



## PASTRY EVENTS

THE MAJOR EVENTS FOR THE WORLD OF PASTRY

41<sup>st</sup> International Exhibition  
for the Artisan Production of Gelato, Pastry,  
Confectionery, Bakery and Coffee



www.sigep.it

RIMINI  
Expo Centre Italy  
18-22. 01. 2020

# January 18-19, 2020

41<sup>ST</sup> INTERNATIONAL EXHIBITION ARTISAN PRODUCTION OF GELATO,  
PASTRY, CONFECTIONERY AND BAKERY AND THE COFFEE SECTOR  
January 18-22, 2020 – Rimini – Italy

## APPLICATION FORM

Please fill in and return as soon as possible

to the Organising Secretariat – Pastry Forum

Italian Exhibition Group SpA – Via Emilia, 155 – 47921 Rimini (RN) – Ph.:+39 0541 744815

e-mail: [pastryevents@iegexpo.it](mailto:pastryevents@iegexpo.it)

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

CON IL PATROCINIO DI / WITH THE PATRONAGE:



**ITALIAN EXHIBITION GROUP** SpA  
Via Emilia, 155 - 47921 Rimini RN Italy  
Tel. + 39 0541 744220 Fax +39 0541 744772  
info: [pastryevents@iegexpo.it](mailto:pastryevents@iegexpo.it)

C.F. P.IVA 00139440408 Cap. Soc. 52.294.067 i.v.  
Reg. Imp. di Rimini 00139440408 - R.E.A. n. 224453

41<sup>ST</sup> INTERNATIONAL EXHIBITION ARTISAN PRODUCTION OF GELATO,  
PASTRY, CONFECTIONERY AND BAKERY AND THE COFFEE SECTOR  
January 18-22, 2020 – Rimini – Italy

5<sup>h</sup> THE PASTRY QUEEN WORLD CHAMPIONSHIP

POSITION:  MANAGER

<u>Personal Information</u>	<u>Documents to be attached</u>
Title: <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss	High-resolution photograph (head & shoulders photographs);
Last Name: _____	Passport copy
First Name: _____	CV in English
Date of Birth (D/M/Y): _____	
Nationality: _____	
Mobile phone number: + _____	
Email: _____	
Jacket Size (cross one of these US sizes): <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	

Date \_\_\_\_\_

Signature \_\_\_\_\_

**RELEASE FORM AND PERSONAL DATA PROTECTION INFORMATION**

I, the undersigned \_\_\_\_\_  
Place of Birth \_\_\_\_\_ Date of Birth \_\_\_\_\_  
\_\_\_\_\_ Address in (town or city) \_\_\_\_\_ House name/no. \_\_\_\_\_ Street \_\_\_\_\_  
\_\_\_\_\_ Post Code \_\_\_\_\_ Tel. no. \_\_\_\_\_  
\_\_\_\_\_ Email address \_\_\_\_\_

a) understand that this document is an appendix to the Rules for taking part in “The Pastry Queen World Pastry Championship” event organised by Italian Exhibition Group Spa as part of Sigep 2019, on 19-20 January 2019,

**AND HEREBY DECLARE**

- that I have been informed about any risks involved in my participation in “The Pastry Queen World Pastry Championship” event and in using the tools, fixtures, fittings and machinery located in the area where the above event is being hosted;
- that I hold ITALIAN EXHIBITION GROUP SPA and all the personnel employed in “The Pastry Queen World Pastry Championship” area harmless and exempt from all liability with regard to any accidents that may befall the undersigned and be the result of the improper, mistaken, negligent or imprudent use of the tools, fixtures, fittings and machinery located in the aforementioned area;
- that I am aware and accept all liability for any content that I, the undersigned, may put in the pallets, hereby exonerating Italian Exhibition Group Spa of all liability, including of a legal nature;
- that I am aware of and accept all liability, fully exonerating Italian Exhibition Group Spa, for any damage, accident and any other damaging event to third parties in general/and or goods during the period in which the competition will take place, resulting from my improper use of the instruments, equipment and raw materials made available by Italian Exhibition Group Spa or due to faults and/or the improper use of instruments, equipment and raw materials provided by myself and/or failure to comply with hygiene regulations governing the provision, preparation and purveyance of foodstuffs;
- that I have been adequately informed about the use of the tools, fixtures, fittings and machinery located in the area hosting “The Pastry Queen World Pastry Championship” event;
- that I have read, considered and accepted every clause of the competition Rules attached to this form.

