

# Privacy Notice for the processing of personal data in the context of Italy's participation as Guest of Honour 2024 at the Frankfurter Buchmesse

Personal data in the context of Italy's participation as Guest of Honour 2024 at the Frankfurter Buchmesse shall be processed by the Extraordinary Commissioner of the Italian Government in accordance with Regulation (EU) 2016/679 on the protection of natural persons about the processing of personal data (hereafter "the Regulation").

In accordance with Articles 13 and 14 of the Regulation, the following information is provided:

- **The data controller, processor and data controller contact details:**

- ✓ The Extraordinary Commissioner of the Italian Government (hereafter "the Commissioner") for the coordination of activities related to Italy's participation as Guest of Honour 2024 at the Frankfurter Buchmesse, represented by Mauro Mazza is the data controller of the processing of personal data for the purpose of activities under this notice.
- ✓ The Commissioner outsources the activities under this notice to the company ICF Next S.A. (and ICF Next S.A.'s approved subcontractors). In organising the activities under this notice, ICF Next acts as the Commissioner's processor.
- ✓ The Commissioner can be contacted at [info.italyfrankfurt2024@cultura.gov.it](mailto:info.italyfrankfurt2024@cultura.gov.it)

- **Legal basis** for the processing operations are:

- ✓ Article 6(1)(a) of Regulation, processing is based on your consent;
- ✓ Article 6(1)(e) of Regulation, processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- ✓ Article 6.1.(b) of the Regulations, when processing is necessary for the performance of a contract to which you are subject or to take steps at your request prior to entering into a contract.

- **The purposes** of this processing in the context of activities related with Italy's participation as Guest of Honour 2024 at the Frankfurter Buchmesse include:

- ✓ raise awareness and engage with the general public, potential sponsors, journalists, influencers and stakeholders in the book industry, the creative industries, academics, institutions and businesses, in Italy and Germany as well as internationally, about the participation of Italy as Guest of Honour 2024 at the Frankfurter Buchmesse.
- ✓ selection of relevant stakeholders (e.g., journalists, authors, speakers, presenters, musicians).
- ✓ providing information to relevant stakeholders by organising conferences, seminars and similar events, send-out press releases, event invitations and related communication materials.
- ✓ for the management/organization of events and activities, including management of lists for contacts, invitations, interviews, distribution of surveys, reports, news,

publications.

- ✓ to organise travel and accommodation, where appropriate
- ✓ to take photographs, presentations, live web streaming and/or audio and video recording of speakers/presenters/authors/ panel participants
- ✓ for the publication and distribution of photos, author's bio, audio-visual recordings, on the internet or as otherwise detailed in the relevant registration forms or in the Image and Authorisation Form signed by you (see below)
- ✓ to provide information before and after the events,
- ✓ feedback collection and specific, related communication activities, such as e-mailing, monitoring and evaluation of activities.
- ✓ for such additional purposes as are necessary, proportionate and reasonably compatible in connexion with activities under this notice and to the purposes listed above.

- **The personal data collected and further processed are:**

- ✓ Country
- ✓ Organisation
- ✓ Function
- ✓ First name
- ✓ Surname
- ✓ Salutation
- ✓ Social media account handles
- ✓ Dietary requirements
- ✓ E-mail address
- ✓ Telephone, with your consent, if you agree to be contacted by phone
- ✓ Address, with your consent, if you agree to receive communication material by mail.
- ✓ ID or Passport information, bank account information if we need to organise your travel.
- ✓ Image and voice recordings, when you attend events (see below) or sign the Image Authorisation Form
- ✓ comments you decide to share, feedback, questions, contributions during the event or meeting.

**Recordings of events/meetings:** Please note that events or the meetings may be recorded or web-streamed if so indicated by the organisers. This means it is possible that you will be recorded. It is also possible that photographs of you will be taken during events and might be used for online and offline communication activities related to this topic. Upon registration to the event or meeting, you can give your explicit consent to have your images recorded and published on related communication channels. For the meetings not requiring a registration (e.g., sessions during book fairs), organisers will inform the participants at the start of the meeting about recordings.

