

## **INFORMATIVE ON PERSONAL DATA PROCESSING**

In accordance with European Regulation 679/2016 (GDPR) and with the applicable national legislation (D. Lgs. 196/03 as amended by D. Lgs. 101/2018), the present document is intended to inform you that your personal data shall be processed by **A.N.C.I. Servizi s.r.l. a socio unico**, with registered offices in Milano, Via Alberto Riva Villasanta 3, available at the following contact information: e-mail [info@assocalzaturifici.it](mailto:info@assocalzaturifici.it); Tel n. 02438291. DPO is Mrs. Laura Marretta, available at Anci Servizi s.r.l. a socio unico contact information and at the following e-mail address: [privacy@assocalzaturifici.it](mailto:privacy@assocalzaturifici.it).

A.N.C.I. Servizi s.r.l. a socio unico (hereinafter the "Controller", in accordance with art. 4 and 24 GDPR) adopts, as required by art. 12 GDPR, the following informative as a measure to provide to the data subject the information listed in art. 13 and communication under art. from 15 to 22 GDPR. Therefore, in reference to the above, please be informed that your personal data voluntarily provided to download the sales kit and then to become an exhibitor at the MICAM Digital version (<https://digitalshow.themicam.com/micam-milano-digital-show-espositore/>) will be processed in accordance with the principles applicable to personal data processing listed in art. 5 GDPR and according to lawfulness conditions under art 6 GDPR, for the purposes concerning the relationship established with the Controller and, therefore, the relevant legal basis under art. 13 lett. (c) GDPR is grounded on the reasons of the contact with the Controller, in this case the request for information or, also, to ask directly to become an exhibitor at the exhibition MICAM Digital (art. 6 para 1 lett. b).

In this perspective, Data processing shall include organization, storage, access, elaboration, extraction, processing in EU and extra EU territories only in the cases set forth by art 45 and 46 GDPR, contact you to give you information/concerns about the Sales Kit or MICAM Digital the check of the necessary requirements to expose to the exhibition, the communication to Assocalzaturifici, the modification, anonymus statistics, cancellation. Moreover, the processing shall entail the alteration and erasure as a consequence of a request by the data subject, and consultation. In the event in which the Controller decides to accept the data subject request to become an exhibitor, the latter will be contacted at the contact details conferred in the application form; otherwise, the data will be cancelled. The Data Controller also, in accordance with Article 21 GDPR and recital 47 GDPR, on the basis of its own legitimate interests balanced with the reasonable expectations and interests of the data subject based on the reason for which he/she came into contact with the Data Controller (legal basis: Article 6 paragraph 1 letter f GDPR), will send you soft marketing communications including both physical and virtual initiatives via webmarketing, telemarketing, DEM, mms, instant messaging, sms, e-mail, fax, paper mail. Given your interest in participating in our trade fair, we will send you communications regarding all our physical and digital trade fairs related to footwear that will be held in EU and extra-EU countries. In order to guarantee data subject the greater protection in relation to this specific processing and in compliance with the principles of responsibility and transparency, the Data Controller provides the following account [opposizionemkt@themicam.com](mailto:opposizionemkt@themicam.com) to which the data subject may specifically write to oppose the receipt of marketing activities, indicating "NO MKT" in the subject line. It is understood that the data subject may object to marketing at any time, also by following the instructions contained in the footer of the communications he or she will receive.

The Data processing shall be performed in paper and/or electronic form by subjects specifically authorized to process. The Controller does not perform any processing through automated decision-making process, nor profiling.

The data is optional, if you do not give your data you can still view all the documentation available on the site but we will not contact you for more detailed information and / or propose our initiatives. The Data will be stored only for the period necessary to meet the purposes of the Data collection.

The Controller also informs you that the following rights are guaranteed under article 13, paragraph 2 of the GDPR:

1. the right of access to personal data and to related information as listed under article 15 of the European Regulation;
2. the right to correct or delete the data supplied or request limitation of data processing;
3. the right to object to data processing;
4. the right to data portability;
5. the right to revoke your consent at any time without affecting the lawfulness of data processing on the basis of consent given prior to revocation, where processing is based on article 6, paragraph 1 point (a), or article 9, paragraph 2 point (a) of the GDPR;
6. the rights under article 21 of the GDPR, including, therefore, the right to object at any time, for reasons connected with your particular situation;
7. make a complaint to a supervisory authority;

To exercise the rights listed above (items 1 to 5) or for more information on the processing of your data, simply send an email to our DPO at the e-mail address [privacy@associazaturifici.it](mailto:privacy@associazaturifici.it), stating the wording "Exercising of rights under the GDPR" in the subject line and specifying the right that you wish to exercise in the body of the e-mail, along with your name, surname and the email address where you wish to receive the reply. Once your request has been processed, the Controller will send its feedback in the terms set forth in article 12 point (3), of the GDPR.

To exercise your rights under item 6, we invite you to consult the text of the privacy policy (cf. the 'right to object'), and with regard to item 7, we invite you to visit the site of the Data Protection Authority where you can find all the information on the right to lodge a complaint.

Moreover, the Controller informs that, shall it further process the personal Data provided for different purposes from the ones for which they were collected, it shall provide to the Data subject, before this further process, relevant information on these different purposes and any other relevant information under art. 13 para 2 GDPR, taking, if necessary, the related consent.

It is understood that the party giving the data is also liable in relation to the correctness and truthfulness. Furthermore, in the case in which it had to report data related to thirds (for example, related to the brands that the data subject would like to expose), it will be responsible both for their accuracy and veracity and in reference to the possibility to communicate them, and it shall guarantee that this are lawfully usable by the Controller, and it will exempt the latter from responsibility for any and every claim that might arise, and also for any claim for compensation for direct and/or indirect damages.