



Privacy Policy

Privacy Policy regarding the Processing of Personal Data of Customers and Trainees pursuant to Regulation (EU) 2016/679 of 27 April 2016 on the Protection of Natural Persons with regard to the Processing of Personal Data (GDPR) and Legislative Decree 196/2003 (Privacy Code)

INTRODUCTION

GIAMA Congressi & Convegni S.r.l. is committed to respecting and protecting your privacy in accordance with the General Data Protection Regulation (GDPR) and the Italian Data Protection Code (Codice in materia di protezione dei dati personali). This information notice describes in detail how the aforementioned Company collects, uses, and manages personal data through social media.

DATA CONTROLLER

**The data controller is GIAMA Congressi e Convegni S.r.l., with registered office at Via Palestro, 24 - 00185 Rome RM
Email: privacy@giamacongressi.net**

CATEGORIES OF PERSONAL DATA PROCESSED

Personal data processed by social media

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The data processed include personal information voluntarily shared by users via chat messages, social pages, or on social networks in general.

Private messages sent by users to social profiles/pages involve the acquisition of the sender's contact details (such as those related to the user's personal social profile), which are necessary to respond, together with any personal data voluntarily included in the communication.

The data may also include images related to events held. Such images may be shared or reshared on the pages of the controller companies.

The data are processed not only by the aforementioned controller companies but also by the social media providers, who act as data controllers in accordance with their respective privacy policies.



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PURPOSES OF PROCESSING AND LEGAL BASIS FOR PROCESSING

Purposes of processing	Legal bases for processing	Data Retention
We process personal data for purposes strictly related and necessary to fulfill user requests sent via social media.	Art. 6 (1)(f) GDPR Legitimate interest	Personal data are stored in accordance with the policies established by the respective social media providers.
For the sharing and resharing (of public images shared on social media by users) for promotional purposes of images related to events held	Art. 6 (1)(f) GDPR Legitimate interest	Personal data are stored in accordance with the policies established by the respective social media providers.
For the fulfillment of legal obligations provided for by laws, regulations, and legislation, both national and EU-wide, as well as provisions issued by authorities empowered by law or by supervisory and control bodies.	Art. 6 (1) (c) GDPR obbligo di legge.	Personal data are stored in accordance with the policies established by the respective social media providers.
Any purposes aimed at establishing, exercising, or defending a legal claim.	Art. 6 (1)(f) GDPR Legitimate interest	Personal data are stored in accordance with the policies established by the respective social media providers.

Upon expiry of the storage periods indicated above, personal data shall be destroyed, erased, or anonymized, consistent with the technical erasure and backup procedures established by the social media providers, in compliance with the GDPR and applicable data protection laws.



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METHODS OF PROCESSING PERSONAL DATA

Personal data are processed in compliance with the **principle of data minimization**, in accordance with **Articles 5(1)(c) and 25 of EU Regulation 2016/679**. This means they will be processed lawfully and fairly, collected for specified and legitimate purposes, kept accurate and updated where necessary, and will be relevant, complete, and not excessive in relation to the purposes of the processing. Data processing will be carried out in such a way as to minimize the risks of destruction, loss, or unauthorized access, and to prevent processing that does not comply with the purposes for which the data were collected.

MANDATORY NATURE OF DATA PROVISION

The provision of data for the purposes illustrated above is mandatory for the execution and management of the relationship. Any failure to provide the data, or the provision of partial or inaccurate data, may make it impossible to establish the relationship and to fulfill any resulting obligations.

POTENTIAL RECIPIENTS OF DATA

Data may also be processed through **Facebook, Instagram, LinkedIn**, or other social media platforms to respond to requests or carry out communications. Event photos may be shared or reshared on the company's page.

Facebook is a social media platform owned by **Meta Platforms, Inc.** Further information on data processing by Facebook is available at the following address:

<https://it-it.facebook.com/privacy/policy/>

Instagram is a social media platform owned by **Meta Platforms, Inc.** Further information on data processing by Instagram is available at the following address:

<https://privacycenter.instagram.com/>

LinkedIn is a social media platform for professional networking. Further information on data processing by LinkedIn is available at the following address:

<https://www.linkedin.com/legal/privacy-policy>

Your personal data acquired through social media may be communicated to the following categories of recipients acting as independent Data Controllers:

- Public entities, authorities, and supervisory and control bodies that have access by virtue of regulatory or administrative obligations;
- Banking institutions and companies managing national or international payment



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circuits;

- Public and private entities, natural or legal persons (universities, certification bodies, judicial offices, mediation bodies, chambers of commerce, etc.) where necessary to fulfill contractual or legal obligations.

Furthermore, to pursue the described purposes, your data may be disclosed to third parties acting on behalf of the Company, such as companies, consultants, or professionals in charge of managing IT systems, workplace safety, or legal, tax, and fiscal services related to the Company's activities. These parties will process the data in their capacity as external Data Processors on behalf of the Company.

AUTHORIZED PERSONS

Your personal data may be processed by employees or collaborators belonging to the business functions responsible for pursuing the purposes illustrated above. These individuals have been expressly authorized to process the data, have received adequate training, and have been provided with specific operational instructions for the performance of such tasks.

TRANSFER OF PERSONAL DATA OUTSIDE THE EUROPEAN UNION

Some data collected through social media may be transferred to countries outside the European Union (e.g., Google Analytics and Facebook cookies). This transfer is authorized based on specific decisions by the European Union and the Italian Data Protection Authority (*Garante per la protezione dei dati personali*), in particular according to the Commission's adequacy decision C(2023) 4745 regarding the EU-US Data Privacy Framework (EU-US DPF). The companies involved guarantee their adherence to this framework.

For further information, please consult the respective privacy policies of the social media providers.

RIGHTS OF THE DATA SUBJECT

To obtain confirmation as to whether or not personal data concerning you are being processed and to access your personal data, receiving information regarding the purposes, categories of data, recipients, storage period, existence of automated decision-making processes and transfers outside the EU/EEA, as well as a copy of the data (right of access);

To request the rectification or integration of inaccurate or incomplete personal data (right to rectification);

To request the erasure of your data if they are no longer necessary, are processed unlawfully, or must be erased to comply with a legal obligation, unless the



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processing is necessary for reasons of public interest or for the establishment, exercise, or defense of legal claims (right to erasure / right to be forgotten);

To obtain the restriction of processing, whereby the data are stored but not used (right to restriction of processing);

To receive the personal data you provided in a structured format and to transmit those data to another controller, where technically feasible, when the processing is based on consent or a contract (right to data portability);

To withdraw consent to data processing at any time, if previously given (right to withdraw consent);

To object to the processing of your personal data on grounds relating to the legitimate interest of the controller (right to object).

To exercise your rights regarding the processing of personal data, you may contact the data controller GIAMA Congressi e Convegni S.r.l. at the following contact details:

Email: privacy@giamacongressi.net

Phone number: 06.492531

Address: Via Palestro, 24 - 00185 Roma

RIGHTS OF THE DATA SUBJECT

Data Subjects have the right to lodge a complaint with the competent Supervisory Authority if they believe that the processing of their personal data has been carried out unlawfully. In Italy, the Supervisory Authority is the Garante per la protezione dei dati personali. Further information on how to file a complaint is available on the Garante's website. (www.garanteprivacy.it).

CHANGES TO THIS PRIVACY POLICY

The Data Controllers reserve the right to make changes or to update this privacy policy.

Privacy Policy updated as of April 20, 2026.