



# BRAND PROMOTION

Send the completed form within Friday **11 September** to [bimu.arena@ucimu.it](mailto:bimu.arena@ucimu.it)

The Exhibitors of 32.BI-MU have the opportunity to display their company brand within BI-MUpiù arena. Their logo will be positioned on the wall of the arena, where all the supporters of the projects will be indicated.

**THE FEE TO TAKE PART IN THE INITIATIVE IS € 5,000 + VAT** and it will be charged in the final invoice. To apply, you just need to fill in, sign and send this form within 11th September 2020. BI-MU staff will get in touch with you to inform you about the technical features of the logo you will have to send.

\*Name: \_\_\_\_\_

\*Surname : \_\_\_\_\_

\*Exhibiting Company : \_\_\_\_\_

\*Office Phone Number: \_\_\_\_\_

\*Company Mobile Number : \_\_\_\_\_

\*Company e-mail : \_\_\_\_\_ \*Website: \_\_\_\_\_

(Mandatory fields are marked with \*)

Form sent on : \_\_\_\_\_

*To confirm your application it is mandatory to fill in the Privacy Policy Notice on the back of the form*



As required by the **EU Regulation 2016/679** we inform you that, **EFIM - Ente Fiere Italiane Macchine SpA**, located in Viale Fulvio Testi 128, Milano Italy, Data Controller pursuant to art. 4 and 24 of the Regulation GDPR will process your data, using manual or electronic tools, with methods and tools aimed at ensuring maximum security and confidentiality and strictly linked to the management of the event **BI-MUpiù** and allow it to present the offers and news related to its activity to the participants in the event as well as related administrative and accounting activities - **art. 6 par. 1, letter b) GDPR** as the legal basis of processing. The provision of your data for the abovementioned purposes is necessary. If data subject does not provide the requested data, the Data Controller cannot allow it to participate in the abovementioned event. Your processed data will be diffused within the limits and for the sole purposes indicated in this document. In particular, the Data Controller will publish on the communication channels used to promote **32.BI-MU**, the calendar of events with the names of those who will speak during the **BI-MUpiù** in order to allow visitors, the participation in the aforementioned intervention if interested in the topic addressed. Furthermore, your data will be communicated to third-party recipients, who will act as Data Processors and / or independent data controllers and / or authorized persons acting under the authority of the Data Controller, such as: subjects and collaborating bodies with the Data Controller for the organization, planning, implementation, marketing and execution of events; subjects that provide services for the management of the information system used by the Data Controller and the telecommunications networks (including e-mail). The list of the persons designated as Data Processors is constantly updated and available at the Data Controller's office by writing to [ucimu@ucimu.it](mailto:ucimu@ucimu.it). The personal data provided, might be transferred abroad within or outside the European Union, according to the limits and the conditions described in Articles. 44 and following of the GDPR, in order to comply with purposes related to the transfer. According to **art. 5 paragraph 1, letter e) of GDPR**, the collected personal data will be preserved in order to allow the identification of interested subject for a period of time not exceeding the purposes achievement for which the personal data are processed. You can exercise your rights as expressed in articles 15 and following of the GDPR, contacting the Data Controller sending an e-mail to [ucimu@ucimu.it](mailto:ucimu@ucimu.it). In particular, among these rights are: the right to obtain confirmation that personal data is being processed or not, and if so, the right to obtain access to such data and other information, such as: the type of personal data; the retention period of the data or the criteria used to determine it; the necessary guarantees in case of transfer of data to a third country or an international organization ex. Articles. 44 and following GDPR. **Data Protection Officer (RPD/DPO)** The company has proceeded to appoint a DPO pursuant to articles 37 and 39 of Reg. UE 2016/679. You can contact the DPO sending an e-mail to: [rdpefim@ucimu.it](mailto:rdpefim@ucimu.it).

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Firma per presa visione \_\_\_\_\_

