

**Art. 26
DECLARATION OF VALUE – INSURANCES –
LIMITS TO RESPONSIBILITY**

26.1. Declaration of value

Using the special form attached to the forms online, the Exhibitor is required to declare the total "effective value" of the goods, machinery, materials for setting up and equipment which the latter may bring and/or use at the Exhibition Centre, also for account of the represented trademarks for whom, in default of said declaration, the minimum capital pursuant to the following art. 26.2 will be understood as having been accepted and in any case save for the faculty of Fiera Milano to control the declaration eventually rendered.

In the event of a claim and in which the value declared by the Exhibitor and the effective value of the insured goods fail to correspond, the insured value will anyhow be the one declared by the Exhibitor. The insurance broker will in any case have the faculty to indemnify the damage in conformity to the proportional criteria as governed by the Civil Code, art. 1907.

**26.2. "All Risks" policy covering the Exhibitor's goods
(with exclusion of Terrorism and Sabotage risks)**

Fiera Milano requires goods, machinery, set-up materials brought and/or used by the exhibitors at the Exhibition Centre to be covered by an "All Risks" type of insurance policy, waiving the insurance broker's claim for reimbursement against third parties, comprising Fondazione Fiera Milano, Fiera Milano S.p.A., associated Companies and third parties anyhow concerned with the organization of the exhibition.

Said insurance coverage will put at the disposal of Fiera Milano for a capital amounting to euro 25,000.00, at a cost of euro 95.00 + VAT, where applicable, which will be charged by Fiera Milano together with issuing the invoice for the Booth Fee.

Exhibitors are given the opportunity of increasing the capital automatically lent by compiling and signing the specific "INS" form, downloadable from the forms online.

A covenant for an uncovered 10% against each claim in the event of theft, with a minimum of euro 250.00 and to double said amounts for reports submitted after the Exhibition closes, is provided in the coverage.

Should the Exhibitor have their own "All Risks" insurance to guarantee goods, machinery, set-up materials and equipment brought and/or used at the Exhibition Centre, valid for trade fairs and exhibitions, with clause waiving the insurance broker's claim for reimbursement against Fondazione Fiera Milano, Fiera Milano S.p.A., associated Companies and third parties anyhow concerned with the organization of the exhibition, said Exhibitor is anyhow required to fill in and return signed the specific "INS" form, attached to the forms online, accompanied by a declaration signed by own legal representative and that of the insurance company that the aforesaid goods are covered by an "All Risks" guarantee for an amount of no less than the one provided by these General Regulations, as per the facsimile included in said form. In such event Fiera Milano will cancel the invoice previously issued.

26.3. Third Party Liability Policy

Fiera Milano will automatically take out this insurance for all the Exhibitors, entering them under own general policy without any cost, which provides a ceiling of no less than euro 100,000,000.00 (one hundred million).

26.4. Disclaimer liability

By signing the Application form the Exhibitor accepts that Fiera Milano will be held free from any whatsoever liability for consequential damages, damages to the image, loss of income, etc. Also for direct damages, each Exhibitor likewise accepts that Fiera Milano will limit their liability to the values declared for goods in the Exhibition Centre for the Exhibition.

The declaration of value pursuant to the above art. 26.1 will be held as valid to this end.

**Art. 33
INFORMATION NOTICE ON PROCESSING
OF EXHIBITORS' PERSONAL DATA**

1. Fiera Milano S.p.A. (hereinafter the "Data Controller") informs the Exhibitor that the personal data entered in the Admission Application and/or provided thereafter are necessary to fulfil the obligations related to participation in the Event, provision of the relevant services, and discharge of the administrative, accounting, and tax-related duties arising therefrom in accordance with the arrangements and under the terms set forth in the Application as well as in these Regulations. In the absence of the aforementioned data it might prove impossible to admit the Exhibitor to the Event and provide the relevant services. The data are used for the above purposes in accordance with mechanisms that are consistent with such purposes, also via electronic tools, by units and staff the Data Controller has entrusted with this task as well as by such other entities (suppliers and/or engineering/technical entities) the data are communicated to exclusively for the purposes of activities and/or services related to performance of the Event. An updated list of the said entities is available at our company.

