their products or services.

Data Controller
The Data Controller is Federlegno Arredo Eventi S.p.A. , with registered office in Milan, Foro Buonaparte no. 65, registered in the Companies Register of Milan, registration number, tax code and VAT number 06987590152, email privacy@salonemilano.it (hereinafter " Controller " or " FLA Eventi ").
Data Protection Officer or Data Protection Officer (the "DPO")
The Data Protection Officer is TZ&A Studio Associato. For the exercise of your rights and for any communication, issue and/or request for clarification concerning the protection of your personal data, you may freely contact the DPO at the address dpoflaeventi@studiotza.it .

Mandatory purposes for which processing does not require your consent

Purpose	Legal basis for processing
Management of data provided for the purposes of registration and participation in the Event and fulfilment of related legal obligations	(Art. 6, paragraph 1, letter b), GDPR) Performance of a contract (Art. 6, paragraph 1, letter c), GDPR) Processing necessary to comply with a legal obligation to which the Controller is subject
Archiving and storage of data, sending of information and communications, including electronic, and documents relating to the Event and to the relationship with FLA Eventi	((Art. 6, paragraph 1, letter b), GDPR) Performance of a contract (Art. 6, paragraph 1, letter c), GDPR) Processing necessary to comply with a legal obligation to which the Controller is subject (Art. 6, paragraph 1, letter f), GDPR) Processing necessary for the pursuit of the Controller's legitimate interest connected to its organisational and administrative management
Operation of the Matchmaking Platform to enable networking and mutual contact (including the management of appointment requests and communication between Exhibitors and professionals), making personal data visible to Exhibitors (name, surname, company, company role and country of origin).	(Art. 6, paragraph 1, letter b), GDPR) Performance of a contract

Optional purposes for which processing does not require your consent

Purpose	Base giuridica del trattamento
Communication of your personal data (name, surname, company, company role and country of origin, professional email address and telephone number) to Exhibitors to allow post-Event contact, in compliance with the purpose for which the Event is organised, unless you refuse such use	(Art. 6, paragraph 1, letter f), GDPR) Processing necessary for the pursuit of the legitimate interest of the Controller and the Exhibitors aimed at facilitating the creation of contacts and business relationships between industry professionals, in line with the nature and purposes of the Event. Personal data will be communicated to Exhibitors, who will process them as independent data controllers for post-Event contact purposes.
Commercial and direct marketing activities through the transmission to the contacts you have provided of communications relating to events, trade fairs and other initiatives organised and/or sponsored by FLA Eventi and other services similar to those already provided, unless you refuse such use initially or on the occasion of subsequent communications	(Art. 6, paragraph 1, letter f), GDPR) Processing necessary for the pursuit of the Controller's legitimate interest connected to its organisational and commercial management
Anonymous surveys for measuring the level of satisfaction in relation to the Event visitors' experience	(Art. 6, paragraph 1, letter f), GDPR) Processing necessary for the pursuit of the Controller's legitimate interest in verifying and improving the quality of its services

Optional purposes for which processing requires your consent

Purpose	Base giuridica del trattamento
Transfer of your personal data to Exhibitors for their independent processing for promotional purposes and marketing activities, with the provision of materials and news regarding the Exhibitors and their activity, services, products, promotions, initiatives, special offers and other information, including through the sending of appropriate material in paper and/or electronic form (including by newsletter) and/or telephone without operator.	(Art. 6, paragraph 1, letter a), GDPR) Consent of the data subject Personal data will be transferred to Exhibitors, who will process them as independent data controllers for promotional and marketing purposes.
Promotional and marketing – with the provision of materials and editorial content regarding the exhibitors of Salone del Mobile.Milano and the commercial partners of Salone del Mobile.Milano (such as, for example, institutional partners, official partners, media partners and official timekeepers), their services, products, activities and initiatives, as well as promotional materials and content from FLA Eventi (including new services, products, promotions, special offers and other information), through telephone and/or the sending of material in paper and/or electronic form including by newsletter.	(Art. 6, paragraph 1, letter a), GDPR) Consent of the data subject
Profiling and processing of your personal data, preferences, habits and interests (such as, for example, purchase data, including tickets, visits and activities carried out during the Event, newsletter monitoring, browsing data) using automated methods in order to	(Art. 6, paragraph 1, letter a), GDPR) Consent of the data subject

identify and offer services, products and benefits that are more appropriate and suited to your needs, including through the sending of personalised communications, market research and/or surveys.	
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Recipients of personal data

