

FIERA MILANO EXHIBITIONS AFRICA

PERSONAL INFORMATION / PRIVACY POLICY

1. Fiera Milano Exhibitions Africa (“FMEA”) recognises the importance of its readers’, customers’ and visitors’ (collectively “Users”) privacy and takes many steps to protect such. This Personal Information/ Privacy Policy (“Policy”) discloses the privacy practices of FMEA.
2. The Policy governs the way in which FMEA collects and uses the personal information provided to FMEA as part of the User's registration for the event(s), virtually or in person, via the FMEA website (FMEA website, Investec Cape Town Art Fair website and subdomains of) or by completing surveys at FMEA events. It also governs FMEA's marketing to Users and third party marketing consents.
3. By visiting FMEA's website, attending any of our events, using any of our services or purchasing any of our products, you acknowledge that you accept the practices and policies outlined in this Policy
4. FMEA respects User's privacy and personal information, even if a User does not become or is no longer a customer or member. FMEA will - (a) treat User's personal information as strictly confidential, save where FMEA is entitled to share it with a third party as set out in clause 16 of this Policy; (b) take appropriate technical and organisational measures to ensure that User's personal information provided by the User (whether on our website, events registrants, survey respondents and all other readers and customers of our services) is kept secure and is protected against unauthorised or unlawful processing, accidental loss, destruction or damage, alteration, disclosure or access; (c) ensure that all User's at FMEA events or on our website do so voluntarily and are given a choice whether to disclose the requested contact and demographic information. This information will never be used for any reason, other than verification, and will not be published to a third party unless the User has consented. (d) ensure that any services that may require payment, such as events or subscriptions, FMEA will use a secure payment facility. Any credit card information, which is used for billing purposes only will be kept strictly confidential. (e) provide Users with access to their personal information to view and / or update personal details; (f) promptly notify a User if FMEA becomes aware of any unauthorised use, disclosure or processing of a User's personal information; (g) will use its reasonable endeavours to prevent any unauthorised access, maintain data accuracy, and ensure the correct use of information by putting in place appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online. (h) provide a User with reasonable evidence of FMEA's compliance with its obligations under this Policy on reasonable notice and request; (i) upon a User's request, promptly return or destroy any and all of a User's personal information in FMEA's possession or control, save for that which FMEA are legally obliged to retain; and (j) will not retain your personal information longer than the period for which it was originally needed, unless FMEA are required by law to do so, or the User consents to FMEA retaining such information for a longer period.
5. Should a User decide to register as a User on our website, FMEA may require a User to provide us with personal information which includes but is not limited to a User's - (a) name and surname; (b) email address; (c) physical address; (d) gender; (e) mobile / cell phone number; and (f) date of birth.
6. The personal information provided by a User will be used to communicate with the User and provide requested services, and to improve the value and experience of

visitors to our website and events.

7. Should a User's personal information change, please inform FMEA and provide FMEA with updates to the User's personal information as soon as reasonably possible to enable Fiera Milano to update your personal information.
8. A User may choose to provide additional personal information to FMEA, in which event the User agrees to provide accurate and current information, and not to impersonate or misrepresent any person or entity or falsely state or otherwise misrepresent its affiliation with anyone or anything.
9. The User provides, by virtue of completing the registration process and pursuant the use of FMEA's website, express and informed consent to FMEA to collect and process said provided personal information to assist in the User's registration.
10. The User also consents to any transnational flow of information to processors outside of South Africa.
11. We will not, without your express consent use your personal information for any purpose other than as set out below. The User agrees that FMEA may use the personal information for the following purposes: (a) internal processing relating to registration of a User and attendance at the event(s); (b) to contact a User regarding current or new events, goods or services by FMEA or any of FMEA's divisions and/or partners (unless a User has opted out from receiving marketing material from FMEA via email); (c) to inform a User of new features, special offers and promotional competitions offered by us or any of our divisions and/or partners (unless a User has opted out from receiving marketing material from FMEA via email); (d) to use any photographs and / or videos taken at the event(s) that contain a User's images for internal and external marketing and promotional purposes.
12. If FMEA provides a User with an opportunity to enter a promotional competition, certain personal information will be requested from the User. A User's participation in these competitions is voluntary and a User therefore has a choice whether to disclose its personal information. The information supplied for competition purposes will only be used internally to determine eligibility, notify competition winners and to measure success of our efforts;
13. Furthermore, the User, by virtue of completing and submitting the registration pursuant the use of FMEA's website, attending any of our events, using any of our services or purchasing any of our products, accepts and agrees that FMEA is allowed to process said provided personal information as may be necessary for FMEA to comply with any obligation imposed on it by law. This includes providing such information to law enforcement, government officials, fraud detection agencies or other third parties when we believe in good faith that the disclosure of personal information is necessary to prevent physical harm or financial loss, to report or support the investigation into suspected illegal activity.
14. FMEA are also entitled to use or disclose your personal information if such use or disclosure is required in order to comply with any applicable law, subpoena, order of court or legal process served on us, or to protect and defend our rights or property. In the event of a fraudulent online payment, FMEA is entitled to disclose relevant personal information for criminal investigation purposes or in line with any other legal obligation for disclosure of the personal information which may be required of it.