Date

Legible signature of the participant confirming and accepting the above \_\_\_\_\_

## PRIVACY INFORMATION NOTICE

I, the undersigned (NAME AND SURNAME IN BLOCK LETTERS) \_\_\_\_\_

### WHEREAS

In accordance with articles 13 and 14 of EU Regulation 679/2016 ("*GDPR*") we hereby inform you that the personal data provided by the data subject and/or acquired by **Italian Exhibition Group S.p.A. ("*IEG*")** in relation to the same, on the occasion of the "**Pastry Queen World Championship**" Event (hereinafter also the "*Event*"), organized by IEG including in collaboration with third partners, are subject to processing in accordance with the principles of lawfulness, fairness, correctness, proportionality, necessity, accuracy, completeness and security and other applicable legal obligations, as follows.

#### **Categories of data subjects. Processing operations and collection methods.**

The processed data may concern visitors understood as participants and/or winners of the competitions that will take place during the Event (understood as both natural persons over the age of 16 who act on their own behalf as participants and/or winners of the competitions or as internal contacts of legal entities, bodies or other organizations which are participants and/or winners of the competitions). The individual categories of data collected are from time to time better indicated in the IEG collection forms, the content of which must therefore be deemed an integral part of this privacy notice.

Processing means: the collection, recording, storage, organization, processing, amendment, selection, extraction, comparison, reclassification, use, interconnection, blocking, communication, dissemination, erasure, destruction of personal data.

Collection takes place using online forms or paper forms for pre-registration or participation filled in by the data subject and/or acquired by third-party operators authorized in writing by the data Controller or collected through mobile devices such as tablets, smartphones at the Event venue. In the sole case of participation in events that for reasons of security of the premises and/or of the property on show to the public require the creation of an identification tag with passport photo, the photo of the data subject may also be collected through photo session conducted by operators authorized by IEG, at the entrance to the IEG facilities.

The data collected may be processed by first and second level authorized persons, appointed in writing by the data Controller, who need to become acquainted with them for the performance of their activities (e.g. legal, sales, marketing, communication, administrative, logistics, IT, management control offices, etc.).

#### **Purpose of data processing**

The data will be processed using computer, manual and paper media for the following purposes:

- 1. Planning and organisational management** of the Event, e.g. management of the issuing and payment of entry tickets (including control of the successful payment of the same made through services of third-party operators), issue of credits and entry passes. Programming and provision of specific services requested from IEG by the data subject (e.g. translation services, hostesses, etc.), management of contracts entered into with third-party suppliers of goods and/or services used by IEG or by the data subject during the Events; anonymous statistics, verification, moreover, by IEG, of certain requirements and professional skills as parameters absolutely necessary for the assessment of the candidate to participate in the event/competition of reference. (e.g. by collecting candidates' CVs).
- 2. Efficient management** of the operational support service for the collection of exact data as necessary for the issuance of entry visas to Italy by the competent public authorities (e.g. on the passports of foreign competitors participating in the Championship). The same data may be used by IEG and/or its suppliers for booking hotel services in favour of the data subject that intends taking part in the event/competition. Insertion of company

data (name and surname or name and company name, telephone number, fax, email, website) in the online and printed public catalogue of the individual Event in which the data subject participates.

3. **Sending** (via email, txt messages, MMS, push-up messages, messaging functions with mobile devices such as whatsapp, fax, telephone calls with operator, social networks and other automated tools) **of commercial communications, press releases, advertising and offers to sell goods/services of IEG.**
4. Sending by third-party partners of IEG (e.g. event organisers, exhibitors or other operators active in the events), by email, txt message, mms, interactive messaging functions via mobile device such as whatsapp, fax, telephone calls with operator, social networks, commercial communications, advertising and offers to sell goods/services related to these third-party partners. For this purpose, the data will be communicated or transferred by the data Controller to such third parties, which will process the data in their capacity as independent data controllers or joint controllers.

#### **Legal basis of the processing and mandatory or optional consent of the data subject**

The processing for purposes of **point 1** has its legal basis in the need for IEG to properly organise, plan and manage the **"Pastry Queen World Championship"**, to coordinate and verify all organisational activities reasonably useful to enable the data subject to participate efficiently and effectively in the "Pastry Queen World Championship" and to verify certain professional requirements and skills which are absolutely necessary for assessing whether or not the candidate can take part in the competition of reference. **For such purposes, IEG does not need to receive prior consent from the data subject.**

The data subject is in any case free not to provide the data, but in this case, he/she will not be able to participate in the **"Pastry Queen World Championship"**.

