

PERSONAL DATA PROCESSING STATEMENT

Pursuant to Article 13 of the (EU) Regulation 2016/679

Firenze Fiera carries out its activities in compliance with the provisions of the national and European legislation applicable to the protection of personal data, with particular reference to the GDPR - Regulation (EU) no. 2016/679 (hereinafter referred to as "Privacy Law").

The Firenze Fiera spa (hereinafter, "Firenze Fiera") Newsletter on MIDA - the International Handicraft Exhibition is published on the event's website and distributed via e-mail - automatically and free of charge - to those who request it by e-mailing Firenze Fiera, at the following address: privacy@firenzefiera.it.

The data provided will be used by Firenze Fiera with IT and other communication tools for the sole purpose of providing the requested service and, for this reason, will be kept exclusively for the time said service is active (Data Retention Policy). The provision of personal data through the filling up of the registration form is necessary and therefore mandatory for subscribing to the Firenze Fiera newsletter and failure to provide them will make it impossible to complete the newsletter registration procedure. The e-mail address provided for subscription to the newsletter may be used by the Data Controller to send not only the newsletter itself but also communications relating to other similar events and services.

The legal basis for this treatment is provided found in the user's request to receive the Firenze Fiera newsletter and in the relevant consent. Data processing is entrusted to employees and collaborators specifically authorized by Firenze Fiera operating as part of the tasks and duties of their role. The data may also be forwarded by Firenze Fiera to third parties acting as Data Processors, in their capacity of parties supporting the Data Controller in providing the services indicated above.

The data controller is Firenze Fiera spa, having registered office in Florence - Piazza Adua n. 1 – E-mail: privacy@firenzefiera.it - Fax: +39 055 497 3237. Pursuant to Article 37 of Regulation (EU) n. 2016/679 Firenze Fiera has appointed a specific Data Protection Officer (DPO), who can be contacted by e-mail at the following address: privacy@firenzefiera.it or by sending a written request to Firenze Fiera S.p.A., Responsabile della protezione dei dati, Piazza Adua n. 1, Firenze

The data subjects have the right to obtain, in the cases where this is required by the laws in force, access, rectification or erasure of their personal data or restriction of the processing or object to said processing (Articles 15 and following of the GDPR). Any request to Firenze Fiera for the purposes above shall be filed to the Data Protection Officer, Piazza Adua n. 1 Florence, e-mail: privacy@firenzefiera.it.

Data subjects who believe that the processing of personal data referring to them through this service is a violation of the provisions of Regulation (EU) no. 2016/679 shall have the right to lodge a complaint with the Data Protection Authority, as provided for by art. 77 of the GDPR, or to take appropriate legal measures (Article 79 of the GDPR). For any further information, please refer to the privacy section on the website www.firenzefiera.it.

HOW TO UNSUBSCRIBE

In order to unsubscribe from the newsletter, click on the link provided at the end of each message.

In case of technical problems send an e-mail message to: privacy@firenzefiera.it