

# **VISITOR REGULATION FOR ATTENDANCE OF THE "MICAM Milano" EVENT**

(hereinafter, the "Regulation")

## **Art. 1 - Preamble**

A.N.C.I. Servizi S.r.l. a Socio Unico (hereinafter, the "Organizer") adopts the following Regulation for the purpose of setting forth the dispositions that the visitors are required to comply with during the event called "MICAM", organised with the collaboration and technical and administrative assistance of Fiera Milano S.p.A., which will be held at the Fiera Milano exhibition centre in Rho on 15/18 September 2019 (hereinafter, the "Event").

Opening hours to the public will be from Sunday to Wednesday as specified below: 15/17 September: 9:30am-7:00pm, 18 September: 9:30am-4.00pm.

This Regulation is published on the website [www.themicam.com](http://www.themicam.com) and is displayed outside the reception counters of the Fiera Milano Rho exhibition centre.

## **Art. 2 - Procedure for obtaining tickets**

The access to the Event is permitted only to footwear sector's operators.

Visitors can obtain a ticket to access to the Event (hereinafter, the "Access Pass") through one of the following procedures:

- by connecting to the website [www.themicam.com](http://www.themicam.com), clicking on the section "Visit" and then on the link "Get your entry pass" and following all the procedure outlined therein;
- at the reception counters to the pavilions of Fiera Milano Rho exhibition centre.

When registering online, all visitors must provide truthful information regarding their identity and the identity of any third parties invited by them (e.g. data for colleagues, representatives, agents, employees or co-workers).

Visitors performing the registration process will be directly responsible for the correctness and truthfulness of the data they provide. Visitors warrant and represent that said data are legally in their possession and that the processing thereof (see article 7.1 below) by the Organizer/Data Controller is lawful, hereby indemnifying and holding harmless the latter from any claim regarding the data processing. Upon obtaining their Access Pass, visitors represent that they have read and accept this Regulation.

## **Art. 3 – Provisions, prohibitions and measures for ensuring the safety of people in the exhibition centre**

3.1 Visitors are required to behave themselves in compliance with the regulation governing public order and safety. Moreover, during the course of the Event, visitors are expressly prohibited from:

- any form of commercialization/sale of products and/or services. In case of breach of the above provision, the Organizer can request the intervention of the law enforcement authorities, who shall take all suitable actions against individuals responsible for the above-mentioned breach;
- engaging in any form of distribution and/or circulation of promotional and advertising material and any form of distribution of flyers;
- bringing in dogs or other animals, with the exception of guide dogs;
- smoking within the pavilions and in enclosed premises.
- using means of locomotion (skates, bicycles, segways, etc.) within areas reserved for pedestrians.
- walking on flowerbeds;
- bringing in guns, firearms, musical instruments, narcotics, poisons, flammable substances and any other instrument or element which could hinder the physical integrity of other individuals attending the Event and/or affect the smooth running of the Event;

- entering with helmets or any other garment or device which may hinder personal identification (law n.533 of 8 August 1977).

3.2 Visitors represent, acknowledge and accept that, in accordance with the provisions required by the public safety authorities, Fiera Milano S.p.A. shall adopt the infrastructural, organisational and operational measures deemed appropriate for the safety of all individuals in the exhibition centre.

By way of example but not of limitation, at the complete discretion of Fiera Milano S.p.A., the following actions might take place:

a) special access and exit procedures to/from the exhibition centre (specific entry points or dedicated lanes, times, systems for governing and controlling access and flows) - which may also be differentiated - for different categories of users of the exhibition centre;

b) security checks, which may also be carried out with the use of fixed or portable equipment and instruments, on people, bags and personal belongings, and on means of transport and work equipment, at the time of access to the exhibition centre, as well as within the exhibition centre and, where necessary, at the time of exit from the exhibition centre. Controls will be carried out by staff of Fiera Milano S.p.A. or by third parties appointed by the latter. Without prejudice to the eventual communication to the law enforcement authorities and the measures implemented by the latter, users who do not accept to undergo security checks shall be prevented from entering the exhibition centre and, in the event of them already being in the exhibition centre, shall be expelled immediately. Users undergoing security controls are required to offer their full cooperation to enable the controls to be carried out as thoroughly and as quickly as possible. Following security controls, without prejudice to any issues being reported to the law enforcement authorities and the measures implemented by the latter, Fiera Milano S.p.A. reserves the right, at its own complete discretion, to deny entry to the exhibition centre to suspicious individuals or objects, and in the event of suspicious individuals already being within the exhibition centre, they shall be expelled immediately, while any suspicious objects shall be removed immediately from the exhibition centre at the exclusive responsibility of the individuals bearing said objects. Fiera Milano S.p.A. is not required to organise storage and safekeeping services for suspicious objects.

c) variations or limitations to internal routes and pedestrian and vehicular circulation within the exhibition centre, including through the positioning of metallic or New Jersey barriers, bollards and the likes;

d) forcible removal, at the risk and expense of the owner, of transport or work vehicles, objects or personal belongings deemed suspicious or which hinder security controls.

#### **Art. 4 - Access to the Event**

Access to the Event is permitted only to visitors in possession of a valid Access Pass. The Access Pass will be issued with the name of the holder and will be non-transferable. The Access Pass will contain the name, surname and company name of the visitor as well as a QR code which must be scanned at the entrance gates to permit direct access to the Event pavilions.

If visitor is found to be in possession of another person's Access Pass, the Organizer reserves the right to immediately expel said visitor from the Event.

