



BOLOGNA CHILDREN'S BOOK FAIR

Privacy Form

POLICY STATEMENT ON ARTICLE 13 OF LEGISLATIVE DECREE NO. 196 OF 30 JUNE 2003
(CODE REGARDING THE PROTECTION OF PERSONAL DATA)

1. Purposes of processing

The personal data you provide to BolognaFiere S.p.A. (hereinafter, for brevity, the "Company") may be utilized for:

- (i) the establishment and conduct of contractual relationships, as well as fulfillment of all the regulatory, fiscal and administrative requirements essential for, related to and/or in any way useful to the establishment and conduct of the contractual relationships (including the activities necessary for the ordinary management of the exhibition);
- (ii) the preparation of studies and statistical and market research;
- (iii) the organization and conduct of events and meetings of a promotional or other nature;
- (iv) the publication of data in the catalog, on the website, and on the Exhibition Guide Map, in press releases, mail and promo mail communications related to the Exhibition (including any activities necessary for managing the on-line and off-line publication);
- (v) the sending of informative and promotional messages, commercial or otherwise, advertising material including that relative to past editions of the Exhibition, offers of goods and services by mail, the Internet, telephone, e-mail, MMS or SMS from Italy or from abroad (from EU and non-EU Member States) by the Company or individual or legal entities collaborating in the business activities of the Company, by companies specialized in telemarketing, or by parent companies, subsidiaries and/or affiliates of the BolognaFiere Group.

2. Methods of processing

The personal data will be processed by suitable paper-based, electronic and/or Web-based instruments with logic strictly related to the aforesaid purposes and, in any case, such as to ensure data security and confidentiality.

3. Provision of data and consequences of refusal

The provision of the aforesaid data is voluntary; refusal to convey them and/or providing incorrect and/or incomplete data may make it impossible to:

- (i) institute and/or ensure the proper, timely execution of the contractual relationship and fulfill the legal, fiscal and administrative requirements essential or related to and/or useful to the purposes of establishing and conducting the contractual relationship (including activities necessary for the ordinary management of the exhibition);
- (ii) develop studies and statistical and market research;
- (iii) organize, conduct and/or permit participation in events and meetings, of a promotional or other nature;
- (iv) publish data in the catalog, on the website, on the Exhibition Guide Map, in any press releases, mail and promo mail communications related to the Exhibition (including all activities regarding on- and offline advertising);
- (v) contact and/or deliver informative and promotional messages, of a commercial or other nature, of advertising material and/or offers of goods and services.

Providing personal data is mandatory, however, in cases expressly required by law and/or fiscal and administrative regulations, and in that case failure to consent to the processing and transfer of the required personal data will make it impossible for the Company to fulfill the corresponding legal, administrative and/or fiscal obligations.

4. Disclosure of the data

Within the Company, the personal data may be disclosed to shareholders, members of the board of directors or other administrative body, members of the board of statutory auditors, company personnel and, in any case, to the internal and/or external Data Supervisors and Persons in charge of processing personal data designated by the Company in the performance of their duties.

Personal data may be disclosed to any qualified parties that provide the Company with services essential to the purposes indicated in paragraph 1 above, including but not limited to: parent companies, subsidiaries, investees and/or affiliates suppliers; contractors, subcontractors, banks or other qualified parties that provide the Company services essential to the establishment and/or conduct of the contractual relationship with the Company (such as banks and/or parties charged to make collections and payments, enterprises and insurance companies) and/or provide for (on behalf of the company or autonomously):

- (i) the management and/or maintenance of the websites and electronic and/or Web-based instruments utilized by the Company;
- (ii) the establishment and/or carrying out of an eventual contractual relationship with the Company;
- (iii) the preparation of statistical and market research;
- (iv) the organization and conduct of events and exhibitions, of a promotional or other nature;
- (v) the sending of informative and/or commercial messages, of a commercial or other nature, and advertising material and/or offers of goods and services in the methods indicated in paragraph 1 above;
- (vi) legal, tax, social-security, accounting, organizational and commercial assistance;
- (vii) auditing firms.

Personal data may be transferred abroad, in conformity with current regulations, even to non-EU Member States and other countries where the Company pursues its interests.



BolognaFiere spa

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Capitale sociale € 93.780.000,00 i.v.
C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

Segreteria organizzativa/Show Office

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Tel. +39 051 282111
Fax +39 051 6374011
bookfair@bolognafiere.it
www.bolognachildrensbookfair.com

5. Dissemination of the data

Personal data will not be disseminated.

6. Rights of the data subjects

With regard to the aforesaid processing, you may exercise your rights under Article 7 of Legislative Decree no. 196 of 30 June 2003, as transcribed below in its entirety:

“Article 7 – Right to access to personal data and other rights

Data subjects shall have the right to obtain confirmation as to whether or not personal data concerning them exist, even if the data have not yet been recorded, and communication of such data in intelligible form.

Data subjects shall have the right to information on:

- a) the source of the personal data;
- b) the purposes and methods of processing;
- c) the logic applied when the data are processed with the use of electronic instruments;
- d) the identity of the data controller, data supervisors and the representative designated pursuant to Article 5.2;
- e) the parties or categories of parties to which the personal data can be transferred or which can gain knowledge of them as designated representatives of the State, processing officers, or processors.

Data subjects shall have the right to obtain:

- a) the updating, correction or, when they are interested, additions to the data;
- b) the cancellation, transformation into anonymous form, or blocking of data processed in violation of law, including those that need not be retained for the purposes for which the data were collected or subsequently processed.
- c) certification that the parties to which the data have been transferred or disseminated have been notified of the operations specified in points a) and b), also regarding their content, except for the case where notification proves impossible or requires the use of means clearly disproportionate to the right being protected.

Data subjects shall have the right to oppose, wholly or in part:

- a) for legitimate reasons to the processing of their personal data even when it pertains to the purpose of collection;
- b) the processing of their personal data for the purpose of sending advertising or direct marketing material or to conduct market research or commercial communication surveys.”

7. Data Controller and Data Supervisor

The Data Controller is BolognaFiere S.p.A., with head offices at Viale della Fiera 20, Bologna. The Data Supervisor on behalf of the Company is Marco Biagi. The Data Supervisor is responsible for responding to data subjects regarding the exercise of their aforesaid rights. Any request relative to the personal data processed by the Company may therefore be addressed to the Data Supervisor at the registered offices of the Company or by writing to the e-mail address privacy@bolognafiere.it. An updated list of the Company Data Supervisor(s) can be consulted by contacting the Company at the above addresses.

CONSENT

Having read the foregoing policy statement, we expressly consent to the processing of our personal data in the methods indicated therein, including disclosure to the parties mentioned and/or their transfer abroad to:

a
prepare studies and statistical and market research;

I consent **I do not consent**

Date and place

Signature

b
permit our participation in events and exhibitions, including those of a promotional nature;

I consent **I do not consent**

Date and place

Signature

c
permit the publication of data in the catalog, on the website, on the Exhibition Guide Map, in any press releases and mail or promo mail communications related to the Exhibition (including the conduct of activities necessary to manage on-line and off-line communications);

I consent **I do not consent**

Date and place

Signature

d
receive informative and promotional messages, of a commercial or other nature, as well as advertising material also with regard to events in subsequent years and/or offers of goods and services by mail, the Internet, telephone, e-mail, MMS, or SMS from Italy or from abroad (from EU and non-EU Member States) by the Company or by individual or legal entities that collaborate in the business activities of the Company and/or its parent companies, subsidiaries and affiliates;

I consent **I do not consent**

Date and place

Signature