During the "Pastry Queen World Championship" organised by IEG, generic footage and/or photographs may be taken on site by IEG and/or by photographers and/or videomakers authorized by IEG to promote the Events on their websites and on IEG social networks (e.g. Twitter, Facebook, Whatsapp, Youtube, Vimeo, etc.), in brochures, catalogues and other promotional printed material. Such published photographs and videos concern Events which, being trade-fair activities, are to be deemed as public events and therefore involve data for the processing of which the explicit consent of the data subject is not required. Moreover, only with the prior written consent of the data subject (which constitutes the legal basis for processing), obtained in advance or on site, can the photographs or videos (including voice) depicting the data subject's face be published for promotional purposes on IEG's printed materials or electronic/digital channels intended for the public (e.g. catalogues, brochures, flyers, websites, landing pages, blogs, social networks). In the latter case, the data subject may withhold consent, thereby making it impossible to process the data for these specific purposes. By providing consent, the data subject waives any financial consideration for the use of his or her image.

The data subject may request, at any time, the obscuration of their face portrayed in the images processed by IEG, without prejudice to the lawfulness of the processing by IEG or by authorised third parties until the date of revocation of consent and without prejudice to any dissemination beyond the control of IEG.

The processing for the purposes of **point 2** has its legal base in i) the legitimate interest of IEG to facilitate the participation of the data subject in the **"Pastry Queen World Championship"**, providing him or her with operational support aimed at obtaining a visa for entry into Italy as provided for by Italian and European legislation and/or international Agreements in relation to citizens from certain foreign countries and/or ii) the prior specific consent to processing, previously notified to IEG by the data subject; the data subject is free to deny his or her consent, however, **failure to give consent will prevent the data subject from participating in the Event.** The presentation of the required documentation does not necessarily imply the issuing of a visa. Upon entry into Italy and the Schengen area, even in the event of being in possession of a visa, the border authorities are authorized to again request the demonstration of the requirements for obtaining the visa.

The processing of data for the purposes **under 3 and 4** is done only with the prior written consent of the data subject. Such consent may be freely denied without prejudice to the right to participate in the Event and/or to obtain the services requested from IEG by the data subject. Failure to give consent or denial of consent will prevent the data from being processed for such purposes by the data Controller (e.g. email address or mobile phone number for sending promotional messages) and will prevent IEG from communicating the data to third-party partners for independent processing.

## **Communication and dissemination of data**

For the purpose under **1**, the data may be communicated by IEG to: service providers for the management and maintenance of IT systems, websites and databases of IEG, photographers and/or video-makers who make the audio-visual materials or the related post-production, journalists and newspapers, companies entrusted with services necessary for the organization and management of the Event (e.g. installation of equipment and fittings, publishers of paper and online catalogues, logistics, security, private security, first aid, hostess, etc.), consultants, who will process the data as External Processors.

For the purposes under **2**, the data may be communicated to: hotels, suppliers, public authorities to obtain entry visas. For the purposes **3**, the data may be communicated to: companies in charge of marketing analysis, advertising, communication and/or public relations agencies, digital and paper publishing companies that produce advertising or promotional materials of IEG, companies producing websites or blogs, web marketing companies, persons in charge of the design and/or maintenance of promotional materials, companies managing and maintaining computer systems, websites and databases used to organize and manage the "**Pastry Queen World Championship**" Event and the Events in general.

Such third parties will process the data as External Processors in accordance with the written directives of IEG and under the supervision of IEG or as Independent Data Controllers (in the case for example of Public Authorities).

For all the above purposes, the data may also be communicated by IEG to third-party business partners with which IEG shares the activity of implementation and/or promotion of the Events, which will process the data as independent data controllers or joint controllers or external processors, in which case IEG enters into written agreements with such parties to clarify their respective processing activities. A list of joint controllers, independent data controllers and external data processors is available from IEG upon request.

