

## Privacy statement pursuant to Article 13 of Regulation (EU) No. 2016/679 (GDPR)

North America Beauty Events L.L.C. (hereinafter "**NABE**", the "**Data Controller**" or the "**Company**") informs you that the personal data voluntarily transmitted by you will be processed in compliance with the current legal provisions governing the protection of personal data and, in any event, in accordance with the confidentiality principles followed by the Company in its operations.

### 1. Purposes of processing and applicable legal bases

The personal data you provide to NABE may be used for the following purposes:

- (i) the management of your application as a Buyer and registration through this form, along with all the activities related to the assessment and selection thereof;
- (ii) the management of the benefits related to your status of selected Buyer, if applicable;
- (iii) the compliance with the contractual obligations regarding the purchase of the ticket for the event held at the Company's facilities, or to take steps at your request prior to purchasing the ticket, if applicable;
- (iv) the compliance with the legal obligations incumbent upon the Company, including for regulatory, administrative and accounting purposes;
- (v) to send marketing communications related to products or services similar to the ones already brought (so-called "soft spamming"), subject to your right to object at any time to such processing;
- (vi) to carry out promotional activities, conduct statistical surveys and market research, send marketing communications on products and services of the Company, its affiliates and joint venture partners, that are also exhibition organisers, via postal service, telephone, SMS, telefax, e-mail – including newsletter and direct mail – or other distance communication means;
- (vii) to transfer/communicate personal data to third parties – that are companies of the BolognaFiere Group, exhibition organisers or Partners involved in the organization of Cosmoprof North America – for the sending by the latter of marketing communications on their own products and services;
- (viii) the organization and management of events and meetings, including promotional initiatives, as well as personalized meetings with further trade professionals and/or exhibitors, allowing them to access your data.

The processing of the data for the purpose under (i), (ii), (iii) does not require your consent as the processing is necessary for the performance of the contracts of which you are a part or for the adoption of pre-contractual measures adopted upon your request, pursuant to Article 6, para. 1, b) of the GDPR. The processing of data for the purpose under (iv) does not require your consent as it is necessary to fulfil the legal obligations to which the Data Controller is bound, pursuant to Article 6, para. 1, c) of the GDPR. The processing of data for the purposes under (v) does not require your consent as it is necessary to pursue the legitimate interest of the Data Controller pursuant to Article 6, para. 1, f) of the GDPR. The processing of data for the purposes sub (vi), (vii), (viii) requires your consent pursuant to Article 6, para. 1, a) of the GDPR.

### 2. Methods of processing

The personal data will be processed by paper-based, electronic and/or Web-based instruments with methods strictly related to the aforesaid purposes and, in any case, such as to ensure data security and confidentiality.

### 3. Provision of data and consequences of refusal

The provision of personal data for the purposes under (i), (ii), (iii), (iv) is necessary to fulfil the legal and contractual obligations, including pre-contractual, on the part of the Data Controller. In all these cases, failure to provide the data shall make it impossible for the Company to respond to your application request and manage your contractual relationship and related benefits.

The provision of personal data for the purposes under (v), (vi), (vii), (viii) is voluntary, and failure to provide them shall result in the impossibility for the Data Controller to carry out the activities, including the promotional initiatives, specified therein.

### 4. Disclosure of the data

The data provided may be disclosed to the Company's shareholders, members of the board of directors or other administrative bodies, members of the board of statutory auditors, Company's personnel and, in any case, to the internal and/or external data processors and persons in charge of processing personal data ("persons authorized to process") designated by NABE in the performance of its duties.

Specifically, your personal data may be communicated to any subject providing the Company with services, including ancillary services, necessary to meet the purposes indicated in paragraph 1 above, including but not limited to: partners, parent companies, subsidiaries, associate and/or related entities; individuals, bodies and/or companies that manage and/or participate in the management and/or maintenance of the websites and electronic and/or Web-based instruments used by the Company; suppliers, contractors, subcontractors or other parties that provide the Company with services instrumental to the establishment and/or performance of your contractual relationship with the Company, along with the management of the related benefits, if applicable (such as banks and/or parties entrusted with the task to make collections and payments, insurance companies, travel agencies, hotels); parties that provide services consisting of or concerning the preparation of statistical and market researches, the organization and management of events and exhibitions, of a promotional or other nature; the sending of informative and/or commercial communications, of a promotional or other nature, and advertising materials and/or offers of goods and services according to the purposes indicated in paragraph 1 above; consultants that assist the Company in various ways, with particular reference to legal, tax, social-security, accounting, organizational and commercial aspects; auditing firms; any other subject to which the data must be disclosed based on specific statutory provisions.

