

PRIVACY POLICY

This information, issued pursuant to Article 13 of EU Regulation 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data (hereinafter, "GDPR"), refers exclusively to the processing of personal data in the context of the prize competition "**Live the experience of the Salone del Mobile.Milano**" (hereinafter, "Competition") organized by **FEDERLEGNO ARREDO EVENTI S.P.A.** with registered office in Milan – Foro Buonaparte, 65 – Tax Code and registration number in the Milan Business Register: 06987590152.

With regard to the processing of personal data communicated during the purchase of entrance tickets to the Salone del Mobile.Milano 2023, please refer to the relevant information provided to interested parties.

FEDERLEGNO ARREDO EVENTI S.P.A., as promoter of the Competition, is responsible for the personal data of the participants and is hereinafter referred to as the "Data Controller".

The data relating to participation in the Competition, collected in the manner set out in the relevant regulation, will be processed for the following purposes and on the following legal bases, both using IT tools and manually.

Competition Management (legal basis: contractual and legal purposes)

Personal data will be processed to:

- verify eligibility, in keeping with the Competition Rules, to take part in the final draw;
- prepare the list of participants in the final draw;
- perform the final draw;
- communicate to the subjects drawn the results, consisting of the winners or any successor reserves, the winning of the prize and to request the shipping address (failure to provide the shipping address will make it impossible to receive the prize won);
- send the prizes;
- certify the payment of prizes to those entitled to them during the formal closure of the Competition;
- respond to any requests for information related to the Competition.

Regulatory obligations (legal basis: contractual and legal purposes)

All data may also be processed to fulfill obligations under Italian legislation applicable to the management of the Competition.

Right to defense in court (legal basis: legitimate interest of the Data Controller)

The data may also be processed for the right to defense in court in case of litigation or judgment in relation to the Competition.

All the purposes described above fall within those provided for by Art. 6 of the GDPR for which the Data Controller is not obliged to acquire specific consent to the processing of personal data.

These are forms of processing related to compliance with the obligations under the Competition Rules and the related technical and administrative activities or those rendered necessary as obligations under Italian law or, finally, in the legitimate interest of the Data Controller for the right to defense in court/litigation.

The two categories of subjects who may become aware of personal data, as persons in charge or responsible for processing are:

- the staff of the Data Controller, appointed as data processors;
- subjects appointed as data processors as professionals or companies involved by the Data Controller in the organization and administrative, legal, fiscal management of the Competition.

The data of the winners only (or any successor reserves) will also be processed, as an independent data controller, by the forwarder in charge of delivering the prizes.

Finally, the data may be communicated to any other third party when the communication is mandatory under Italian or EU regulations (such as, for example: the official of the Chamber of Commerce responsible for the procedure for awarding the promised prizes and the subsequent verification of the payment, officials of the Ministry of Companies and Made in Italy during its work of supervising prize events, etc.).

The personal data of participants in the Competition:

- will not be disseminated
- will be collected and processed in Italy in accordance with current legislation on prize events
- will not be transferred to countries outside the European Union
- will be kept for the terms provided by the applicable legislation (Presidential Decree 430/2001) as well as five-year terms of conservation for civil purposes as required by current legislation.

The rights of the interested parties, exercisable at any time and in the cases envisioned are to:

- access their personal data (namely the right to request a copy of the personal data held by the Data Controller);
- rectify their personal data (namely the right to always correct and update their personal information held by the Data Controller);
- request the deletion of their personal data - the “right to be forgotten” (namely. the right to request its deletion if the data is no longer necessary for the purposes for which it was collected/processed, if the data subject has withdrawn consent and there is no other legal basis for the processing, if the data subject objects to the processing, etc. As already stated above, the data must be kept, for the regulatory purposes indicated, for 5 years);
- request the limitation of processing (namely the right to revoke consent facultatively given; it should be noted that, in the context of the Competition, there is no collection of facultative consent);
- request data portability (i.e. the right to receive the personal data provided to the Data Controller in a structured, commonly used and machine-readable format to transmit them to another data controller, without hindrance from the Data Controller).

To exercise these rights, participants can write to the Data Controller, by e-mail, at the e-mail address: dpoflaeventi@studiotza.it

Participants also have the right to lodge a complaint with the supervisory authority; in this case, participants can contact the GUARANTOR FOR THE PROTECTION OF PERSONAL DATA and on the website www.garanteprivacy.it they will find all the information required as well as the forms accessible at this link:

<https://www.garanteprivacy.it/home/modulistica-e-servizi-online>