

INFORMATION ON THE PROCESSING OF PERSONAL DATA

EICMA RIDING FEST 2025 AREA

1. IDENTIFICATION AND CONTACT DETAILS OF THE DATA CONTROLLER.

E.I.C.M.A. S.p.A., with registered office at Via A. da Recanate, 1, 20124, Milan, VAT No. 04145450153– e-mail: privacy@eicma.it.
The Data Controller has not currently appointed a Data Protection Officer (“DPO”).

2. PURPOSE AND LEGAL BASIS OF THE PROCESSING.

I dati forniti dall’interessato (nome, cognome, età, regione di provenienza o stato estero, email) saranno trattati come previsto. The data provided by the data subject (first name, last name, age, region of origin or foreign state, email) will be processed as required by the GDPR for purposes related to the promotion and organization of the event related to the EICMA Event called EICMA RIDING FEST 2025 to be held in Misano on April 25-27, 2025, which will allow the data subject to receive information and communications (e.g. newsletters) about all the initiatives of the spring event in Misano. The legal basis for the processing described above is the manifestation of express consent.

In the case of data collected from minors under 16 years of age, it will be necessary for a parent or legal guardian to provide the data, by means of an appropriate declaration.

3. RECIPIENTS OR CATEGORIES OF RECIPIENTS TO WHOM PERSONAL DATA MAY BE DISCLOSED.

The data will not be disseminated, and may be disclosed to third parties acting in aid and on behalf of the Controller, only for the execution and management of the relationship (including promotional activity), for operations of an administrative nature, legal and contractual advice, or for legal obligations. The list of any data processors is available from the Controller.

4. POSSIBLE TRANSFER OF PERSONAL DATA TO A THIRD COUNTRY OR INTERNATIONAL ORGANIZATION WITH INDICATION OF ANY PRIVACY GUARANTEES.

There are no plans to transfer data outside the EU or to international organizations. In any case where the need arises, the Data Controller will check whether or not there is an EU Commission adequacy decision ensuring an adequate level of data protection.

5. RETENTION PERIOD OF PERSONAL DATA OR CRITERIA USED TO DETERMINE THIS PERIOD.

Data will be kept in a form that allows the identification of data subjects for a period of time not exceeding the achievement of the purposes of the processing, consistent with other legal obligations. The owner has a procedure for data retention.

6. RIGHTS OF THE DATA SUBJECT

The Data Controller informs you of the following rights:

- a) right of access, rectification, deletion, restriction, opposition:
- b) right to data portability:
- c) right to withdraw consent at any time:
- d) right to be able to complain to a privacy supervisory authority.
- e) as to marketing purposes, the possibility to object remains at all times.
- f) To exercise your rights write to privacy@eicma.it.

7. MANDATORY OR OPTIONAL NATURE OF THE PROVISION.

The provision of data is optional.

8. CONSEQUENCES OF REFUSAL TO RESPOND.

In cases of refusal, however, communications about initiatives related to the EICMA RIDING FEST 2025 may not be received by the interested party.

9. EXISTENCE OF PROFILING ACTIVITIES OR AUTOMATED DECISION-MAKING PROCESSES, LOGIC USED AND CONSEQUENCES FOR THE DATA SUBJECT.

No profiling activities are performed on the data subject or in any case any form of automated processing of personal data.

Eicma S.p.A.