

# Privacy Policy

Board Italia S.r.l. ("**Board**" or "**we**") are committed to protecting personal data and pay particular attention to the way in which this information is used and shared. This Privacy Policy is primarily aimed to inform on what are the data that Board may collect and how Board process personal data of the participants at the event "***AI nei processi di Planning & Budgeting***" that takes place in presence (the "**Event**").

Processing of personal information means the collection, recording, organisation, conservation, processing, alteration, selection, retrieval, comparison, use, disclosure, erasure, distribution, interconnection and any other processing which is useful for the performance of the activities related to the Event.

## 1. Personal information we may collect

**1.1** Board may collect personal information provided by users when submitting the registration form on the website <https://www.board.com/it/eventi-webinar/ai-nei-processi-di-planning-budgeting> (the "**Website**"), as well as when submitting any other *ad hoc* form to Board by users in relation to their attendance at the Event. In particular:

- name, surname, company and other contact information including the e-mail address and telephone number;
- personal information such as country, and dietary requirements or accessibility requirements.

Board and its commercial partners or service providers (as it may be the case) may record audio and video in the course of the Event. Board may take photos of the Event that might also include your appearance or picture; depending on the type of Event, Board may also make available an automatic camera that can be used autonomously by the attendees during the Event. Photos may be edited, copied, exhibited, published or distributed and the content of the speech may be partially reproduced in a writing form. Photographic, audio and video recordings may be electronically displayed via the Internet or in any other materials for marketing purposes connected to the Event and shall be deemed without any payment obligation for Board to you.

The aforementioned information falls under the definition of personal data, *i.e.* any information concerning an identified or identifiable physical person (the "**Data subject**"); identifiable refers to physical persons who can be identified, directly or indirectly, with particular reference to data such as the name, identification number, data concerning their location, an online ID or one or more characteristic elements of his or her physical, physiological, genetic, mental, economic, cultural or social identity.

**1.3** The Website may use cookies, as described in more detail in the [Cookie Policy](#).

## 2. Purposes of the processing

**2.1** The data you have provided at the time of filing the registration form on the Website, or otherwise acquired by Board during the activities related to the Event, are processed for purposes linked to the provision of the services related to the Event, for the administrative management of the participation, for the execution of specific activities and for the sending of email referring to the Event. After the Event,

Board may send you emails relating to similar events or connected to services that are similar to the ones pertinent to the Event. You may object to the sending of e-mails at any time.

**2.2** Photographic, audio or video recordings and the written text of the speech may be used for marketing activities referred to the Event, included the ones carried out by Board.

**2.3** Your data will be used to periodically send promotional e-mails (using the e-mail address provided by you), if you accept this Privacy Policy when submitting the registration form. These e-mails may concern events, new products, special offers or other information Board thinks may interest you. The above communications may be sent to you also by third parties in the Board company group to whom Board may provide the data provided by you.

**2.4** Your data may also be used for profiling through the use of cookie and following acceptance in this sense by you. The acceptance of the use of cookie is given as better explained in the [Cookie Policy](#).

### **3. Methods of processing**

Your data are collected by the parties indicated in article 6 and the related processing is carried out by using manual or computerized automated instruments with logics strictly linked to the purposes described above and in any case to guarantee the security and confidentiality of the data.

### **4. Optional nature of the provision of data**

**4.1** The provision of data (described in article 1) by you is absolutely optional and does not represent a legal requirement; however, in some cases, the provision of your data could be required in order to provide the services and perform the activities related to the Event.

**4.2** As regards the effects of the non-acceptance or disabling of the cookie, please refer to the terms of the [Cookie Policy](#).

### **5. Categories of subjects to whom data may be disclosed**

**5.1** Data collected for the purposes described in article 2.1 and 2.2 may be disclosed to companies performing functions that are strictly linked and instrumental to the performance of the Event, including its commercial partners, such as EY S.p.A, or service providers.

