

Privacy policy “trade fairs”



1. Data controller

Storti S.p.A., with registered office in Via Francesco Dioli, 11, 26045 Motta Baluffi (CR), Tax ID and VAT 00765230198, hereinafter referred to as “**Data Controller**”, guarantees compliance with personal data protection regulations by providing the following information on the processing of data pursuant to Art. 13, EU Regulation 2016/679 (General Data Protection Regulation - GDPR) as amended.



2. Data processed, purpose and legal basis for processing

All personal data (identification, contact details, images and audio-video footage), collected/taken during the [TRADE FAIR IDENTIFICATION] trade fair held on DD/MM/YYYY, will be processed for the following purposes:

- a) processing of and response to enquiries received concerning the products and services offered by the Data Controller and the fulfilment of specific requests by the data subject;
- b) for further direct/indirect promotional and marketing purposes and by e-mail;
- c) for communication and publicity activities on all the Controller’s web and social channels of the images and videos taken at the trade fair, at the Data Controller’s stand.

The Controller may therefore assess the production of audio/video material in which the data subject appears, to be used for information/promotional purposes both in printed (brochures, leaflets, flyers, catalogues, etc.) and digital (website, social channels, media, etc.) format.

The use of the images is subject to compliance with the relevant regulations in force and provided it does not violate the dignity, decorum and personality of the person concerned.

The production and use of the images are to be regarded as being carried out entirely free of charge and nothing will be claimed or due as financial consideration.

The legal basis legitimising the processing:

- with respect to the purposes under points 2 letter a) is the performance of a contract which the data subject is party to, or the performance of pre-contractual measures taken at the data subject's request;
- with respect to the purposes set out in point 2 letter b) is the legitimate interest of the data controller;
- with respect to the purposes set out in point 2 letter c) is the consent freely given by the data subject.



3. Nature of the provision

The provision of data for the purposes of letter a) is obligatory in order to process requests for information received. The provision of data for the purposes under letters b) and c) is optional and subject to explicit and separate informed consent.

Any refusal of consent as referred to under letter c) shall entail the impossibility on the part of the Controller to proceed with the use and publication; should the filming be carried out in common areas, the Controller undertakes to take measures to exclude the data subject from the filming.



4. Locations and methods of data processing and storage times

The data collected by the website are processed at the premises of the Data Controller or at the premises of those authorised to process them.

The data collected shall be processed by electronic means or otherwise automated, computerised and telematic tools, or by means of manual processing with logic strictly related to the purposes which the personal data were collected for and, however, in such a way as to guarantee their security.

The data collected will be kept in the Controller's archives to keep a historical record of institutional events and activities and, if necessary, for any periodical historical publications. The data will be stored for a period of time, in any case, not exceeding the achievement of the purposes for which they are processed ("principle of storage limitation", art.5, EU Regulation 2016/679) and/or in compliance with the deadlines provided for by the regulations in force and legal obligations.

However, the Data Controller applies rules that prevent the storage of data indefinitely and thus limits the storage time in compliance with the principle of minimising data processing.



5. Persons authorised to process, data processors and communication of data

The processing of the data collected is carried out by the Data Controller's own personnel, identified for this purpose and authorised to process them in accordance with specific instructions given in compliance with the applicable regulations.

The data collected, to the extent pertinent to the indicated purposes of the processing and where necessary or instrumental to the performance of said purposes, may be processed by third parties appointed as data Processors, or, as the case may be, communicated to all subjects required for proper performance of the purposes under point 2.

The data collected may be provided in the event of a legitimate request by the Judicial Authority, solely in the cases provided for by law.



6. Data transfer to non-EU countries

The data may be transferred abroad to non-European countries, and in particular to the United States, only after verifying the Standard Contractual Clauses adopted/approved by the European Commission pursuant to Art. 46, para. 2 letters c) and d) of the GDPR or the binding rules for the company referred to in Art. 47 of the GDPR or, failing that, by virtue of one of the derogatory measures referred to in Art. 49 of the GDPR.

Transfer to the United States is authorised under the specific agreement called the EU-US Data Privacy Framework (available [here](#)), so no further consent is required.



7. Rights of the data subject

In relation to the Personal Data provided, the data subject has the right to exercise the following rights:

- a. (Art. 7.3 EU Regulation 679/2016 - GDPR) withdrawal of consent;
- b. (Art. 15 EU Regulation 679/2016 - GDPR) access and obtain a copy;
- c. (Art. 16 EU Regulation 679/2016 - GDPR) request rectification;
- d. (Art. 17 EU Regulation 679/2016 - GDPR) request erasure ('right to be forgotten');
- e. (Art. 18 EU Regulation 679/2016 - GDPR) obtain restriction of processing;
- f. (Art. 20 EU Regulation 679/2016 - GDPR) receive them in a structured, commonly used and machine-readable format for the purpose of exercising the right to portability;
- g. (Art. 21 EU Regulation 679/2016 - GDPR) object to the processing.

The data subject may exercise his/her rights, as well as request further information regarding his/her Personal Data, by sending an e-mail to privacy@storti.it specifying in the subject line the content of his/her request.

Requests relating to the exercise of the user's rights shall be processed without undue delay and, however, within one month of the request; only in cases of particular complexity and number of requests may this period be extended by a further two (2) months.

We would like to remind you that it is your right (pursuant to Art. 77 EU Regulation 679/2016 - GDPR) to file a complaint with the Data Protection Authority, whose contact details are available [here](#).

Last updated: 18 June 2024