



Dear buyer,

We would like to thank you for showing interest in our Genoa Boat Show and for the decision to take part in our fair to meet our experts of this sector; in this occasion we inform you that your data will be processed by I SALONI Nautici s.r.l. with the aim of allowing you to visit the event, exhibitors and better organize your stay in Italy. In compliance with the requirements of privacy Law (EU Regulation 2016/679 – hereinafter referred to solely as GDPR – and Legislative Decree 196/03 as amended by Legislative Decree 101/2018 – hereinafter referred to solely Privacy Code), we would like to inform you that your data will be processed by I SALONI NAUTICI s.r.l as Controller as per article 4 and 24 GDPR (hereinafter referred to as the Controller or I Saloni).

In order to contact the Controller, which has registered offices in Genova, in Via San Nazaro 11, you can send an email to the following address: [info@isaloninautici.com](mailto:info@isaloninautici.com).

The DPO is Mrs Laura Marretta, Attorney at Law, for contact: [dpo@isaloninautici.com](mailto:dpo@isaloninautici.com).

The Controller adopts this information on personal data as required by art. 12 GDPR, to provide the information included in art. 13-22 and 33/34 GDPR; so your Data will be processed by the Controller in accordance with GDPR and Privacy Code and the principles relating to the processing of personal data described in article 5 of the GDPR (principles of correctness, relevance, transparency, adequacy, protection of privacy and rights, etc.). The processing is carried out in compliance with the principles of lawfulness provided for by art.6 GDPR, for purposes relating to the relationship established with the Data Controller; therefore the legal basis is justified by the purposes for which the relationship is established with the I Saloni, in this case, the legal basis is the processing of your Data -also corporate Data - to allow you to participate in the Fair and meet our exhibitors; in addition, the Owner provides accreditation for the Fair and its appointments with exhibitors during the exhibition, the journey in Genoa, transfers (purchase and booking of flight, hotel, transfer plan: airport - hotel - fair) and to let you receive the personalized program. Moreover to allow you to meet, on line, our exhibitors, the Controller provides accreditation for the Fair's appointments with exhibitors, through the Match Making platform where some of your data will be pre-recorded by us (legal basis: art 6 paragraph 1 letter b GDPR).

In view of this purpose, the data processing provided for your personalized visit program will include: organization, management, the processing throughout the EU and in non-EU countries (countries falling within artt. 45 and 46 GDPR), storage, database creation, processing, selection, consultation, extraction, sending technical communications on the event, the development of anonymous statistics, destruction and modification of data processing after subject's request, cancellation other by your request, the communication to the members of the Controller's organizational structure, to Confindustria Nautica, to ITA and commercial partners or consultants in the field of business management to allow you to better visit the Fair and to receive all the information connected to it (for example: travel Agency, Transfer Supplier, Hotel, IT specialist etc.). At the same time as the Event and after its closure the Data Controller will send you some soft spam (to which it will be possible to object at any time by sending an email to [info@isaloninautici.com](mailto:info@isaloninautici.com)).

Given that the purpose of our invitation and your adhesion is to have meetings with our exhibitors, the Data Controller, to facilitate this purpose, has entered into a partnership with Magicleader, a company providing the Match Making platform, on which some of your data will be preloaded.

Magicleaders acts as our data Processors pursuant to Article 28 of the GDPR.

It is understood between the parties that the form not completed or only partially completed will not allow you to meet our exhibitors.

It is understood between the parties that the Form not filled in or filled in only partially will not allow you to participate in the Exhibition and to meet our exhibitors. The Controller informs you that we'll make photos and videos during the fair that we'll reproduce them on the institutional online page of the event and on the Controller's social pages.

**I SALONI NAUTICI S.r.l.**

Via San Nazaro, 11/2 - 16145 Genova

P.le J.F. Kennedy, 1 - 16129 Genova - tel. +39 010 5769811 - fax +39 010 5531104

[www.saloninautico.com](http://www.saloninautico.com) - [info@isaloninautici.com](mailto:info@isaloninautici.com)

PEC [isn@pec.confindustrianautica.net](mailto:isn@pec.confindustrianautica.net)

P.IVA e C.F. 02255000990

The Controller complies with all provisions about photos and videos carried out during public events. If it's necessary or in residual and / or particular cases, I Saloni will give you specific information relating to the use of images from photos / videos directly during the fair and it will collect appropriate consent. The Controller informs you that images and videos that we'll post on the Website and through our social profiles won't injure individual's honor and respectability. Furthermore the Controller won't give any payment for these images or videos.

Data will be processed in paper form and/or electronically by parties specially authorized to do so.

The Controller informs that there is no data decision process concerning data based only on an automatic system and that he/she doesn't process any special categories of personal Data (ex art 9 GDPR: personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, as well as processing genetic data, biometric data intended to identify an individual, data relating to health or sex life or sexual orientation of the person).

