

## Privacy Policy Marketing\_Events

Dear Guest,

in accordance with the current national legislation in the field of privacy and in compliance with the provisions of the GDPR 2016/679 (General Data Protection Regulation), AXIANS ITALIA spa (hereinafter, also, "AXIANS") provides you with the information regarding the processing of your personal data, based on the principles of fairness, lawfulness, transparency and protection of your privacy and your rights.

### 1. Purposes of the Processing

With reference to these data we inform you that:

When you register for the event, you will be asked for your Identifying Data, including but not limited to: first name, last name, telephone number and e-mail address.

During your participation in the event, additional Personal Data may also be collected (such as) video footage, voice recordings and images, e.g. through video footage, sound recordings and photographs (depending on the type of event organized).

The processing of your Data is aimed at:

- (a) the registration and participation in the event;
- b) to the possible publication and/or dissemination in any form, for informational and/or promotional purposes, of the video footage, voice recordings and images related to the event, on the Company's website, social media, print media and/or any other means of dissemination; a purpose for which we request your express consent;
- c) subject to your free and informed consent, your Data may also be processed for marketing purposes (i.e. promotional, commercial and advertising activities). Specifically: sending material and advertisements related to the products and/or services marketed by AXIANS or other VINCI SA Group company related to it; sending emails, messages through apps, promotional sms and sending newsletters etc. Only in those cases in which you have given your consent, AXIANS may disseminate the freely given data via the Internet by publishing the photos or audio and/or video recordings made.

### 2. Access to Data

The Data indicated in the first paragraph of art. 1, may be made accessible for the purposes mentioned in Art. 1:

- to employees, collaborators of the Data Controller or VINCI SA Group companies (in Italy and abroad), in their capacity as person in charge or data processors, if any;
- to third party companies or other entities (by way of example, credit institutions, professional firms, consultants, insurance companies for the provision of insurance services, control bodies, companies possibly in charge of the installation, maintenance, updating and, in general, the management of hardware and software etc) that carry out outsourcing activities on behalf of the Data Controller, if applicable, appointed as external data processors pursuant to art. 28 GDPR.

### 3. Data transfer to a third country and/or international organization

Your Personal Data will not be transferred outside the European Economic Area (EEA).

### 4. Processing Methods and Retention Period

The processing of Personal Data will be mainly carried out with the aid of electronic or otherwise automated means, in the manner and with the tools suitable to ensure the security and confidentiality of such data, in accordance with the provisions of current national legislation and the GDPR 2016/679. In particular, all technical, IT, organizational,

logistical and procedural security measures will be adopted, so that the suitable level of data protection required by law is guaranteed, allowing access only to the persons in charge of the processing by the Data Controller or the Data Processors designated by the Data Controller.

The Data will be processed for as long as necessary to fulfill the purposes mentioned in point 1. Unless there are legal obligations to retain the Data or unless the data subject requests opposition, cancellation and/or return, once this retention period has expired, the Data will be destroyed or anonymized

## **5. Nature of the Conferment and Legal Basis**

The provision of Data is mandatory as it is necessary for the purpose of participation in the event. Therefore, your refusal to provide your Data will result in your inability to participate in the event itself. Failure to provide, on the other hand, any Data that is not necessary information to enable participation in the event, will be evaluated from time to time by the writer and will determine the consequent decisions related to the importance of the requested Data with respect to the purposes.

The legal basis of the Processing is the legitimate interest of the Data Controller in the proper management and organization of the event, for the purpose referred to in point 1 letter a); the legitimate interest of witnessing the realization of the event and promoting the activity carried out on that occasion and the consent, for the purpose referred to in point 1 letter b); consent for the purpose referred to in point 1 letter c).

## **6. Rights of the Data Subject**

Pursuant to Art. 15 GDPR and current national privacy legislation, the data subject may exercise the relevant rights including consulting, modifying, deleting the data or opposing their processing for the purpose of sending advertising material or commercial communications or opinion polls, by sending an email to [dpo@axians.it](mailto:dpo@axians.it).

Where applicable, we also draw your attention to your rights under Articles 16-21 GDPR (Right to rectification, right to be forgotten, right to restriction of processing, right to data portability, right to object), as well as the right to complain to the Data Protection Authority.

In the case of a request for data portability, the Data Controller will provide you with the personal data concerning you in a structured, commonly used and machine-readable format, subject to paragraphs 3 and 4 of Article 20 of EU Reg. 2016/679.

## **7. Data Controller**

The Data Controller is AXIANS ITALIA spa, Via Gallarate 205, 20155 Milan, P.IVA 02341030241.

The updated and complete list of Data Processors can be consulted at the Data Controller.

The Data Protection Officer ('DPO'), appointed by AXIANS, can be found at [dpo@axians.it](mailto:dpo@axians.it).