Privacy notice on the processing of personal data

Stelline Conference and Bibliostar 2027
Exhibitors and partners · Articles 13 and 14 of Regulation (EU) 2016/679

1 Data controller
The data controller is Argentovivo srl, with registered office at Via Lesmi 6, 20123 Milan, Italy, VAT No. 11358080155. The controller has not appointed a data protection officer. For information on the processing and to exercise their rights, data subjects may write to argentovivo@argentovivo.it or to the controller's registered office.

2 Scope, data processed and source
This notice concerns the personal data collected for the participation of exhibitors and partners in the Stelline Conference – Bibliostar 2027 and for communications about future events. It applies to natural persons who take part on their own behalf and to representatives, contact persons, collaborators and guest exhibitors whose data are provided for the purposes of participation.
The data processed are first name, surname, professional role, company or organisation, business contact details, registration and accreditation data, organisational correspondence and, where they relate to natural persons, tax, contractual and payment data. The data are obtained from the data subject or from the company or organisation for which they work, through the application, the participation documents and subsequent contacts. No special categories of personal data are required to complete the application.

3 Purposes and legal bases
a) Managing requests, applications, equipped workstation areas, accreditation, organisational communications and purchased services, and publishing the information intended for the catalogue and the event's information tools. The legal basis is the performance of a contract or of pre-contractual measures taken at the data subject's request, where the data subject is a party to the contract (Art. 6(1)(b) GDPR). For the data of the exhibitor's representatives and contact persons, the legal basis is the legitimate interest of Argentovivo and of the exhibitor in organising and carrying out the business relationship (Art. 6(1)(f)).
b) Complying with accounting, tax and administrative obligations and with binding requests from the authorities: compliance with legal obligations (Art. 6(1)(c)).
c) Managing payments, recovering debts and establishing, exercising or defending legal claims: the controller's legitimate interest in protecting its rights (Art. 6(1)(f)).
d) Only with the data subject's consent, sending by email information, invitations and offers to take part in future editions of the Stelline Conference – Bibliostar and in other events organised or managed by Argentovivo. The legal basis is consent (Art. 6(1)(a)). The data are not sold or disclosed to third parties for their own promotional purposes.

4 Provision of data and consent
Provision of the data needed to manage the application and the services is required in order to proceed with participation; failure to provide them may prevent the application or the service concerned from being managed. Data intended for publication must be limited to the information required to present the exhibitor and its services.
Consent to communications about future events is optional. Refusing or withdrawing consent does not affect admission, participation or purchased services.

Consent applies only to the person who gives it and does not extend to the other contact persons named in the application. Signing the application does not in itself constitute consent to promotional communications.

5 Processing methods
The data are processed using paper and electronic means, in accordance with the principles of relevance and data minimisation, by authorised persons and with appropriate technical and organisational measures to protect them against unauthorised access, loss, disclosure or unlawful use. For the purposes described, there is no decision-making based solely on automated processing that produces legal or similarly significant effects on the data subject, nor any profiling. Newsletters are sent without any tracking of opens or clicks by individual recipients.

6 Recipients and publication
To the extent necessary for their respective functions, the data may be accessible to providers of IT, email, communication delivery, organisational support and catalogue production services, as well as to administrative, accounting, tax and legal advisers. Parties processing data on behalf of Argentovivo are appointed as processors under Art. 28 GDPR where required; the others act as independent controllers, according to their actual role.
Strictly necessary data may be disclosed to the host institutions, including Regione Lombardia, for access and security purposes, to payment intermediaries and to the authorities where required by law. Such disclosures serve the management of the event or the fulfilment of obligations and do not authorise any independent promotional activities by the recipients.
The catalogue, the website and the event's other information tools contain the information expressly provided to present the exhibitor, including name, description of activities, website and contact details intended for the public. Where this information contains data relating to natural persons, its publication is limited to what is relevant to the professional presentation. Contact details provided solely for administrative and organisational purposes are not published. Online publications are also accessible to users located outside the European Economic Area.

7 Transfers outside the European Economic Area
Argentovivo uses Google Workspace for email and Mailchimp (The Rocket Science Group LLC, United States) to send newsletters. For data processed on behalf of Argentovivo, these providers act as processors under their respective data processing agreements. Use of these services may involve transfers of and access to data outside the European Economic Area, including in the United States. For transfers covered by their respective certifications, the providers rely on the adequacy decision for the EU–U.S. Data Privacy Framework; for other transfers, the standard contractual clauses approved by the European Commission and any necessary supplementary measures apply, as provided for in the respective agreements. Information on the safeguards and a copy of the relevant clauses may be requested from argentovivo@argentovivo.it. The providers' agreements are available at https://workspace.google.com/terms/dpa_terms.html and https://mailchimp.com/legal/data-processing-addendum/.

8 Retention periods
Operational data relating to accreditation, contacts and organisation are kept for up to 12 months after the end of the event, unless they are needed to document the relationship, comply with obligations or protect rights. Contractual and administrative documents are kept for 10 years after the end of the relationship; accounting and tax records are kept for 10 years from the starting date set by the applicable rules, or for any longer period required by specific obligations or audits.
In the event of claims or disputes, only the necessary data are kept until they are resolved and for any further period needed to establish, exercise or defend legal claims. Information already included in the catalogue of the edition remains part of that publication; this does not authorise its reuse for other purposes. Copies of the catalogue already distributed cannot be physically recalled.
For communications about future events, name and email address are used for 36 months from the collection of consent, unless consent is withdrawn earlier. At the end of that period, unless new consent is given, use for this purpose ceases. Proof of consent and of any withdrawal is kept, with restricted access and without promotional use, for as long as necessary to demonstrate compliance, within the applicable limitation periods. Only the contact detail needed to respect a request not to receive further communications may be retained.

9 Rights and withdrawal of consent
Under the conditions laid down in Arts. 15–22 GDPR, data subjects may exercise the rights of access, rectification, erasure and restriction of processing. They may request data portability where processing is carried out by automated means and based on consent or on a contract. They may object to processing based on legitimate interest on grounds relating to their particular situation.
Data subjects may withdraw their consent to future communications at any time by writing to argentovivo@argentovivo.it or by using the unsubscribe link included in the emails. Withdrawal does not affect the lawfulness of processing carried out before it. Requests are normally handled within one month; in the cases provided for by the GDPR, this period may be extended, in which case the data subject is informed of the reasons within the first month.
Data subjects may lodge a complaint with the Italian Data Protection Authority (Garante per la protezione dei dati personali), following the procedures available at www.garanteprivacy.it, and may seek a judicial remedy.

10 Information for contact persons and updates
Where data are provided by the exhibitor, Argentovivo also makes this notice available to the data subjects concerned, in accordance with Art. 14 GDPR, as a rule at the first contact and in any case within one month, subject to the exceptions provided for by that article. The exhibitor is asked to help pass it on to its contact persons. Any substantial changes to the purposes or conditions of processing are communicated before the new processing begins.
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