

Verona,
12/16 APRIL 2015



INTERNATIONAL
WINE COMPETITION

Verona,
19 MARCH 2015



INFORMATION AND CONSENT IN ACCORDANCE WITH ITALIAN Leg. DECREE 196/2003

Encluse with application form

In compliance with the Legislative decree 196/2003, art. 7, on "The protection of persons and legal persons in respect of the use of personal data", VeronaFiere, as the legal person "entitled" to use the data, is bound to provide some information regarding the use of personal data.

THE PURPOSE OF THE USE OF THE DATA

Personal data are used in the context of VeronaFiere's institutional activity for the following purposes:

- purpose strictly connected with and pursuant to the management of its relationships with its customers and suppliers (e.g. the acquisition of preliminary data in order to make contracts; the performing of tasks and services on the basis of the obligations assumed under the contracts which have been concluded etc.)
- purposes connected with the general carrying out of VeronaFiere's activities and for which the party concerned has to give or deny its consent.
The following activities are included in this last category:
 - sending to customers information or publicity material about the exhibitions annually organised by VeronaFiere;
 - checking the levels of customer satisfaction, also by means of market research companies;
- purposes connected with the obligations arising under operation of law, regulations, community norms and provisions from authorities with competence and jurisdiction (e.g. tax laws, statistical data requested, etc.).

HOW THE DATA ARE PROCESSED

Personal data are processed by hand, computer and telematically in strict relation to the above mentioned purposes and, in any case, to ensure the privacy of the data themselves through the adoption of suitable and preventive measures of security in accordance with Italian law art. 7 and following of D. Lgs. 196/2003.

CATEGORIES OF PERSONS TO WHOM DATA MAY BE COMMUNICATED

In carrying out its activities VeronaFiere also deals with:

- external companies/etc. which carry out activities strictly connected and pursuant to the managing of the business between VeronaFiere and its customers. The use of data made by these companies has the following purposes:
 - the supply of services which are necessary for the organisation of the exhibitions (technical services, logical services, insurance, etc.)
 - the printing of official exhibition catalogues;
 - the printing, putting into envelopes, posting and delivery of correspondence to customers;
- external companies/etc. or subsidiary companies of VeronaFiere, carrying out activities which are related to VeronaFiere itself. The use of data by these companies is for the following purposes:
 - to carry out, on behalf of VeronaFiere, market research on representative samples of its clientele;
 - to send to VeronaFiere's customers information, correspondence and publicity material regarding the exhibitions annually organised by VeronaFiere itself or by third parties with whom it has made special agreements;
 - to promote on behalf of VeronaFiere, as agents or promoters or other similar roles, the recruitment of visitors and exhibitors to VeronaFiere's exhibitions and events;
 - to ensure surveillance and security of Verona's Exhibition Centre;
 - to promote, on behalf of VeronaFiere, services related to the trading activity of visitors and exhibitors.

It follows that, without the consent of the interested party to the communication of data to the above mentioned persons and to their proper use - consent to be expressed by returning the stamped and signed enclosed form - VeronaFiere can only carry out those services which do not require the communication of personal data to third parties.

DATA DIFFUSION

If a contract for the participation in an exhibition is successfully concluded, VeronaFiere will insert the personal data in the exhibition's Official Catalogue which will be distributed nationally and internationally, as expressly stated in the General Rules.

The data supplied by the exhibitors may also be distributed by VeronaFiere on IT formats, including multimedia forms. Such data will permit visitors and exhibitors to find stand and location and to know about product details and display of the exhibitors during each individual exhibition.

RIGHTS UNDER ARTICLE 7 OF THE LEG. DECREE 196/2003

Finally we inform you that article 7 of the Leg. Decree permits the exercise of certain specific rights. In particular the interested party may obtain from the person entitled to use the data, confirmation of the existence or otherwise of his own personal data. The same data may also be made available to him in an intelligible form.

The interested party may also ask to know the source of the data, the reason for their being held and the purpose for which they are used; to obtain their cancellation, their being changed into an anonymous form or the blocking of their use where data have been obtained in violation of the law, as well as updating, correcting or, if he/it has such an interest, supplementing the data; to oppose, for legitimate reasons, the use of the data; to freely oppose the use of personal data which regard him/it and which are kept for commercial purposes as well as the sending of publicity material or direct sales or the carrying out of market research or interactive trade communications.

For any further information you might require, please contact VeronaFiere, Viale del Lavoro no. 8, 37100 Verona (Italy), which is the title holder of the right to use the data in relation to Leg. decree 196/2003.

CONSENT

With reference to the information given to us in accordance with Leg. decree 196/2003, we express our consent (cross appropriate box):

- ☐ to the communication of data to companies/etc. which supply services connected with the organisation of exhibitions (technical services, insurance, etc.); the printing, putting into envelopes, posting and delivery of correspondence to customers; the surveillance and security of Verona Exhibition Centre;
- ☐ to the communication of data to companies/etc. and subsidiary companies of VeronaFiere which, on behalf of VeronaFiere itself, promote services connected with the trade activity of visitors and exhibitors and carry out market research;
- ☐ to the diffusion of data through the exhibition's Official Catalogue, in accordance with the Generale Rules, as well as through IT formats and multimedia forms;
- ☐ to sending correspondence, information and publicity material regarding the exhibitions organised by VeronaFiere or by third parties with whom VeronaFiere has signed special agreements.

STAMP AND SIGNATURE



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