

**INFORMATION NOTICE PURSUANT TO ART. 13 OF THE EUROPEAN REGULATION  
2016/679 ("REGULATION")**

**Itema S.p.A.** wishes to inform you about the processing of personal data provided carried out in the context of the commercial relationship between you (as a company contact person, professional, owner of a sole proprietorship, legal representative, etc.) and Itema S.p.A., with whom it has made contact, by filling out the registration form for the event ITMA 2023.

**1. Identity and contact details of the data controller**

The Data Controller is **Itema S.p.A.**, with registered office at via Cav. G. Radici n. 4, 24020 Colzate (BG) – Italy, e-mail [privacy@itemagroup.com](mailto:privacy@itemagroup.com) (hereinafter, "**Company**" or "**the Data Controller**").

**2. Categories of personal data**

The personal data processed by the Company ("**Data**") are of a "**common**" nature, such as identification and contact data (e.g. name and surname, tax code, VAT number, e-mail address, telephone number). and image.

**3. Purposes and legal basis of the data processing and period of retention of the Data**

The personal data indicated above are processed for the following purposes, on the basis of the following lawful basis and for the period indicated below:

<i>Purposes</i>	<i>Legal basis</i>	<i>Period of retention</i>
1. To process your requests, e.g. for registration for an event organized by the Company or to receive information / assistance.	The processing is necessary to fulfill specific requests of the interested party. The legal basis of the processing is, therefore, the execution of pre-contractual measures of which the interested party is a party, pursuant to art. 6.1 letter b) of the Regulation.	The data are processed until the request is processed, without prejudice to the configurability of a commercial relationship with the interested party upon his explicit request in this regard.
2. <u>To contact the prospects or the actual clients in order to establish a contractual relationship with the Company.</u>	Implementation of pre-contractual measures taken at the request of the interested party, pursuant to art. 6.1 lit. b) of the Regulation.	The data are processed until the processing of the request, subject to the configurability of a commercial relationship with the prospect or the actual Client on his explicit request to this effect
3. For marketing purposes (i.e., sending by e-mail of communications, information and advertising material regarding the products and services offered by the Company)	The consent of the data subject (art. 6.1 (a) of the Regulation).	For 10 years, without prejudice to the right to withdraw your consent at any time.
After the expiry of the aforementioned retention periods, the Data will be destroyed or made anonymous, according to the technical procedures of deletion and backup.		

**4. Nature of the Data provision and methods of processing**

It being understood that the consents requested in relation to the purposes referred to in points 3 and 4 of the previous paragraph is optional, as well as revocable at any time, the provision of data marked with an asterisk in the forms is necessary to allow the Company to correctly manage the request. The refusal to provide such data would not, therefore, allow the request to be complied with.

The Data will be processed by the Company by computer and paper means and in compliance with the principles set forth in the Regulation and protected by adequate technical and organisational measures in order to guarantee their integrity and confidentiality.

## 5. Recipients of the Data

Your Data will not be disseminated but, for the purposes indicated above and in compliance with the principles of the Regulation, may be communicated to subjects operating as independent data controllers, such as public bodies and professional firms, or processed on behalf of the Company, by subjects who provide services functional to the pursuit of the above purposes, (e.g. suppliers of IT or communication services).

Furthermore, the Data are processed by the Company's employees belonging to corporate functions assigned to the pursuit of the aforementioned purposes, who have been expressly authorised to the processing and have received adequate operating instructions.

## 6. Transfer of Data

The Data will be stored at the Company's headquarters and on its servers (both located in Italy), but may be transferred to parties established in third countries, i.e. outside the European Union ("EU") and the European Economic Area ("EEA"), where IT providers are established, using one of the safeguards provided by the Regulation to legitimize the transfer (such as the one set out in article 46. 2, letter c) of Regulation).

The Data (in particular, your image for the purpose of dissemination via social networks) may also be transferred outside the EU and EEA, subject to your consent.

## 7. Data subject's rights

You may exercise, in relation to the data processing described herein, the rights provided for by the Regulation, including the right to:

- receive confirmation of the existence of the processing of your personal data and access the data (rights of access);
- update, amend and/or complete your personal data (right of rectification);
- request the deletion of your data in the cases provided for by Article 17 of the Regulation (right to be forgotten);
- obtain the limitation of the data processed in the cases provided for by Article 18 of the Regulation (right to restriction of processing);
- object at any time, easily and free of charge, for reasons related to your particular situation, to the processing of data carried out on the basis of the legitimate interest of the Controller (right to object);
- withdraw the consent, if given, without prejudice to the lawfulness of the processing based on the consent given and object to the receipt of promotional communications by clicking on the appropriate unsubscribe link at the bottom of each e-mail;
- withdraw the consent with reference to your image, if given, without prejudice to the lawfulness of the processing based on the consent given;
- to receive the data in a structured, commonly used and machine-readable format, as well as, if technically feasible, to transmit them to another data controller without hindrance, where the processing is based on consent or contract and is carried out by automated means (right to data portability).

To exercise these rights, you may contact the Company at any time, sending your request by email to the following address [privacy@itemagroup.com](mailto:privacy@itemagroup.com) or by registered letter with return receipt addressed to IteMa Group Data Protection Committee to the following address: via Cav. G. Radici 4, 24020 Colzate (BG) - Italy.

You have the right to lodge a complaint with the Italian Supervisory Authority or, in any case, with the competent supervisory authority in the Member State in which you normally reside or work or in the State in which the alleged violation occurred.