

## Showroom Privacy Policy

### Privacy Policy pursuant to EU Regulation 2016/679 (GDPR)

Pursuant to Article 13 of Regulation (EU) 2016/679 ("GDPR"), M12 S.r.l., as the Data Controller, provides the following information regarding the processing of personal data collected during registration for the Design Week event.

#### 1. Data Controller

The Data Controller is M12 S.r.l., VAT # IT12971930966, with registered office at Via Melzo 12, 20129 Milan, Italy, reachable at [hello@melzododici.it](mailto:hello@melzododici.it).

#### 2. Purpose and Legal Basis

- a) Event registration and participation (legal basis: Art. 6(1)(b) GDPR);
- b) Sending of promotional communications and profiling by M12 S.r.l. (legal basis: Art. 6(1)(a) GDPR);
- c) Sharing of data with selected commercial partners (legal basis: Art. 6(1)(a) GDPR).

#### 3. Processing Methods

Data will be processed using manual and automated tools.

#### 4. Nature of Data Provision

Providing data for purpose a) is mandatory. Purposes b) and c) are optional.

#### 5. Data Recipients

Data may be shared with internal staff and service providers. With consent, also with selected partners. The full list is available upon request.

#### 6. Data Retention

Data will be stored for a maximum of 60 months.

#### 7. Data Subject Rights

The data subject has the right to access, rectify, erase, restrict, or object to processing, and to withdraw consent at any time by writing to [hello@melzododici.it](mailto:hello@melzododici.it).

#### 8. Data Transfers

Data will not be transferred outside the European Economic Area.

#### 9. Photo and video recordings during the event

Photos and videos may be taken during the event by M12 S.r.l. for promotional, communication, and documentation purposes.

Images may be published through the company's official channels (website, social media, promotional materials).

Processing is carried out in compliance with GDPR principles. Individuals who are prominently featured in photos or video recordings may be asked to sign a specific release form.

Data subjects may object to the use of their image at any time by writing to [hello@melzododici.it](mailto:hello@melzododici.it).