

INFORMATION ON THE PROCESSING OF PERSONAL DATA FOR THE VIRTUAL ASSISTANT “CHATBOT”

This privacy notice is drafted in accordance with Article 13 of the European Regulation No. 679 of 27 April 2016 (the "GDPR"), concerning the protection of individuals regarding the processing of personal data and the free movement of such data. It has been in force since 4 May 2016 and has been directly applicable in all EU countries since 25 May 2018.

In particular, this notice is addressed to the artisan/business (hereinafter referred to as “the data subject”) who wishes to receive information and details on participation in the AF – Artigiano in Fiera trade fair via the support of a virtual assistant.

1. IDENTIFICATION AND CONTACT DETAILS OF THE DATA CONTROLLER

The Data Controller is GE.FI S.P.A., based in Milan, Via Achille Papa No. 30, email:

chatbot-espositori@artigianoinfiera.it. The Data Controller has appointed the Data Protection Officer (DPO), who can be contacted at dpo@artigianoinfiera.it.

2. PURPOSE AND LEGAL BASIS OF THE PROCESSING

The chatbot does not require the Data Subject to provide any personal data. The only data collected is the session ID, generated when the Data Subject initiates a conversation with the chatbot. This data is not attributable to the individual user. If the Data Subject voluntarily provides personal data (such as name, surname, email, or phone contacts) during the interaction, such data will be processed exclusively within the scope of the chatbot service requested, in accordance with the principles set out in this notice. The processing of any personal data collected aims to assist the Data Subject in resolving simple issues related to participation in the “Artigiano in Fiera” trade fair, through simulated written or oral conversations. The texts of the simulated conversations will be recorded for statistical and service improvement purposes. The legal basis for the above processing consists of the performance of the contract to which the Data Subject is a party and legal obligations.

3. RECIPIENTS OR CATEGORIES OF RECIPIENTS TO WHOM PERSONAL DATA MAY BE DISCLOSED

Data may be disclosed to third parties acting on behalf of the Data Controller. Communication to the aforementioned parties will be made in accordance with GDPR rights protection requirements. A list of any data processors is available at the Data Controller’s office.

4. POSSIBLE TRANSFER OF PERSONAL DATA TO A THIRD COUNTRY OR AN INTERNATIONAL ORGANIZATION WITH INDICATION OF ANY PRIVACY SAFEGUARDS

Any transfer of data outside the European Union will be carried out in full compliance with the protection levels provided by the GDPR.

5. RETENTION PERIOD OF PERSONAL DATA OR CRITERIA USED TO DETERMINE SUCH PERIOD

Data will be retained in a form that permits the identification of the Data Subject for no longer than is necessary for the achievement of the purposes pursued, in compliance with other legal obligations and in accordance with the data retention policy adopted by the Data Controller.

6. DATA SUBJECT'S RIGHTS

As provided by Article 13 of the GDPR, the Data Subject may exercise the following rights at any time:

- a) Right of access, rectification, deletion, restriction, and objection: The Data Subject may access their data at any time, request rectification if incorrect, request deletion of redundant data except those required by law, and limit access to certain individuals.
- b) Right to data portability: The Data Subject has the right to receive personal data in a structured, commonly used, and machine-readable format and to transmit those data to another controller without hindrance from the current controller, exclusively in cases specified by Article 20 of the GDPR.
- c) Right to withdraw consent at any time: The Data Subject can withdraw consent at any time, assuming any resulting consequences, provided that the Data Controller retains the personal data required by law for public interest tasks or exercises of public authority vested in the Data Controller.
- d) Right to lodge a complaint with a privacy supervisory authority. To exercise your rights, write to chatbot-espositori@artigianoinfiera.it.

7. MANDATORY OR OPTIONAL NATURE OF DATA PROVISION

No personal data is required from the Data Subject to use the chatbot. However, the Data Subject may voluntarily provide their personal data while using the chatbot.

8. CONSEQUENCES OF FAILURE TO RESPOND

No personal data is required from the Data Subject to use the chatbot.

GE.FI S.P.A.