Such data may be also transferred to associated companies and/or companies within the Board group or third parties even located outside the European Community, where there is a decision of suitability (guarantee of an appropriate level of protection) by the European Commission and when the transfer occurs in accordance with data protection law.

**5.2** Data collected for the purposes listed in point 2 may be transferred to third parties within the Board Group or other third parties (located inside or outside the European Community), also for sale or attempted sale, *i.e.* all purposes of a lawful commercial and/or statistical nature. The list of persons to whom your data have been disclosed may be requested from Board using the e-mail address given in point 7.4.

### **6. Controller, Processors and Representatives**

**6.1** Data Controller or Controller refers to the physical or legal person, public authority, service or other body which, individually or with others, determines the purposes and means of the processing of personal data; where the purposes and means of processing are determined by law by the European Union and the Member States, the Controller or the specific criteria applicable to his or her appointment may be established by the law of the European Union and the Member States.

**6.2** For the purpose of this Privacy Policy, the Controller is Board Italia S.r.l. with registered office in 2 Via Caduti di Marcinelle n. 5, 20134 Milano (Italia).

**6.3** The Controller appoints external Processors to achieve the purposes specified in article 2. It is possible to request a complete list of external Processors by sending an e-mail to the e-mail address specified in article 7.4 of this Privacy Policy.

**6.4** The Controllers have appointed their own employees and collaborators to process the data.

**6.5** Data Subjects may exercise their rights towards each Controller.

## **7. Rights of the Data Subjects**

**7.1** You have the right, at any time, to obtain confirmation from the Controller as to whether or not personal data concerning you is being processed, to know its origin, purposes and methods of processing; you also have the right to request the updating, correction, integration, erasure, transformation into an anonymous form, the suspension of any data processed in violation of the relevant legislation, including those which are no longer necessary to pursue the purposes for which they were collected and/or subsequently processed.

**7.2** You have the right to object, wholly or partially, to the processing of your data for legitimate reasons, even where this is still relevant for the purpose for which they were collected, and to the processing of your data for the purpose of commercial information or the sending or advertising materials or direct sales or for the execution of market research or commercial communication.

**7.3** You have the right to receive the data concerning you provided, in a structured, commonly used and machine-readable format, and to transmit those data to another controller without hindrance.

**7.4** To exercise your rights please write to the specific e-mail address: [privacy@Board.com](mailto:privacy@Board.com).

**7.5** Please note that you also have the right to lodge a complaint with the competent supervisory authority.

**7.6** If you no longer wish to receive notifications via e-mail from Board and wish to unsubscribe from the newsletter, you may do so by clicking on the "unsubscribe" link at the bottom of each e-mail sent by Board.

## **8. Period for which the personal data is stored**

**8.1** Your data will be conserved in hard copy and/or electronic/computerized/optical format for the time strictly necessary to meet the purposes listed in point 2 and, where applicable, until the revocation of the consent, in compliance with the laws in force. Board has defined the specific duration of the

conservation of data for each type of data collected. At the end of such periods, Board will definitively erase your data.

**8.2** If you request the erasure of your data from the Website, please note that such data will be conserved for the purpose of the investigation and prosecution of breaches for a period of no more than 12 months from the date of communication and will subsequently be erased safely in an anonymized and irreversible manner. Please also note that for the same purposes the data relating to telematic traffic, excluding in any case the contents of the communications, shall be kept for a period of no more than 12 months following the date of communication.

## **9. Amendments**

This Privacy Policy may be subject to amendments. If substantial amendments are made to the use of your data, Board will notify you by publishing a notice on the Website and/or by sending you an e-mail.

## **10. Contacts**

For any informing or request relating to this Privacy Policy, please contact us at the e-mail address [privacy@Board.com](mailto:privacy@Board.com), or write to us by post at the following address: Board Italia S.r.l., 2-4, Via Caduti di Marcinelle n. 5, 20134 Milano (Italia).