



## **Privacy notice pursuant to Art. 13 of the GDPR relating to the processing of personal data**

Camera Nazionale della Moda Italiana with registered office in Milan, Piazza Duomo, 31 (hereinafter “**CNMI**”), as controller of personal data, in the performance of its business activities pays the utmost attention to the security and confidentiality of personal data and, pursuant to article 13 of EU Regulation no. 679/2016 (General Data Protection Regulation, “**GDPR**”), provides you with the following information about the processing of personal data.

### **WHICH PERSONAL DATA CONCERNING YOU ARE PROCESSED**

The following category of personal data concerning you may be processed (the term “personal data” means all personal data listed below, jointly considered): **Identification and contact data** - name, surname, telephone number, email address, job title.

### **HOW WE COLLECT YOUR PERSONAL DATA**

**CNMI** collects and processes your personal data to allow you to be accredited for the event (hereinafter the “**Event**”) and to use the services connected to it (“**Services**”).

If you provide personal data on behalf of someone else, you must first ensure that the interested parties have read this Privacy Notice.

**CNMI** kindly requests your cooperation in keeping your personal data up to date, informing it of any changes.

### **FOR WHAT PURPOSES YOUR PERSONAL DATA MAY BE PROCESSED AND WHAT ARE THE LEGAL BASIS OF THE PROCESSING**

**CNMI** may process your personal data for one or more of the following purposes, having the legal basis indicated from time to time.

#### **a) Accreditation to the Event and use of the Services**

**CNMI** can process your personal data in order to allow you the preliminary accreditation to the Event and the use of the Services. You will also receive the specific privacy notice from each data controller and from the *Maison* participating to the Event.

Legal basis: performance of contractual / pre-contractual obligations. The provision of data is mandatory to manage your request for accreditation; otherwise we will not be able to satisfy it.

#### **b) Invitation to events**

**CNMI** can process your personal data in order to invite you - by e-mail - to different events other than the Event but always related to the fashion industry.

Legal basis: **CNMI** legitimate interest in keeping you informed about upcoming events related to the fashion industry and promoting them.

#### **c) Communication of your data**

**CNMI** can, on the basis on your consent, communicate your personal data to the partner of Event – the Agency for the promotion abroad and the internationalisation of Italian companies (“**ICE**”) – so that the latter can contact you through automated (such as e-mail) and traditional (such as, paper mail and operator calls) methods of contact, in order to send you collaboration proposals, as well as to invite you to events related to the promotion of made in Italy.

Legal basis: your express consent, which you may withdraw at any time. The provision of data for this purpose is voluntary. Failure to provide such data and your consent for this purpose will not preclude your participation in the Event.

#### **d) Compliance with legal obligations, regulations or judicial authority decisions**

**CNMI** can process your personal data to fulfil legal obligations to which it is subject.



Legal basis: legal obligations to which CNMI is subject. The provision of personal data for such purposes is mandatory. Failure to provide such data will make impossible for CNMI to fulfil the legal obligations to which it is subject.

**e) Defense of rights during judicial, administrative or extrajudicial proceedings, and in the context of disputes arising in relation to the services/activities offered.**

CNMI may process your personal data to defend its rights or act or even make claims against you or third parties.

Legal basis: CNMI legitimate interest in the protection of its rights. In this case, a new and specific provision of data is not required, since CNMI will pursue this further purpose, where necessary, by processing the data collected for the above-mentioned different purposes, deemed compatible with this one.

**HOW WE KEEP YOUR PERSONAL DATA SAFE AND WHERE**

CNMI uses adequate security measures to improve the protection, security, integrity and accessibility of your personal data. All your personal data are stored on our protected servers (or suitably archived hard copies) or on those of our suppliers and are accessible and usable according to our standards and our security policies (or equivalent standards as regards our suppliers). Our servers are located within the European Economic Area (EEA).

Where CNMI, due to possible reasons connected to the location of its service providers, needs to transfer data outside the European Union to countries for which the European Commission has not issued an Adequacy Decision, CNMI undertakes to ensure adequate levels of protection and safeguard, also of a contractual nature, in accordance with the applicable regulations, including the signing of standard contractual clauses pursuant to art. 46(2)(c) of the GDPR, possibly supplemented by additional technical, legal and organisational measures necessary to ensure that the level of protection of personal data is equivalent to that of the European Union.

**HOW LONG WE RETAIN YOUR DATA**

We retain your personal data only for the time necessary to achieve the purposes for which they were collected or for any other legitimate related purpose. Personal data that are no longer necessary, or for which there is no longer a legal basis for their retention, will be irreversibly anonymised or safely destroyed.

The data processed to allow you to be accredited to the Event and use the Services, including the management of payments, where applicable, will be retained for 10 years.

The data processed to invite you to events related to the fashion industry will be retained for the entire duration of your existing relationship with us, or until you exercise the right to object to the processing, if previous.

Where it is necessary to process data for the purpose of defending rights, such data will be retained for as long as any claims may be pursued by law.

**RECIPIENTS OF PERSONAL DATA**

Duly authorized employees and external suppliers (the latter appointed, if necessary, data processors) may have access to your personal data.

For the same purposes, Camera Moda S.r.l., which has been appointed data processor by CNMI, can also access your personal data.

Furthermore, with your consent, the data may be communicated to the Event partner - ICE, which will process them as data controller.

Please contact us at the following email address: [privacy@cameramoda.it](mailto:privacy@cameramoda.it) if you wish to be informed about the list of data processors and other subjects to whom we communicate the data.

**YOUR DATA PROTECTION RIGHTS**

In relation to the processing of your personal data, you may exercise the rights provided by the GDPR, and in particular:



- the right to receive confirmation that personal data are being processed or not and the right to know what personal data are being processed and how they are processed (right of access);
- the right to request the updating, amendment and/or rectification of personal data (right of rectification)
- the right to request the erasure of data (right to be forgotten)
- the right to request the restriction of data processing (right of limitation);
- the right to receive a copy of the data in an electronic format and to request that such data be transmitted to another data controller (right to data portability).
- the right to withdraw consent, where provided.

You also have the right to object at any time to processing based on our legitimate interest, such as in the case of processing carried out to invite you to events organised by the CNMI.

In case you exercise any of the aforementioned rights, CNMI will verify that you are entitled to exercise them and you will receive a response, as general rule, within one month.

You can exercise these rights and obtain further information on data processing by sending an e-mail to [privacy@cameramoda.it](mailto:privacy@cameramoda.it).

### **YOUR RIGHT TO LODGE A COMPLAINT WITH THE SUPERVISORY AUTHORITY**

If you believe that the processing of the data is in violation of the provisions of the applicable data protection legislation, you have the right to lodge a complaint with the Supervisory Authority, using the references available on the website [www.garanteprivacy.it](http://www.garanteprivacy.it).

### **CONTACTS**

The contact details of **CNMI**, as data controller, are: [privacy@cameramoda.it](mailto:privacy@cameramoda.it); tel. 02/7771081.

Last update: 5 june 2023.

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### **WORDING FOR ACKNOWLEDGEMENT OF PRIVACY NOTICE AND CONSENT FORM**

I declare that I have read and understood the <b>privacy notice</b>	<input type="checkbox"/>
I hereby provide my consent to communicate my personal data to the partner of the Event - Agency for the promotion abroad and the internalisation of Italian companies, in order to be contacted - through automated (such as e-mail) and traditional (such as, paper mail and operator calls) methods of contact - for receiving possible collaboration proposals, as well as invitations to events related to the promotion of made in Italy.	<input type="checkbox"/>