
Personal data processing for requesting and using services for the Exhibition

Article 13 of (EU) Regulation 2016/679 - General Data Protection Regulation

The personal data provided by the User when filling in the form for requesting of one or more of the specific services (hereinafter, the "Services") for the exhibition (the "Exhibition") and disclosed during the use of said Services and for the Exhibition, including data acquired from third parties, are collected and processed by The Parallel Trade Foundation as Data Controller (hereinafter, "Parallel Trade Foundation" or the "Company"), for providing the requested Service, in accordance with the relevant contractual conditions or conditions of use, and managing the relationship with the User, as well as for performing relevant regulatory, accounting and tax requirements and carrying out administrative, organisational and technical processes necessary for delivering the service.

For these purposes, processing the User's personal data, acquired in the ways indicated above (identification data, contact details, requested and used services, payment data, company information, job title, etc.), is necessary for establishing and executing the contract relevant to the requested Service, for fulfilling relevant legal obligations and for pursuing the Company's legitimate interests to carry out the aforementioned administrative, organisational, technical and security related operations relevant to providing the Service, managing the relationship with the User and relevant to participation in the Exhibition at Parallel Trade Foundation's exhibition centre, as well as any defence of rights in a court of law. In such cases, it is mandatory or at least necessary for the User to provide the requested personal data, and failure to provide it, even partially, would make activating and providing the requested Service impossible.

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1. Online ticketing, Admission application, e-commerce, customer invitation, download of conference and various documentation, smart lunch, smart apps, communities, b2b portal.
 2. E.g. any photos or videos recorded by stands or during events, etc.
 3. Depending on the service (e.g. submission of the admission application, customer invitation system), the data may be acquired, for example, by event partners, organisers or exhibitors, as well as companies providing marketing information services from public sources that are publicly available to anyone (such as the trade register)
 4. Terms and conditions of each service provided by Parallel Trade Foundation will be provided following the submitted requests.

The User may freely decide whether to provide additional data, such as additional phone numbers and additional employment information, which may be used for improving or customising the Service, as well as facilitating contact and communication with the Company: disclosing additional data for the latter purposes is optional and failure to disclose this data does not affect the use of the requested Service.

For the purposes outlined above, the User's personal data:

- a) is also processed by Parallel Trade Foundation using electronic devices, mainly computerised procedures and appropriate methods for ensuring data security and confidentiality, and may be retained for the duration of the Service and Exhibition and, on termination, for the period of time set out by current regulations for administrative, accounting and tax purposes, as well as in the event of disputes or litigations, under the statute of limitations of the rights which may be exercised in this regard;
- b) may be seen by the Company's authorised employees and collaborators and those working for the facilities responsible for carrying out administrative, technical and security operations relevant to providing the requested Service and the Exhibition's organisation and management;
- c) may be disclosed by Parallel Trade Foundation to other companies in the Parallel Trade Foundation Group and to trusted companies which, depending on the Service requested, provide organisational and technical services such as, for example, fitting, support and maintenance, printing, data processing, administrative consultancy, performance measuring. Companies processing personal data on behalf of Parallel Trade Foundation act as data controllers;
- d) may, depending on the Service requested, be disclosed to other parties participating in the Exhibition (exhibitors, buyers, visitors, etc.);
- e) may be transferred to third party Countries outside the EU, only in accordance with European Commission rulings where the data protection regulations in force in those countries is recognised as adequate, or on the basis of adequate safeguards (such as standard contractual clauses or binding corporate rules for groups), or, in the absence of such conditions, only where the User authorises this transfer or where it is necessary for executing a contract with the User or on their behalf;
- f) may, where exhibitors are concerned, also be disseminated through the Exhibition's website and catalogues, based on the obligations set out in the relevant contract or where requested by the user.

The email address and postal address, provided by the User to use the Service and participate in the Exhibition, may be used by the Company to send Exhibition newsletters as well as sending relevant information about further editions of this or other similar events, organised by the Company, and for similar services as the one requested by the User, who may object at any time to any such communications by forwarding a message of objection from the associated email address to info@paralleltrade.foundation or by posting an objection communication to our Company at the address indicated below.

The GDPR provisions (articles 15-22) guarantee the User has the right to access their data at any time, to correct or complete data if incorrect or incomplete, to delete their data or limit processing where conditions are met, to object to data processing for reasons related to their specific circumstances or for direct marketing purposes, to request the transfer of data given, if processed automatically to carry out the contract or based on the User's consent, as well as to lodge a complaint with the Privacy Guarantor of a Supervisory Authority to protect their rights.

To exercise the rights outlined above and for any further information on how your personal data is processed, please contact The Parallel Trade Foundation the Data Controller, with registered office in Rue des Deux Eglises 26, 1000 Brussels, e-mail: info@paralleltrade.foundation.