

Privacy Policy

About This Privacy Policy

Cesena Fiera S.p.A. is an organizer of events and trade shows.

This Privacy Policy explains how Cesena Fiera S.p.A. collects, uses and protects your personal information. This includes products and services (each, a “Service”) provided by brands such as Macfrut, Tropical Fruit Congress and Mac fruit attraction. This privacy policy may be supplemented by additional privacy statements, terms or notices provided to you. Cesena Fiera S.p.A. company that owns or administers the Service, as identified therein, is the primary controller of your personal information provided to, or collected by or for, the Service.

This Privacy Policy is issued on behalf of Cesena Fiera S.p.A., and where “Cesena Fiera S.p.A.”, “we”, “us” or “our” appears, it includes the relevant Cesena Fiera S.p.A. brand/product/service processing your data.

Information We Collect

In this Privacy Policy, the term “personal information” refers to the types of information we may collect and use, which includes:

- Contact details, such as your name, e-mail address, postal address and telephone number;
- Educational, nationality and professional background information;
- Usernames and passwords;
- Payment information, such as a credit or debit card number;
- Comments, feedback, posts and other content you submit;
- Interests and communication preferences, including marketing permissions where appropriate; and
- Location information (e.g. through mobile apps).

We collect and use your personal information in the following main categories:

- As customer/consumer data, related to transactions, prospective sales or analytics;
- As contact data, which includes academic and corporate customer contact data such as details of account manager/key contact at corporate customers, and subscriber/user data;
- In connection to an event, for instance exhibition or conference visitors, delegates, exhibitors, speakers and attendee data;
- Product/intelligence data, collected through customer and market research surveys;

We collect information about you in three ways: (1) from your input through our web forms, badge scanners, app forms and other mechanisms, (2) from third-party sources, and (3) through automated technologies.

Data You Provide To Us

The types of personal information that we collect directly from you depends on how you interact with us and the Service and may include:

- Contact details, such as your name, email address, postal address, social media handle and phone number;
- Account login credentials, such as usernames and passwords, password hints and similar security information;
- Other account or event registration and profile information, such as educational, employment and professional background, and photo;
- Payment information, such as credit or debit card number;

- Comments, feedback and other information you provide to us, including information that you send to customer support and messages, appointment inquiries and other information that you wish us to share with our exhibitors, visitors, partners and others; and/or
- Interests and communication preferences, including B2B Platform and event planning and networking choices and preferred language.

Data From Other Sources

We also may obtain personal information about you from our group companies and from other third parties, including:

- Partners with which we offer co-branded services or engage in joint marketing activities; and/or
- Publicly-available sources and data suppliers from which we obtain data to validate or supplement the information we hold.

Data From Service Use

Our Service may automatically collect information about how you and your device interact with the Service, including:

- Computer, device and connection information, such as IP address, browser type and version, operating system, platform and other software installed on your device, unique device identifier and other technical identifiers, error reports and performance data;
- Usage data, such as the features you used, the settings you selected, your URL click stream data, including date and time stamp and referring and exit pages, and pages you visited on the Service; and/or
- For location-aware Services, your location, such as where you are located on the event floor.

We collect this data through our servers and the use of cookies and other technologies. You can control cookies through your browser's settings and other tools. However, if you block certain cookies, you may not be able to register, login, or access certain parts or make full use of the Service.

Cookies

A cookie is a small text file containing a user ID that is automatically placed on a user's computer or other device when visiting a website. Cookies record the pages visited and the actions taken on a website, but do not contain any personal information. From time to time, we may use cookies for purposes including administering the website; tracking your activity on the website; gathering broad demographic information for aggregate use to improve the website; and offering time-saving or personalised features on the website. For more information, please visit our Cookie Policy.

How We Use Your Information

Depending on how you interact with us and the Service, we use your personal information to:

- Provide, activate and manage your access to and use of the Service;
- Process and fulfill a request, order, download or other transaction;
- Provide technical, product and other support and to help keep the Service working, safe and secure;
- Enhance and improve the Service and our other products and services and to develop new products, services and benefits;
- Offer you customized content and other personalization to make the Service more relevant to your interests and geography;
- Respond to your requests, inquiries, comments and concerns;
- Notify you about changes, updates and other announcements related to the Service and our other products and services;
- Deliver targeted advertisements, promotional messages, notices and other information related to the Service and your interests;
- Provide you with promotional messages and other information about products, events and services of ours, our affiliates and third parties, such as exhibitors, sponsors and media partners;

- Invite you to participate in user testing and surveys as well as sweepstakes, competitions and similar promotions;
- Identify usage trends and develop data analysis, including for purposes of research, audit, reporting and other business operations, including determining the effectiveness of our promotional campaigns and evaluating our business performance; and/or
- Comply with our legal obligations, resolve disputes, and enforce our agreements.

