

Personal data processing policy

In accordance with the contents of EU Regulation n. 2016/679 (for the sake of brevity, hereinafter referred to as "GDPR") and the Privacy Code (specifically, Legislative Decree n. 196/03 as modified by Legislative Decree n. 101/2018), the company I Saloni Nautici S.r.l and Confindustria Nautica (the Italian Marine Industry Association) both with headquarters registered at Via San Nazaro 11, Genoa, as "Joint Data Controllers" with regards to personal data processing in accordance with article 26 GDPR (for the sake of brevity, hereinafter referred to as the **Data Controllers**), as required by article 12 GDPR, adopt the following policy in order to provide those concerned with the information referring to article 13 GDPR and all notifications with regards to articles 15 to 22 GDPR concerning the processing of any personal data provided.

Both the company I Saloni Nautici S.r.l and the Italian Marine Industry Association - Confindustria Nautica - may be contacted by phoning +39 0105769811 or by sending an e-mail to info@isaloninautici.com or by simply following the instructions provided on the official institutional websites under the "contact us" or "get in touch" sections: <https://salonenautico.com/contatti/> or <https://confindustrianautica.net/contatti/>

The Data Controllers' DPO and point of contact for related matters is Mrs Laura Marretta who may be contacted either via the phone number provided above or at the following email address: dpo@isaloninautici.com.

The Joint Data Controllers would like to inform you that all the Personal data you provide by filling out the application form to take part in the trade fair known as the Genoa International Boat Show, data which does not fall under the specific categories of personal data as listed in article 9 GDPR, regarding themselves (including when operating as an individual enterprise, small business owner or freelance professional) or data provided on behalf of their company's board of directors or senior management members, their employees, agents, representatives or collaborators - the data of whom you are legally entitled to use and provide in this form - (hereinafter referred to as the "Data"), will all be treated in accordance with the requirements of the GDPR regulation and Privacy Code, in full compliance with the principles that apply with regards to the treatment of personal data, as described in article 5 GDPR, i.e. principles of fair practice, pertinence, transparency, adequateness, privacy protection and relative rights. The treatment of said data is carried out on the basis of the legal conditions required by article 6 GDPR, for purposes relating to the established relationship with the Joint Controllers, therefore, the legal basis for the treatment as required by article 13 letter c GDPR finds its justification in the reasons for which said relationship was established, the reasons, that is, for taking part in the trade fair and connected events taking place during the trade fair's dates following the signing of the contract to exhibit (i.e. the application form for participating) during the Genoa International Boat Show from 19th September 2024 to 24th September 2024 (the **legal basis** of which can be read at article 6 paragraph 1 letter b). In view of this purpose, treatment of Data provided by the Data Controller will be carried out on EU and extra-EU territories (as indicated in section V, GDPR) and may include, among other activities, the organisation, preservation, consultation, processing within and without EU territories, the insertion into CRM and DB, the extrapolation, the comparison, the sending of technical documentation relating to the trade fair with regards to any of its phases, the processing, modification upon the Owner's request, the creation of anonymous statistics and deletion. The Data in question will be shared with third-party companies, legally nominated as Data Processors, for administrative, accounting and/or organisational purposes (such as: managing access, setting up stands, managing equipment, etc.), to public bodies in order to carry out institutional duties on behalf of Confindustria Nautica, while always remaining within the confines of what relates to the trade fair itself and its activities. Said forms of data sharing are mandatory/necessary for the Joint Data Controllers to carry out their duties.

In accordance with article 21 GDPR, in consideration of article 47 GDPR and in view of the exhibitor's own interest (the juridical basis by which such data processing is legitimised as of article 6 paragraph 1 letter f GDPR), balanced with the reasonable expectations and interests of the Exhibitor and business functions indicated in the form, the Data Controller will send out **Marketing communications** with regards to commercial initiatives with a focus on the trade fair itself as both a physical and digital event along with information concerning both virtual and physical events organised throughout the year (via web marketing, social media marketing, telemarketing, DEM, MMS, SMS, e-mail, fax, post, carried out by the Data Controller or third-party companies legally nominated as Data Processors). In order to provide the data subject with greater protection with regards to this specific form of data processing and in accordance with the principles of transparency and responsibility, the Data Controller has created the following account: privacy@isaloninautici.com, to which the data subject in question may write specifically in order to stop receiving any such marketing activities, by indicating the e-mail address or phone number on which the Owner wishes to no longer receive said communications and typing into the subject line "NO MKT" if they no longer wish to receive any further communication of this kind from us; if, on the other hand, the data subject wishes to NO LONGER receive just news about either the physical or digital



aspects of the trade fair, they need only type into the subject line what it is that they would prefer not to receive. The Data Controller, having received this notification and following the necessary technical timing for such a request to be acknowledged, will no longer send the data subject further communications to the e-mail address or other contact details indicated.

It remains agreed that any data subject may also reject marketing communications by not only sending an email to the above-mentioned address but also by simply following the instructions provided for opposing such communications located at the bottom of every communication they may receive.