15. FMEA will allow a User to opt-out or unsubscribe from receiving future invitations and newsletters from FMEA, its affiliates, shareholders, agents, consultants, or employees in the body of the communications it receives. The option to opt-out or unsubscribe will be clearly visible on FMEA's website and on any newsletters sent by us.
16. FMEA will not, without a User's express consent (save for the provisions expressly contained herein), disclose personal information to any third party other than as consented to by a User via a tick box on its website and on its surveys during the registration process. In this case, a User consents that Fiera Milano may use the personal information for the following purposes: (a) to share their information with third party suppliers and sponsors for direct marketing and other purposes, which include allowing third parties to use the User's personal information for internal and direct marketing purposes, including providing Users with information regarding the products of the event sponsors. I had no idea this was lawful. What exactly constitutes a third party? (b) The User will be required to provide their consent to provide this information to third parties via a tick box during the registration process. (c) By opting in to the sharing of their personal information with third party suppliers and sponsors for direct marketing and other purposes, the User consents to the processing and use of such information by these third parties.
17. FMEA will take appropriate and reasonable technical and organisational measures to secure the integrity and confidentiality of personal information of a User in its possession. Whilst FMEA will do all things reasonably necessary to protect a User's rights of privacy, FMEA cannot guarantee or accept any liability whatsoever for unauthorised or unlawful disclosures of personal information, whilst in Fiera Milano's possession, made by third parties who are not subject to FMEA's control, unless such disclosure is as a result of FMEA's gross negligence. FMEA does not warrant that the opt-out procedures or privacy policies of its third party suppliers and sponsors for direct marketing and other purposes are similar to its own policies and does not accept any liability for third parties' conduct.
18. If you disclose your personal information to a third party, such as an entity which operates a website linked to the website or anyone other than Fiera Milano, **FMEA SHALL NOT BE LIABLE FOR ANY LOSS OR DAMAGE, HOWSOEVER ARISING, SUFFERED BY YOU AS A RESULT OF THE DISCLOSURE OF SUCH INFORMATION TO THE THIRD PARTY.** This is because Fiera Milano does not regulate or control how that third party uses your personal information. FMEA is not responsible for the content or privacy policies of its advertisers or websites to which it may provide links.
19. The User hereby absolves, without limiting the generality of Clause 17, FMEA, its affiliates, directors, shareholders, agents, consultants, or employees of any damage or loss, whether direct, indirect, special, incidental, or consequential, which could not have been prevented by virtue of appropriate and reasonable technical and organisational measures. This covers any liability that may arise from the processing of information by third parties in any form.
20. Please note that FMEA reserves its right to change this Policy at any time without notice to its Users. If we make material changes to this Policy, we will post those changes to this Policy, the FMEA website homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

21. FMEA's website uses cookies to enhance the Users' online experience and improve the quality of our services, by delivering content specific to you interests and preferences. You can set your browser to disable cookies, however some features or services may not function properly without them.