



Privacy policy - Processing of personal data relating to the request for information on how to participate in the Bevertech Event

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

The personal data provided by the User by completing the form relating to the request for information on how to participate (hereinafter also the "Service") referring to the Bevertech event (the "Event") are collected and processed by Ipack Ima S.r.l. ("IpackIma") and UIV – Unione Italiana Vini Servizi Società Cooperativa ("UIV"), as joint data controllers ("Joint Data Controllers" or "Joint Controllers") for the purposes and in the manner described below.

The User's personal data marked as compulsory (name, surname, email, phone number, company name, country, company type, VAT number and/or tax code, address, city, postal code) are collected and processed for the following purposes:

- a) to respond to a request for information on how to participate in the Event (the "Service"), and to manage the relationship with the User, also in relation to the subsequent participation in the Event. In addition, the User may also freely decide to provide certain additional data (e.g. other contact details), which may be used to improve or personalise the Service as well as to facilitate contact and communication with the Joint Controllers. The Joint Controllers process such data based on the performance of the contract to which the User is a party pursuant to Art. 6(1)(b) of the GDPR;
- b) to carry out the administrative, organisational and technical activities necessary for the provision of the Service requested by the User. The Joint Controllers process such data based on their legitimate interest pursuant to art. 6f) of the GDPR;
- c) to perform statistical analysis on aggregated data regarding User interest in the Event, as well as the volume of quote requests received and finalised. The Joint Controllers process such data based on their legitimate interest pursuant to art. 6f) of the GDPR;
- d) to ascertain, exercise or defend the rights of the Joint Controllers in court. The Joint Controllers process such data based on their legitimate interest pursuant to art. 6f) of the GDPR;

For the purposes mentioned in points a), b), c), and d), the provision of personal data marked as compulsory is necessary in order to process the User's information request and to carry out the administrative, organisational and technical activities required to provide the service; failure to provide this data will prevent the information request procedure from being completed. The provision of additional data is optional for these latter purposes, and their non-provision does not, in any case, affect the use of the requested Service.

For the above-mentioned purposes, the User's personal data:

- are processed by the Joint Controllers also by electronic means, mostly automated procedures and methods suitable to ensure data security and confidentiality;
- may be retained for the time necessary to perform the Service, i.e., to respond to your request for information for the Event and, in any case, until the start date of the



Event planned for the following two-year period as well as for the timeframes provided by current regulations for administrative purposes, and, in case of disputes or controversies, for the limitation periods of the rights exercisable in the matter.

Once the aforementioned period has expired, your personal data will be erased, that is removed from the joint controllers' active systems;

- they may be accessed by employees and collaborators of the Joint Controllers, who are duly authorised and belong to the relevant departments responsible for carrying out the administrative, technical and security activities related to the provision of the requested Service;
- they may be communicated by the Joint Controllers to Fiera Milano and other companies belonging to the Fiera Milano Group and trusted companies that operate as data processors on behalf of the Joint Controllers for the performance of administrative, technical and security activities related to the provision of the requested Service. The complete list of recipients or categories of recipients is available from the Joint Controllers' registered offices;
- they may be transferred to third countries outside the EU, only in compliance with European Commission decisions that have recognised the adequacy of the data protection regulations in force in those countries, or on the basis of adequate guarantees (such as standard contractual clauses or binding corporate rules for groups), or, in the absence of such conditions, if the transfer is authorised by the User or necessary for the performance of the contract with the same or in their favour.

The provisions of the GDPR (Articles 15-22) ensure the User the right to access their personal data at any time, to rectify or complete them if inaccurate or incomplete, to erase them or obtain the restriction of their processing if the conditions are met, to object to the processing of their data for reasons related to their particular situation and, in any case, to processing for direct marketing purposes, to request the portability of data provided—where processed by automated means for contract execution or based on consent—as well as to lodge a complaint with the Data Protection Authority for the protection of their rights.

For the exercise of these rights and any request regarding the processing of personal data, the User may contact the Joint Controllers, which are Ipack Ima S.r.l., with registered and operating office in S.S. del Sempione 28, 2019 Rho (Milan), e-mail address privacy@ipackima.it and UIV – Unione Italiana Vini Servizi Società Cooperativa, with registered office in via S. Vittore al Teatro no. 3 – 20123 Milan, email address privacy@uiv.it.

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