For the pursuit of the above-mentioned purposes, your personal data may be communicated to:

- employees and/or collaborators of the Controller, duly appointed as authorised persons and instructed on the methods of processing such data;
- other companies of the 'Federlegno Arredo Eventi S.p.A.' Group for the management of specific functions and/or services;
- third parties other than the Controller, such as:

Third parties or categories	Purpose
IT companies	Management, maintenance, updating of systems, including the Matchmaking Platform, and other software used by the Controller
Providers of networks, electronic communication services, and IT and telematic services for archiving, storage, and IT data management	Hosting, housing, Cloud, SaaS and other remote IT services essential for the provision of the Controller's activities; archiving and compliant storage services for electronic documents
Parties that FLA Eventi uses in various capacities for the organisation of the Event	Organisational, administrative, financial and accounting management
Parties that FLA Eventi uses for the management of surveys and market research	Management of surveys and market research
Consultants, professionals, law firms, arbitrators	Judicial, extrajudicial, insurance activities in case of claims Organisational, administrative, financial, and accounting management
Supervisory and control authorities and bodies and, in general, public or private entities with public functions	For compliance with applicable laws and legal procedures, and to respond to requests from competent authorities

The companies of the Federlegno Arredo Eventi S.p.A. Group and third parties to whom your personal data may be communicated act as:

- data controllers, i.e. entities that determine the purposes and means of processing personal data;
- data processors, i.e. entities that process personal data on behalf of the Controller;
- joint controllers who jointly determine with the Controller the purposes and means of processing.

The updated list and information of the entities identified as controllers, processors or joint controllers is available from the Controller.

For the above-mentioned purposes, your personal data will be processed in Italy and in the Kingdom of Saudi Arabia. Personal data may be transferred to other European Union countries and to third countries outside the European Union, such as the United Arab Emirates; transfers to third countries will take place in compliance with the provisions of the GDPR and other applicable provisions, adopting the necessary measures to ensure an adequate level of protection of the transferred personal data, such as, for example, specific contractual obligations based on the so-called standard contractual clauses developed by the European Commission or other applicable legal bases.

For more information, you can send a communication to the email address: privacy@salonemilano.it.

Retention period of personal data

Below we illustrate the retention period of personal data or, if this is not possible, the criteria used to determine such period..

Personal data and documents	Retention period or criteria for determining it
Personal data and documents relating to the relationship with the Controller	For the duration necessary to pursue the purposes of processing and, in any case, for a period not exceeding five years from your last interaction with the Controller. Events that identify this "interaction" may include, by way of example and not exhaustively, the purchase of a ticket to Salone del Mobile.Milano, registration for other events and/or manifestations of Salone del Mobile.Milano or participation in a survey (the "Interaction").
Personal contact data communicated to Exhibitors for post-event contact activities	For the duration necessary to pursue the purposes of processing and, in any case, for a period not exceeding 12 months from the closing of the Eve
Data collected and processed within satisfaction surveys	For the duration necessary to pursue the purposes of processing..
Contact data for promotional, marketing, newsletter, event invitation purposes as better detailed above	For the duration necessary to pursue the purposes of processing and, in any case, for a period not exceeding five years from your last Interaction with the Controller.
Profiling	For the duration necessary to pursue the purposes of processing and, in any case, for a period not exceeding 18 months.

Personal data may also be retained subsequently to comply with legal obligations and/or to assert or protect the Controller's rights, where necessary.