Note that the focus of the audio/video recordings/ photos will be on the speakers only and general views of the audience. Still, should you wish not to be included in the recordings or photographed please let our on-site event team know, during the event.

Moderators/ speakers will be contacted by the organiser to obtain their explicit consent to have their image recorded (and sign the Image Authorisation Form) in the knowledge that any audio-visual materials may be used for the creation of offline communication material and published online on communication channels, such as social media accounts, image hosting sites and websites linked to the promotion of

Extraordinary Commissioner social media accounts and web pages).

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Moderators/ speakers will be contacted by the organiser to obtain their explicit consent to have their image recorded (and sign the Image Authorisation Form) in the knowledge that any audio-visual materials may be used for the creation of offline communication material and published online on communication channels, such as social media accounts, image hosting sites and websites linked to the promotion of Extraordinary Commissioner social media accounts and web pages).

- **We collect your personal data from the following sources:**

- ✓ **publicly available contact details** of stakeholders (e.g., authors, speakers, presenters) by searching online: name, function title, telephone number, and email address
- ✓ **information you provide us**, that is not publicly available online, when you agree to take part in activities related to the topic of this notice, when you register to participate in activities or to receive communication materials related to Italy's participation to the International Book Fair in 2024.

- **The recipients of your personal data are:**

- ✓ the Commissioner (data controller) and identified staff/partners of the data controller on a need-to-know basis.
- ✓ Personnel at ICF Next and its approved subprocesses on a need-to-know basis in charge of communication activities, identification or relevant stakeholders, organisation of events/meetings, including transport and accommodation (where relevant), follow-up with participants, such as: WBCO, Ediser (and its subcontractor ExLibris), Albatesta Communication, Nordisk Buero.

This website provides links to third-party sites to inform about and promote relevant news, events, concerts, exhibitions, etc. These sites may use cookies or collect your personal data when you click on the links in accordance with their own cookie and privacy policies. The Data Controller has no control or responsibility on these third-party cookies or their privacy policies. We recommend you read their privacy policies when you visit or use third party websites.

- **Retention period of personal data:**

- ✓ Personal data collected and processed are kept for the time necessary to fulfil the purpose of the communication awareness campaign and will be deleted at the latest two years after the campaign launch date (28th of April 2023), in the knowledge that the data controller might not be able to delete all online publications in which event photographs/recordings may have appeared.
- ✓ The personal data (contact details) of individuals who sign Image Authorisation Forms will be stored for the period set out in the Authorisation Form.

- **Information security:**

Information on the campaign, will be stored in data controller's, the contractor, ICF Next, and approved local partners who support with delivering this campaign, document management system, complying with appropriate security standards that ensure the confidentiality, integrity and availability of the information it contains with access restricted to individuals on a need-to-know basis.

- **Data subject's rights:**

- ✓ You can exercise your rights by contacting the Data Controller at the contact details provided in this notice.
- ✓ You have specific rights as a 'data subject' under the Regulation. Where applicable, you can exercise the following rights:
  - the right to access your personal data.
  - the right to rectification in the case that your personal data is inaccurate or incomplete.
  - the right to erasure of your personal data. This enables you to ask to delete or remove personal information where there is no valid reason for us to continue to process it.
  - where applicable, the right to restrict the processing of your personal data.
  - where applicable, the right to data portability.
  
  - the right to object to the processing of your personal data, which is lawfully carried out pursuant to point (e) or (f) of Article 6(1) of the Regulation.
  - Where you have consented to provide your personal data in the context of the present campaign, you can withdraw your consent at any time by notifying the Data Controller (see above for contact details). The withdrawal will not affect the lawfulness of the processing carried out before you withdrew your consent.
- ✓ Where you wish to exercise your rights in the context of one or several specific processing operations, please specify this in your request.
- ✓ If you have any queries concerning the processing of your personal data, you may address them to the Data Controller at the [info.italyfrankfurt2024@cultura.gov.it](mailto:info.italyfrankfurt2024@cultura.gov.it)

- **Right to lodge a complaint:**

- ✓ You have the right to lodge a complaint on the processing of the personal data with a data protection supervisory authority. The contact details of the and websites of the data protection authorities can be accessed [here](#).