Upon your consent, personal data could also be transferred to third parties, such as companies of the BolognaFiere Group, exhibition organisers or Partners involved in the organization of Cosmoprof North America.

### 5. Transfer of data to third countries.

Your personal data may be communicated and/or transferred in countries outside the European Union, as the United States or whenever the recipients listed under clause 4 are located therein. In all such cases, the transfer is necessary for the performance of the agreement between you and the Company, or to exercise or defend a legal claim and, in general, is carried out consistently with contractual clauses and appropriate safeguards providing an adequate level of protection for data subjects, pursuant to Articles 46, 47 or 49 of the GDPR.

### 6. Dissemination of the data

Your personal data will not be disseminated.

## 7. Period of the processing

Your personal data shall be processed only for the time necessary to achieve the purposes of the processing operations, and the personal data shall be stored for a maximum period of time equal to the statute of limitation of the rights, as applicable from time to time. In the case of processing for marketing purposes, the data shall be stored for a maximum period of 24 months.

## 8. Rights of the data subjects

With regard to the aforesaid processing, you may exercise your rights pursuant Article 15-22 of GDPR, and in particular:

- a) to obtain confirmation as to whether or not Data are being processed;
- b) if data are being processed, to obtain access to the personal data and to the information relating to the processing as well as to request a copy of the personal data;
- c) to obtain rectification of inaccurate personal data and to have incomplete personal data completed;
- d) if any of the conditions under Article 17 of the GDPR exists, to obtain the erasure of the personal data;
- e) in the cases provided for by Article 18 of the GDPR, to obtain restriction of processing;
- f) to receive the personal data in a structured, commonly used and machine-readable format, and to transmit them to another controller, where technically feasible;
- g) to object at any time to the processing of personal data carried out to pursue the legitimate interests of the Data Controller. In case of objection, personal data shall no longer be processed, unless there are legitimate grounds for processing that override your interests, rights and freedoms or when required for the establishment, exercise or defence of legal claims;
- h) to withdraw at any time the consent already given, without prejudice to the lawfulness of the processing based on the consent given prior to the withdrawal;
- i) to lodge a complaint with the lead data protection authority, e.g., in Italy, the Garante per la protezione dei dati personali.

## 9. Data Controller. Data Processors. Data Protection Officer (DPO).

The Data Controller is North America Beauty Events L.L.C., with headquarters in 15825 N 71st St 100, Scottsdale, AZ 85254, USA. Any request concerning personal data may be addressed by writing an e-mail to the address: [privacy@probeauty.org](mailto:privacy@probeauty.org). The updated list of data processors is available at NABE, or can be requested via email at: [privacy@probeauty.org](mailto:privacy@probeauty.org).

**CONSENT TO THE PROCESSING OF PERSONAL DATA**

Having read the **Privacy Statement**, I expressly consent to my personal data being processed with the methods indicated therein to:

- carry out promotional activities, conduct statistical surveys and market research, send marketing communications on products and services of the Company, its affiliates and joint venture partners, that are also exhibition organisers, via postal service, telephone, SMS, telefax, e-mail – including newsletter and direct mail – or other distance communication means

**I consent**                       **I do not consent**

- to transfer/communicate personal data to third parties – that are companies of the BolognaFiere Group, exhibition organisers or Partners involved in the organization of Cosmoprof North America – for the sending by the latter of marketing communications on their own products and services

**I consent**                       **I do not consent**

- to organize and manage events and meetings, including promotional initiatives, as well as personalized meetings with further trade professionals and/or exhibitors, allowing them to access my data

**I consent**                       **I do not consent**