## **Data transfer**

In the case of Events in the U.S.A. organized by IEG and/or in which IEG participates with its own initiatives, the communication of data as made above by IEG may have as third parties any recipients who are based in one or more of the United States of America. In such a case, the transfer will have the following legal basis:

- a) the bilateral "Privacy Shield" convention in force between the EU (European Union) and the U.S.A., which provides for the obligation for companies and other entities that import such data into the U.S.A. to apply a series of protections and measures to protect the personal data of the data subject so received or otherwise acquired and processed;
- b) in the event of the importer of the data into the U.S.A. not having previously adhered to the Privacy Shield mechanism, in accordance with the rules provided by the Privacy Shield itself, the transfer of the data by IEG to the importer will only take place against adequate safeguards, consisting, in particular, of the prior stipulation by the third-party importer into the U.S.A. of a specific contractual agreement with IEG by means of which the third-party recipient, for the processing operations pertaining to it, undertakes towards IEG, for itself and its employees, to comply with privacy obligations substantially equivalent to those provided for by the EU legislation with which IEG is required to comply, through the use of standard contractual clauses in accordance with the text adopted by the EU Commission (art. 46.1.c GDPR). It is forthwith pointed out that only in the unlikely event in which it is not possible or excessively costly to enter into such a contractual transfer agreement with the third importer of data into the U.S.A., will IEG make an exception to the prohibition of data transfer outside the EU, an exception consisting in the fact that the transfer of data to the U.S.A. i) is necessary for the execution of a contract entered into between the data subject and IEG or the execution of pre-contractual measures taken at the request of the data subject; ii) the transfer is necessary for the conclusion or execution of a contract entered into between the data Controller and another natural person or legal entity. As an alternative to such cases of exception, the data Controller reserves the right to ask the data subject for specific consent to the transfer of data to the U.S.A.

**In the case of events that take place outside the EU in a country other than the U.S.A.** - (in particular the People's Republic of China, United Arab Emirates, Colombia, Hong Kong) - organized or participated in by the data Controller, the communication of data, as described above, may have as third parties any recipients based in those countries. In this case, the transfer by the data Controller to the importer itself will only take place against adequate guarantees, consisting, in particular, of the prior stipulation by the third-party importer of a specific contractual agreement with the data Controller through which the third-party recipient, for the processing operations pertaining to it, undertakes towards the data Controller, for itself and its employees, to comply with privacy obligations substantially equivalent to those provided for by EU law, through the use of standard contractual clauses in accordance with the text

adopted by the EU Commission. Only if it is not possible or excessively burdensome to enter into such a contractual transfer agreement with the third-party data importer, shall the data Controller make an exception to the prohibition of data transfer outside the EU, consisting in the fact that the transfer of data to the non-EU country i) is necessary for the execution of a contract entered into between the data subject and the data joint controller or for the execution of pre-contractual measures adopted at the request of the data subject; ii) the transfer is necessary for the conclusion or execution of a contract entered into between the data controller and another natural person or legal entity in favour of the data subject (such other natural person or legal entity is an IEG subsidiary or partner established in the non-EU country). As an alternative to such cases of exception, the joint Controllers reserve the right to ask the data subject for specific consent to the transfer of data to the non-EU country.

### **Duration of processing carried out by IEG**

In the case of the purpose **under 1**, in the case of collection of CVs of participants in the Event, the data Controller will process the data for 12 months after the conclusion of the Event of interest.

In the case of the purpose under 1, as specified above (and with the exclusion of CVs), IEG will process the data for 10 years from the termination of the contractual agreement with the data subject.

In the case of the purpose **under 2**, as specified above, IEG will process the data for 12 months after the conclusion of the Event of Interest.

In the case of the purposes **under 3**, as specified above, IEG will process the data for 10 years from the termination of the contractual agreement with the data subject.

IEG processes the data for a period of **5 years** from publication in the case of publishing and promotional advertising (production, printing and distribution of promotional editorial material on paper or via the web, house organ, VOplus magazine, etc.).

IEG processes the data for a period of **60 days**, after the end of the event with subsequent anonymization, in the case of data processing at points of collection of assistance requests from visitors and exhibitors including insurance desk, info point and Emergency Room.

IEG processes the data contained in the catalogue (paper and/or digital) for a period of up to **2 editions** of the catalogue itself, for purposes related to the promotion of the exhibitor.

IEG processes the certification data of the Exhibitions/Events until the end of certification and therefore until certification has taken place.

The data necessary for IT security purposes (e.g. log-in registrations, failed logs and log-outs when accessing reserved areas on the IEG websites relating to Events) are processed by the IEG for **1 year** from the date of collection, in order to allow security checks and document the results. Log records relating to events such as reading IEG's online privacy policy or notifying IEG of the data subject's consent via a website or email messages are kept by IEG for as long as they are needed to provide the relevant proof to the supervisory authorities or to the data subject requesting it (6 years after collection).

