

THE BOLOGNAFIERE GROUP PRIVACY POLICY (updated 30 October 2006)

THE PURPOSE OF THIS NOTICE

This page describes the PRIVACY POLICY of the BOLOGNAFIERE GROUP with regard to the processing of personal data provided by individuals to the BOLOGNAFIERE GROUP. This notice is also provided in accordance with the regulations of article 13 of Legislative Decree no. 196/2003 to parties using the Web services of the BOLOGNAFIERE GROUP. The notice concerns solely the BOLOGNAFIERE GROUP's sites and not other websites that users may visit via links.

THE PROCESSING PROCEDURE

The data provided to the BOLOGNAFIERE GROUP is processed primarily by means of automated tools and solely for the purposes indicated and only for the period of time strictly necessary for fulfilling the purposes for which said data was obtained.

Specific security measures have been taken in order to prevent the loss, illegal or improper use of said data as well as unauthorized access.

THE OWNER OF THE PROCESSING RIGHTS

The following information has been provided by: • BolognaFiere S.p.A., Viale della Fiera n° 20, 40127 Bologna; • BFServizi S.r.l., Via Maserati n° 18, 40 128 Bologna; • Fairsystem International Exhibition Services S.p.A., Maserati n° 16, 40128 Bologna; • Bologna Congressi S.p.A., Piazza Costituzione n° 4/a, 40128 Bologna, (hereinafter referred to as the BOLOGNAFIERE GROUP), in its capacity as Co-owner of the processing rights, as notified to the personal data protection guarantor, and constitutes the common basis of the BOLOGNAFIERE GROUP's PRIVACY POLICY.

PARTIES RESPONSIBLE FOR PROCESSING

The Interested party contact person for the purpose of exercising the rights guaranteed by art. 7 of Legislative Decree no. 196/2003 is currently: the Director of Personnel, Organization and Systems, who may be contacted at BolognaFiere S.p.A., Viale della Fiera n° 20, 40127 Bologna, e-mail privacy@bolognafiere.it. The responsible parties for management of the Video Surveillance Operating Centre in the Bologna Exhibition Centre are the companies La Patria and Secursystem. The complete list is available at BolognaFiere S.p.A., Viale della Fiera n.° 20, 40127 Bologna, e-mail privacy@bolognafiere.it.

THE RIGHTS OF INTERESTED PARTIES

Parties whose personal data is in the possession of the BOLOGNAFIERE GROUP have at any time the right to obtain confirmation of whether or not said data exists and to know the contents and origin of said data; they also have the right to verify the accuracy of said data and request that it be updated, corrected or supplemented (art. 7 of Legislative Decree no. 196/2003).

In accordance with the same article, they also have the right to request that data processed in violation of the law be cancelled, transformed into an anonymous form or blocked and to contest the processing of said data in the case of legitimate motives. All requests should be made to with the Owner of the processing rights or preferably with the specified Interested party contact person.

OPTIONAL CONFIRMATION OF DATA

Confirmation of the data is optional but it could prove to be indispensable for the purchase of products and services offered through the Internet sites of the BOLOGNAFIERE GROUP, in which case the personal data requested must be provided using a specific form. Failure to provide the data may make it impossible to fulfil the request.

ACQUISITION OF PERSONAL DATA OFFLINE

If the BOLOGNAFIERE GROUP obtains personal data offline (e.g. using paper forms), the interested parties are immediately notified of the processing policy and, when necessary, permission is obtained from the interested party. The same procedure applies in cases when personal data is obtained by means of forms downloaded from Internet sites belonging to the BOLOGNAFIERE GROUP (such forms include information regarding the specific processing procedure and policy).

ACQUISITION OF PERSONAL DATA ONLINE

In the case of data that has been acquired directly from the Internet sites of the BOLOGNAFIERE GROUP (e.g. registration forms for services, data provided for online purchases of products and services), essential information regarding processing is provided at the time of the data acquisition procedure on the individual Internet sites (e.g. at the end of each registration form). Furthermore, this page is always accessible for more detailed perusal of the BOLOGNAFIERE GROUP's PRIVACY POLICY. Whenever a party opts to voluntarily and explicitly send an email to the privacy@bolognafiere.it address indicated on this site, the sending party's address, as well as any other personal data included in the message, is automatically acquired for the purpose of responding to requests.

NAVIGATING WITHOUT REGISTERING

Anyone is free to navigate the BOLOGNAFIERE GROUP's websites at will without any charge or registration requirement. Navigation by parties who do not proceed to register is not subject to any monitoring whatsoever, either concerning the site of origin or the pages visited on the BOLOGNAFIERE GROUP's Internet sites. REGISTERED NAVIGATION Registering is necessary, however, in order to sign up for events or receive information regarding various initiatives, events, promotional discounts or special deals offered by the BOLOGNAFIERE GROUP. As in the case of parties who do not register, navigation by parties who do proceed to register is not subject to any monitoring whatsoever, either concerning the site of origin or the pages visited on the BOLOGNAFIERE GROUP's Internet sites.

COMMUNICATION AND DIFFUSION

The personal data provided will be used solely for contractually specified purposes and communicated to third parties or otherwise diffused solely for these purposes. Unless explicitly indicated in the information relative to the individual processing procedures, the personal data that has been acquired will not be communicated to third parties or otherwise diffused. In such cases, specific approval will be requested.