Product enquires, sales and administration

As part of a purchase, enquiry, request for information, registration and for account administration, we collect information such as your name, country, job title, company information, postal address, e-mail address and telephone number.

If you have made an enquiry about us, either online or over the phone, we will use your personal information to respond to the enquiry or to take other steps at your request, before you enter into a contract. For example, we collect the e-mail addresses and additional contact details of those who send e-mails to request information.

If you have registered to a certain event, your personal information will be used to provide all the information, communicate about the event and handle eventual payments, as is necessary for the performance of the contract entered into.

For purchases, payment information, including credit/debit card number/bank details and billing addresses are also collected. Where payment card processors are used to facilitate payment card transactions on our website, your data will be collected and used according to that data processors' privacy policy.

If your personal information is relevant to certain products and is freely available through public sources, such as on a website related to your work or profession, we may use this personal information for providing customers with our products, as part of our legitimate interests as a commercial organisation.

Event and exhibition management

If you have agreed to participate in one of our events as a speaker, sponsor, exhibitor or attendee, personal information is used in connection with the running of the event, to handle payments or for other purposes, as is necessary for performing the contract entered into. We will also use your personal information to maintain our databases, assess your qualities as a speaker or sponsor/exhibitor, promote events and encourage further engagement at our events, as part of the legitimate interests we have as a commercial organisation.

In addition, we sometimes take photos and videos at our events, which may feature attendees, speakers, sponsors or exhibitors. Where photos and videos are taken that feature you as an attendee, speaker, sponsor or exhibitor, we may use those photos and videos for promotional purposes.

Marketing

We will use your personal information to send you newsletters, offers or other marketing e-mails to keep you up to date with our news, events and products that may be of interest. Depending on the nature of your interaction with us and the laws of the country where you live, you may have actively given your consent for this by opting in, or we may be entitled to rely on your implied consent or our legitimate interests. The opportunity to opt out of future marketing e-mails will always be provided, and information on how to do this given when your personal information is collected and on every marketing e-mail sent. You have the right to amend your marketing preferences at any time.

To make such a request, please send an e-mail to: info@cesenafiera.com or write us at: Cesena Fiera S.p.A. – Via Dismano 3845, Cesena (FC), 47522, Italy.

Customer and prospects management (including analytics and product management)

We may use your personal information, combined with publicly available data and your demographic data, to deliver products and services, to choose relevant offers that may be of interest to you, to improve our existing products and services, and to develop new products and services, as part of our legitimate interests as a commercial organisation. This may include automated profiling and campaign management techniques.

Sharing of Your Information

Our Service Providers

Depending on the Service provided, we share personal information with:

- Our service providers, suppliers, agents and representatives, including but not limited to, payment processors, venue providers, onsite event contractors, customer support, email service providers, IT service providers, mailing houses and shipping agents, to process the information as necessary to provide the Service, complete a transaction or fulfill your request or otherwise on our behalf based on our instructions and in compliance with this privacy policy and any other appropriate confidentiality and security measures.

Sharing with service providers

We may share personal information with third parties to assist in providing products and services to you. These third party data processors are bound to compliance with data protection legislation through contracts that protect the personal information shared with us. They may include: IT and marketing technology host suppliers, web and data hosting providers, mailing houses, ad servers, logistics and general services contractors, onsite health and safety partners, event registration partners, sales platform providers and other event collaboration partners.

Your Choices

We share your personal information with our affiliates and with exhibitors, sponsors, media partners, joint venture partners and other third parties, including entities for which we are acting as an agent, licensee or event manager, that wish to send you information about their products and services that may be of interest to you, as determined by your choices in managing your communications preferences and other settings.

The Service may let you post and share personal information, comments, materials and other content. Any such contributions you disclose publicly may be collected and used by others, may be indexed by search engines, and might not be able to be removed. Please be careful when disclosing personal information in these public areas.

Legal Reasons

We will disclose your personal information if we have a good faith belief that such disclosure is necessary to:

- meet any applicable law, regulation, legal process or other legal obligation;
- detect, investigate and help prevent security, fraud or technical issues; and/or
- protect the rights, property or safety of Cesena Fiera S.p.A., our users, employees or others;

and as part of a corporate transaction, such as a transfer of assets or an acquisition by or merger with another company.