In view of the Data Owner's interest in knowing the future dates of the following trade fair's editions in which they intend to take part and with regards to any events connected to said editions, the Data Controller will send, strictly to the e-mail address provided, communications concerning all future initiatives that are strictly connected to the trade fair along with reminders concerning following editions and **soft spam** which they may choose to opt out of by simply following the instructions provided at the bottom of emails they will receive or by writing to the email address info@isaloninautici.com and inserting "NO soft spam" as the email's subject. The data Controller will carry out the types of data processing specified below (A), only after receiving specific consent provided explicitly in the online form to take part in the trade fair after filling out the form with the necessary data, specifically in Point 7 "summary form":

A) for marketing carried out by the Data Controller or their legally appointed Data Processors (in accordance with article 28 GDPR) with regards to exhibitors or commercial partners of I Saloni Nautici via modern or traditional means, for example: postal system, MMS or SMS messages, phone calls (telemarketing) and web marketing.

The legal basis for data processing as listed under letter A is the consent freely given by the concerned party, and as such it may be revoked at any time without prejudice to the legality or validity of what was previously expressed. In order to exercise this right, please read the "DATA SUBJECT 'S RIGHTS".

The Data Controllers would also like to inform you that, without prejudice to the data subject's right to oppose such data treatment, they will contact you for the purposes of analysing levels of **customer satisfaction**, they will share portions of your data with members of the press in order to compose **promotional journalistic material** and/or industry-specific material during the trade fair aimed at promoting the event through print and digital press, and they will create a **catalogue**, both in paper (available at the trade fair itself) and digital (available at salonenautico.com) format, along with a **map of the pavilions** both in paper (available at the trade fair itself) and digital (available at salonenautico.com) format. The Data Controller would also like to inform you that the data subject may oppose this usage, the legal basis of which is the Data Controller's legitimate interest, by sending an email to info@isaloninautici.com and writing what it is they oppose in the e-mail's subject line. The activities stated above are corollaries to the trade fair itself and are useful to the Data Controller to make the fair more in line with the Exhibitor's needs. The Data Controller would also like to remind the Exhibitor that if they wish to not be inserted in catalogues or Pavilion maps, then it would become extremely difficult for visitors to find the Exhibitor's stand and therefore this could be damaging to them.

Notification of refusal to be included in the catalogue must happen in a timely fashion and take place at the same time as registering for the trade fair. This is because, due to matters concerning the necessary technical times to produce said catalogue, any such opposition sent after the indicated timeframe may not be taken into consideration as the catalogue layout may already be created/adjusted to size.

The Data Controller hereby informs you that some of your data communicated for participation in the event and for catalogue release (personal data and data relating to the company contact person) will also be entered on our MatchMaking platform. The MatchMaking service is provided by means of an IT platform (the "Platform") managed by Magic Leader S.r.l. (a company acting as the party responsible pursuant to art. 28 of the GDPR and based in Via Giulio Alberoni, 8/c, 48121 Ravenna) and allows Users to view, through their personal account, a number of possible business partners present at the trade fair and to contact them, proposing physical or virtual appointments (to view the Terms and Conditions and specific privacy policy in relation to MatchMaking, please visit this [link](#)). As the service is offered as part of the participation contract (legal basis of the processing art. 6 paragraph 1 letter b) and you can therefore use the service at no additional cost, we invite you to contact us at info@isaloninautici.com if you would like to make any changes to the data on the platform or if you would prefer not to take advantage of this service.

Data treatment will be carried out in paper form and/or electronic form by subjects who are specifically authorised to carry out said treatment.

As required by article 13 paragraph 2 letter F, the Data Controller confirms that the **Data Processing will not take place on the basis of automated decision making nor is any profiling activity of any kind carried out**, as described in article 4 GDPR, with regards to personal



data strictly concerning the physical individual who takes part in the trade fair as a contact point for the company they belong to and/or represent.

Conferring data is optional however the refusal to provide information that does not require specific consent will cancel out the relationship and therefore compromise the Exhibitor's chance to take part in the trade fair known as the Genoa International Boat Show. Therefore the Exhibitor, by filling out and sending the Form and by confirming the display area required and thereby concluding the contract, authorises the Data Controller in accordance with article 6 paragraph 1 letter b GDPR to process the data provided that does not require specific consent. The lack of consent for data processing as listed under letter A will still allow the Exhibitor to take part in the trade fair but it will not allow for the providing of certain services promoted during the event known as the Genoa International Boat Show.

As required by article 13 paragraph 2 letter A, the Data will be stored for 5 years, while, for legal and administrative reasons, they will be stored for 10 years, however, all data will be processed only for the time required in order to achieve the purposes of their collection (**data retention**).

Data Subject's Rights

The Controllers also would like to inform you that you have the right to rectify (article 16 GDPR), erase (article 17 GDPR), limit the processing of (art 18 GDPR) and access all personal data provided and all subsequent information as listed in article 15 GDPR.

You also have the right to:

- 1) ask the Data Controller for access to personal data and for the correction or deletion of such data or the limitation of its treatment;
- 2) data portability in accordance with article 20 GDPR;
- 3) should the treatment be based on article 6 paragraph 1 letter a, or on article 9 paragraph 2 letter a, revoke your consent at any time without prejudice to the legality of such treatment based on the consent given prior to the act of revoking it;
- 4) send an official complaint to a control authority;