2. The Exhibitor's data may also be processed by Fiera Milano and other companies in the Fiera Milano Group - in their capacity as Data Controllers - to analyse the information relating to its activity, participation in our fairs and exhibitions and/or the requested services in order to detect, partly via electronic processing operations, its preferences as well as services and products possibly of its interest; furthermore, the Exhibitor's data may be processed to measure service quality and carry out market and/or statistical surveys. The data may also be used by the said Data Controller and the companies in the Fiera Milano Group in order to perform mail- and phone-based communications of a promotional, advertising and/or commercial nature vis-à-vis the Exhibitor. To that end, the data may also be communicated to companies co-operating with Fiera Milano, companies in the latter's group, other exhibitors, suppliers and economic operators both in the EU and elsewhere; the data may also be disseminated via publication, including electronic publication, of catalogues related to the Event. The Exhibitor's consent shall not be required for the above purposes since the data to be processed concern its economic, entrepreneurial and/or professional activity.

3. Providing the Exhibitor consents thereto (which can be done by ticking the appropriate boxes), its personal data may be processed by Fiera Milano and the companies in the Fiera Milano Group for the purposes of sending advertising materials - also via automated calling systems, facsimile, email, SMS-messaging, and MMS-messaging -, for direct selling purposes, and to perform market surveys and/or commercial communications on exhibitions and fairs the Exhibitor may be interested in as well as on the services and products supplied by our company and the companies in our Group. If the Exhibitor agrees (by ticking additional consent options), its data may also be processed to send commercial, promotional and advertising communications - again, via mail, phone, automated calling systems, facsimile, email, SMS-messaging, and MMS-messaging - in connection with products and services by third parties (organisers, exhibitors, operators involved in the fair events and/or working in other sectors) that are keen to make interesting commercial offers to the exhibitors at our fairs and exhibitions. To that end, the data might also be communicated or transferred to the said entities in order to enable them to directly use them for sending their commercial communications.

4. Providing the data for the purposes referred to in paragraphs 2 and 3 is voluntary and does not entail any consequences on the Exhibitor's participation in the Event and/or use of the relevant services; the data will be handled in any case via computerised procedures at the Fiera Milano Group level, whereby they will be processed in accordance with criteria relating, for instance, to type of activity (entrepreneurial, professional, employment), geographic area, type of event/service, etc. The data might be accessed - within the framework of the companies belonging to the said Group - by staff in charge thereof as well as by persons in charge working for trusted companies that perform, on those companies' behalf, technical and organisational operations that are absolutely necessary to carry out the aforementioned activities - including, for instance, companies specialising in commercial information and promotion, market surveys, and service quality and customer satisfaction surveys; an updated list is available at Fiera Milano S.p.A.

5. An Exhibitor may at any time apply to Fiera Milano S.p.A., at the addresses specified either in the Application or in these Regulations, in order to request access to its personal data and have them rectified or else to object to their processing (under section 7 of legislative decree no. 196/2003, i.e. the Personal Data Protection Code). A list of data processors along with the list of the other entities mentioned above may be obtained from the Data Controllers.

EXHIBITOR'S CONSENT TO THE PROCESSING OF ITS PERSONAL DATA

Under sections 23 and 130 of legislative decree no. 196/2003 - "Privacy Code"

Having regard to the information notice included in the Application and/or in these Regulations, the Exhibitor declares hereby that it gives its consent to processing of its personal data by Fiera Milano S.p.A. and other companies in the Fiera Milano Group for the following purposes:

a) to send advertising materials; for direct selling purposes; to perform market surveys and/or commercial communications via automated calling systems, facsimile, email, SMS-messaging, and MMS-messaging on exhibitions and fairs as well as on the services and products supplied by Fiera Milano and the companies in the Fiera Milano Group:
 Yes, I give my consent No, I do not give my consent

b) to send commercial, promotional and advertising communications via automated calling systems, facsimile, email, SMS-messaging, and MMS-messaging in connection with products and services by third parties (organisers, exhibitors, operators involved in the fair events and/or working in other sectors) and/or to transfer the data to the said third parties in order for them to send their commercial communications via the above mechanisms:
 Yes, I give my consent No, I do not give my consent