Access to the Event is prohibited for children under the age of 12 even if they are accompanied by adults.

The resale of Access Passes for a profit is expressly prohibited.

#### **Art. 5 - Damages and Liability**

The Organizer shall not be answerable:

- for damages suffered by visitors during the Event (except in the case of intentional wrongdoing or gross negligence by the Organizer);
- for damages suffered by visitors as a result of breaches by third parties attending the Event, such as, by way of example but not of limitation, a breach of their industrial and intellectual property rights by third-party exhibitors and a breach, to the detriment of visitors, of contractual provisions between Event's visitors and exhibitors;
- for damages caused by visitors to third parties and/or their property.

The Organizer shall not be answerable for consequences deriving from imprudent or negligent conduct by visitors, who are required to conduct themselves with the utmost diligence and prudence during the course of the Event.

If visitors are involved in any type of accident during the course of the Event, they are required to immediately inform members of staff, who shall be responsible for verifying the conditions of the location, as well as people and objects involved in the accident. Any failure by visitors to promptly report such events, shall exonerate the Organizer from any liability towards visitors who subsequently claim to have suffered damages.

## **Art. 6– Photographs and videos**

Visitors are expressly prohibited from taking photographs or making videos of products exhibited in stands during the Event and taking close-ups of people without first requesting their consent. This prohibition is extended to the use of any video or photographic recording instrument, including mobile phones. Visitors who are caught in the performance of said actions will be immediately escorted out of the Event by staff and, with the support of police officers in attendance, the Organizer shall have the right to delete any material acquired through video-photographic footage. The Organizer and Fiera Milano S.p.a. also reserve the right to protect within any applicable jurisdiction, including courts of law, copyrights and all other rights connected with breaches of the above-mentioned prohibition. The Organizer shall do everything within its power to ensure compliance with the above prohibition, including through controls by its staff in the Event stands. Visitors acknowledge and accept that a breach of the above prohibition by private individuals, visitors and/or exhibitors cannot be blamed on the Organizer who shall therefore not be answerable for any related and/or connected damage, claim and/or consequence.

For the purpose of documenting and/or promoting itself on its website, or in trade magazines and/or on other types of printed and/or digital publications or media, the Organizer shall take photographs and/or video recordings during the Event (hereinafter, the "Contents"), either directly or through duly appointed professionals.

Without prejudice to the express consent by data subjects for the processing of their data for particular situations, that will be provided directly to the Organizer and/or its representatives on a case-by-case basis, photos and audio visual recordings will be carried out in accordance with the prevailing rules for photos and audiovisual recordings during events open to the general public, given that the event is organised, without exceptions, for all operators in the footwear sector, who do not require an express invitation to attend the Event.

Visitors grant the Organizer the irrevocable right and permission to use, free of charge and with no limitation in terms of time and/or space, any Contents they may appear in during the Event.

## **Art. 7 – Personal data protection**

### **7.1. Personal Data Protection**

The Organizer processes personal data supplied by visitors during the registration procedure for the Event in full compliance with Regulation EU 679/2016 (hereinafter, the "G.D.P.R.") and the applicable Italian legislation (Legislative Decree 196/03 as amended by Legislative Decree 101/2018 hereinafter also referred to as Data Protection Code). The policy information about the processing of personal data is

provided at the time of the first contact with the data subject, i.e. when the registration Form to the Event is filled in and is published on the website [www.themicam.com](http://www.themicam.com) along with all forms that have to be filled in for registration for MICAM. The policy information is also on display in the area of the reception counters to the pavilions of the exhibition centre. In order to view the Organizer's full policy on personal data protection, visitors are invited to view the footer of the Organizer's institutional website under the section privacy policy [data protection policy] ([www.themicam.com](http://www.themicam.com)).

We would like to inform visitors that the exhibition centre area is under video-surveillance by Fiera Milano S.p.A. for security reasons and that video surveillance recordings are made in compliance with the provisions of the order of April 2010 by the Supervisory Authority, as well as the principles of the G.D.P.R. and the Italian legislation. Footage can be viewed and/or used in accordance with the provisions of the applicable Italian legislation.

#### 7.2. Governing of the processing of personal data in business cards.

By giving their business cards to exhibitors at the Event, in either a printed or electronic form, visitors provide their consent to exhibitors, pursuant to art. 4 paragraph 11 of the G.D.P.R. (i.e. consent to data processing through a clear affirmative action) for the processing of the data contained in their business cards for activities consisting in the: management, organisation, storage, use, communication to members of the exhibitors' corporate network and/or group as well as joint data controllers and data supervisors appointed with specific contracts, and for the destruction or amendment of processed data at the request of data subjects, consultation, communication of occasional ventures associated with the fair activities. It remains understood that the rights listed in the GDPR under articles 15-22 shall be exercised directly with exhibitors.

### **Art. 8 - Jurisdiction**

This Regulation is governed by Italian law and the Court of Milan will have exclusive jurisdiction over any disputes either related or connected to the same.

### **Art. 9 - Force majeure**

In the event of force majeure or for any reasons beyond the control of the Organizer, the date of the Event may be changed and the Event itself may even be cancelled. The Organizer and Fiera Milano S.p.A. shall not be liable for damages on whatever grounds or for whatever reason.

### **Art. 10 - Miscellaneous provisions**

To report any emergencies please contact the Operations Centre, at the number 02 49977210.

Please note that any abuse and/or breach of the above-mentioned prohibitions will result in prosecution. The Organizer also reserves the right to request the intervention of the Police, who shall take the actions they deem most appropriate against visitors found to have breached rules of conduct.