Rights of the data subject

We inform you of the existence of certain rights provided by the GDPR relating to personal data and related processing that you may request from the Controller.

Right	Description
Right to withdraw consent (art. 13, paragraph 2, letter c)	You have the right to withdraw your consent for processing for which it is required, without prejudice to the lawfulness of processing based on consent before withdrawal
Right of access to data (art. 15)	You may request: a) the purposes of processing; b) the categories of personal data concerned; c) the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular if recipients in third countries or international organisations; d) where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period; e) the existence of the right of the data subject to request from the Controller rectification or erasure of personal data or restriction of processing of personal data concerning him or her or to object to their processing; f) the right to lodge a complaint with a supervisory authority; g) where the data are not collected from the data subject, any available information as to their source; h) the existence of automated decision-making, including profiling referred to in Article 22, paragraphs 1 and 4, and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject. You have the right to request a copy of the personal data being processed

Right to rectification (art. 16)	You have the right to request the rectification of inaccurate personal data concerning you and to obtain the integration of incomplete personal data
Right to erasure (art. 17)	You have the right to obtain from the Controller the erasure of personal data concerning you if the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed
Right to restriction of processing (art. 18)	You have the right to obtain from the Controller restriction of processing when you have contested the accuracy of the personal data (for the period necessary for the Controller to verify the accuracy of such personal data) or if the processing is unlawful, but you oppose the erasure of the personal data and request instead the restriction of their use or if they are necessary for you to establish, exercise or defend a legal claim, while they are no longer needed by the Controller.
Right to data portability (art. 20)	You have the right to receive in a structured, commonly used and machine-readable format the personal data concerning you that you have provided to us and you have the right to transmit them to another controller if the processing: (i) is based on consent, (ii) on a contract and (iii) if the processing is carried out by automated means, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority and that such transmission does not infringe the rights of third parties.
Right to object (art. 21)	You have the right at any time to object, in whole or in part, to the processing of your personal data where the processing is carried out for the pursuit of a legitimate interest of the Controller or where the processing is carried out for direct marketing purposes.

To exercise your rights you can send a communication to the address privacy@salonemilano.it.

If you believe that the processing of personal data relating to you is in violation of the provisions of the GDPR, you have the right to lodge a complaint with the Supervisory Authority (art. 77 GDPR).

The exercise of the aforementioned rights is subject to the limitations, rules and procedures provided by the GDPR and other applicable legislation, which the data subject must know and implement. In accordance with Article 12 paragraph 3 of the GDPR, the Controller shall provide the data subject with information on action taken without undue delay and in any event within one month of receipt of the request. That period may be extended by two months, where necessary, taking into account the complexity and number of the requests. The Controller shall inform the data subject of any such extension, and the reasons for the delay, within one month of receipt of the request.

Amendments and updates

This privacy notice may be subject to changes and/or additions, including as a result of the applicability of the GDPR and any future amendments and/or regulatory updates.

The updated privacy notice is constantly available on the Controller's website.

The personal data provided may be processed by the Controller with and without the aid of IT tools.

We also inform you that the communication of your personal data for the mandatory purposes indicated is a contractual obligation or a requirement necessary for the execution of contractual obligations; therefore, you have the obligation to provide the personal data, because otherwise it will not be possible to manage the relationship with FLA Eventi.

Finally, we inform you that, during the Event, you may be portrayed in photographs and/or video recordings, or be the subject of area photographs taken within the exhibition district (jointly the "Images"). The Images, for promotional and advertising purposes of FLA Eventi, are intended for publication and dissemination

through various communication channels, including the Website, on social network pages (such as, by way of example, Facebook®, Instagram®, Twitter®, and LinkedIn®), and in paper magazines and catalogues, also in the form of advertising. The right to use and exploit the Images is understood to be free of charge. You may withdraw your consent to being photographed at any time by contacting the following email address: privacy@salonemilano.it