Your Communications Preferences

You can customize and manage your communications preferences and other settings when you register with the Service, by updating your account features and preferences, by using the 'opt-out' or unsubscribe mechanism or other means provided within the communications that you receive, or by contacting us. We reserve the right to notify you of changes or updates to the Service whenever necessary.

Accessing and Updating Your Information

Your Account

The Service may allow registered users to directly access and review their account information and make corrections or updates at any time. Keeping such information up to date is solely the responsibility of the user. Registered users may also close their account directly through the Service or by contacting the Service's customer support.

Your Rights

Under the General Data Protection Regulation, these are:

- The right to confirmation of whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold. This is known as a subject access request;
- The right to have inaccurate data rectified;
- The right to have your data erased. This does not however apply where it is necessary for us to continue to use the data for a lawful reason;
- The right to request the restriction or suppression of your personal data (such as, we will stop using the data but we may continue storing it);
- The right to obtain your personal data that you have provided to us, on the basis of consent or performance of a contract, and where technically feasible, transmitted in a common electronic format to you or directly to another company;
- The right to object to the use of your data. Specifically, you have the right to object to our use for marketing and in relation to automated decision making, including profiling where there may be legal or similarly significant effects.

There are exceptions to the rights above. Where you make a request to us as part of these rights, we will always try to respond to your satisfaction, although there may be situations where we are unable to do so.

Depending on the laws of the country where you live, you may have other rights in respect of your personal information. If you wish to exercise any legal right in respect of your personal information, please contact us.

In some cases, we may be entitled to decline a request you have made regarding your personal information, in accordance with applicable laws. We will explain if that is the case. Otherwise, we will meet your request as promptly as we reasonably can. If you have requested that we stop sending you marketing messages, please note that you may still receive them for a short period while the request is processed.

How long information is kept

We retain your personal information for as long as necessary to provide the Service and fulfill the transactions you have requested, or for other essential purposes such as complying with our legal obligations, maintaining business and financial records, resolving disputes, maintaining security, detecting and preventing fraud and abuse, and enforcing our agreements.

Children's Privacy

Our products and services are directed to business professionals. They are not intended for children under the age of 13 and we do not knowingly collect personal data from this age group. If any information is collected from a child under the age of 13 without verification of parental consent, it will be deleted.

Data Security

We take precautions to safeguard your personal information against loss, theft and misuse and unauthorized access, disclosure, alteration and destruction through the use of appropriate technical and organizational measures.

Locations of Processing

Your personal information may be stored and processed in your region or another country where Cesena Fiera S.p.A. affiliates and their service providers maintain servers and facilities, including Australia, Austria, France, Germany, India, Italy, Japan, Korea, the Philippines, Singapore, the United Kingdom and the United States. We take steps, including through contracts, intended to ensure that the information continues to be protected wherever it is located in a manner consistent with the standards of protection required under applicable law.

Where personal information is transferred from the European Economic Area ("EEA") or Switzerland to a country that has not received an adequacy decision by the European Commission, we rely on appropriate safeguards, such as the European Commission-approved Standard Contractual Clauses and EU-U.S. and Swiss-U.S. Privacy Shield Frameworks, to transfer the data.

Grounds for Processing

When we collect from you any personal information within the scope of European data protection laws, we do so:

- where necessary to provide the Service, fulfill a transaction or otherwise perform a contract with you or at your request prior to entering into a contract;
- where necessary for our compliance with applicable law or other legal obligation;
- where applicable, with your consent; and/or
- as necessary to operate our business, protect the security of our systems, customers and users, detect or prevent fraud, enable our customers to comply with legal obligations, or fulfill our other legitimate interests as described in the “Information We Collect”, “How We Use Your Information” and “Sharing of

Your Information” clauses above, except where our interests are overridden by your privacy rights.

Where we rely on your consent to process personal information, you have the right to withdraw your consent at any time, and where we rely on legitimate interests, you may have the right to object to our processing.

Changes

We will update this privacy policy from time to time. Any changes will be posted on this page with an updated revision date. If we make any material changes, we will provide notice through the Service or by other means.

Contact

If you have any questions, comments, complaints or requests concerning this privacy policy or our processing of your information, please contact:

Cesena Fiera S.p.A., Via Dismano 3845, Cesena (FC) 47522, Italy, info@cesenafiera.com.