In accordance with art. 21 GDPR and recital 47 GDPR, the Data Controller, on the basis of its own legitimate interests, balanced with the reasonable expectations and interests of the data subject, will send you its own **soft marketing** communications regarding the physical version of the exhibition and the virtual events that will be organised during the year (via web marketing, social media marketing, telephone calls, DEM, mms, sms, e-mail, fax, paper mail, carried out by the Data Controller or by third party companies appointed as responsible) without overriding your right to individual peace of mind. In order to guarantee the data subject greater protection in relation to this specific processing and in compliance with the principles of responsibility and transparency, the Data Controller provides the following account: [privacy@isaloninautici.com](mailto:privacy@isaloninautici.com), to which you can specifically write to oppose the receipt of marketing activities by indicating in the subject line "NO MKT" if you do not wish to receive any communication from us; if, on the other hand, you prefer NOT to receive news regarding the activities in the Physical or Digital version, it will be sufficient to indicate in the subject line what is not in accordance with your interests, the Controller will not send you any further communication once we have received your communication and once the technical deadlines for following up your request have been met. It is understood that you may object to marketing at any time, not only by sending an email to the above address, but also by following the instructions on how to object contained in the footer of the communications you will receive.

The Data Controller, only after specific consent expressed on the online form at the time of registration for the purchase of tickets and on desk (in the event of registration at the reception at the fair) by the visitor will also carry out the following data processing:

- A) sending of promotional material by the Data Controller (or its managers pursuant to Article 28 GDPR) concerning the exhibitors or commercial partners of Saloni Nautici through marketing operations carried out with both traditional and modern systems and therefore: web marketing, telemarketing, sms, mms, email, paper mail
- B) the communication of visitor data to exhibitors, associates or commercial partners who, as owner in autonomy, will be able to send them promotional material relating to the nautical world through marketing operations carried out both with traditional and modern systems: web marketing, telemarketing, DEM, sms, e-mail, paper mail
- C) analysis of the data provided aimed at sending personalized communications based on your choices.

The legal basis of data processing as highlighted under letter A B and C is the consent (art 6 paragraph 1 letter a GDPR) that the data subject has the right to withdraw at any time. The withdrawal of consent does not affect the lawfulness of the treatment based on consent before the revocation (art 7 GDPR). The lack of consent of letters A, B and C or its subsequent revocation does not compromise the entrance to the fair, but it will not allow you to receive useful information for your work.

**Data subject's rights**The Data Controller hereby informs you that you are guaranteed the right to rectification pursuant to Article 16 GDPR, the right to be forgotten pursuant to Article 17 GDPR, the right to restriction of

processing pursuant to Article 18 GDPR as well as the right to access the personal data provided and all consequential information as listed under Article 15 GDPR and you also have the right to:  
request from the data controller access to the personal data and the rectification or erasure of the same or the restriction of the processing concerning him or her or to object to their processing;  
the portability of the data pursuant to Article 20 GDPR;  
where the processing is based on Article 6(1)(a) or Article 9(2)(a) to withdraw consent at any time without affecting the lawfulness of the processing based on the consent given before the withdrawal;  
1) to lodge a complaint with the Supervisory Authority;  
2) to be granted the rights referred to in Article 21 GDPR, including therefore the right to object at any time, for reasons related to his/her particular situation;

**To exercise the rights listed above or to obtain further information** on the processing of your data, simply send an email to the DPO by writing to [dpo@isaloninautici.com](mailto:dpo@isaloninautici.com) indicating in the subject line: "exercise of rights under the GDPR" and entering in the body of the email the right you wish to exercise, as well as your name, surname and email address where you wish to receive a reply. In order to exercise the right provided for in point 5, we invite you to read what is written in the text of the informative report (cf. right of opposition), in relation to point 4 we invite you to visit the website of the Guarantor Authority where you can find all the information on the right to complain. Once the data controller has processed the information received, it will send a reply within the terms indicated in Article 12, point 3 of the GDPR. In the event that the Data Controller suffers a breach as configured in Articles 33/34 involving a risk for the rights and freedoms of natural persons (**data breach**), it will take action - if necessary - to notify the Guarantor Authority and communicate the incident to all concerned. The Data Controller also warns that if it intends to further process personal data for a purpose other than that for which they were collected, prior to such further processing it will provide the data subject with information regarding such different purpose and any other relevant information, collecting, in the specific case, the relevant consent.

**Information concerning Business cards:** To allow better agility in the exchange of contacts between exhibitors and visitors, I saloni Nautici s.r.l. adopted this regulation on the exchange of business cards. Therefore with the delivery of their paper and digital business cards to the exhibitors of the fair (controllers of the data they have given), the visitor consents to the exhibitors, pursuant to art. 4 paragraph 11 of the GDPR (i.e. consent to the processing of data provided through unequivocal positive action) to carry out the processing of the data thus conferred for activities that consist of: management, organization, storage, use, communication to members of the company and / or group, as well as of the joint Controllers and of the managers appointed with a specific contract, destruction and modification of the data processed following notification by the interested party, consultation, communication of some and sporadic initiatives related to the activity carried out at the fair through soft spam activities. The data will be kept until the next edition of the event. The Exhibitor as controller ensures that all rights (from 15 to 22 GDPR) guaranteed by the data protection legislation may be exercised by contacting the Exhibitor itself. In the case of further processing with respect to those indicated herein, the Exhibitor will administer further information and collect relative consent, where necessary, from the data subject. It is understood that the rights listed in the GDPR in Articles 15 to 22 will be exercised directly against Exhibitors.