### **Rights of the data subject**

Please note that the data subject shall be entitled to:

- ask the Data Controller to confirm whether or not personal data concerning him or her are being processed and, if so, to obtain access to his/her personal data and the following information: a) the purposes of processing; b) the categories of personal data in question; c) the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular if recipients from third countries or international organizations; d) where possible, the period of storage of personal data or, if this is not possible, the criteria used to determine that period; e) the existence of the right of the data subject to request the data controller to amend or erase personal data or to limit the processing of personal data concerning him or her or to object to their processing; f) the right to lodge a claim with a supervisory authority; g) if the data have not been collected from the data subject, all information available as to their origin; h) the existence of an automated decision-making process, including profiling and, at least in such cases, meaningful information on the logic used, as well as the importance of and expected consequences of such processing for the data subject.

- where personal data are transferred to a third country or to an international organisation, to be informed of the existence of appropriate safeguards relating to the transfer;

- request, and obtain without undue delay, the rectification of inaccurate data; having regard to the purposes of processing, the supplementing of incomplete personal data, including by providing a supplementary statement;

- request the erasure of data if (a) the personal data are no longer necessary for the purposes for which they were collected or otherwise processed; (b) the data subject withdraws his or her consent on which the processing is based and there is no other legal basis for processing; (c) the data subject objects to processing, and there is no overriding legitimate reason to proceed with processing, or objects to processing for direct marketing purposes (including profiling functional to such direct marketing); (d) the personal data have been processed unlawfully; (e) the

personal data must be erased in order to comply with a legal obligation under Union law or the law of the Member State to which the data controller is subject; f) the personal data have been collected in relation to the offer of services of the information company.

- request the restriction of the processing regarding the data subject when one of the following situations applies: a) the data subject disputes the exactness of the personal data, for the period required by the data controller to check the exactness of such personal data; b) the processing is unlawful and the data subject objects to the erasure of the personal data and requests instead that their use be restricted; c) although the data controller no longer needs the data for processing purposes, the personal data are needed by the data subject for ascertainment, exercising or defence of a right in a court of law; d) the data subject has objected to the processing carried out for direct marketing purposes, pending verification as to whether the legitimate reasons of the data controller take precedence over those of the data subject.;
- obtain from the data controller, upon request, the communication of the third parties to which the personal data have been sent;
- revoke at any time consent to processing of personal data if previously communicated for one or more specific purposes, its being understood that this will not affect the lawfulness of the processing based on the consent given before revocation.
- receive in a structured format, commonly used and readable by an automatic device, personal data concerning the data subject provided by him or her to the Data Controller and, if technically feasible, to have such data sent directly to another data controller without hindrance by the Data Controller to which they were provided, if the following condition (cumulative) is met: a) the processing is based on the consent of the data subject for one or more specific purposes, or on a contract to which the data subject is a party and to the performance of which the processing is necessary; and b) the processing is carried out by automated media (software) (overall right to so-called "portability"). The exercising of the so-called right to portability is without prejudice to the right to erasure provided for above;
- the data subject is entitled not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or which significantly affects him or her in a similar way.
- the data subject may also lodge a complaint at any time with the competent supervisory authority on the basis of the GDPR (the authority of his or her place of residence or domicile).

The **data subject may exercise his or her rights** and request an updated list of third party external processors, by writing to the data Controller:  
**Italian Exhibition Group S.p.A. with registered office in Via Emilia, 155 - 47921 Rimini (Italy) or at the email address: [privacy@iegexpo.it](mailto:privacy@iegexpo.it)**

In order to ensure compliance with the GDPR and the laws applicable to the processing of personal data of the data subject,

- IEG has appointed an independent third party as Data Protection Officer. The **Data Protection Officer** of IEG is Luca De Muri, as above domiciled for the appointment at the office of Italian Exhibition Group S.p.A.;

## CONSENT FOR PRIVACY PURPOSES

Having read the above privacy notice communicated to me, I declare the following intention as regards the processing of the "passport" data for the collection of all the exact information required to issue the visa to enter Italy as a foreign competitor (purpose 2 of the privacy notice)

I give my consent       I deny my consent

with regard to the processing of data for the purpose of direct marketing (carrying out market research, commercial communications, press releases, promotional and advertising communications with offers of goods and services by mail, telephone with operator, automated calling systems, fax, email, text messages, mms and other similar tools) relating to the activity of IEG. (purpose 3 of the privacy notice)

I give my consent       I deny my consent

as well as the processing of data for direct marketing purposes (market research, commercial, promotional and advertising communications by ordinary mail, telephone with operator, automated calling systems, fax, email, text messages, mms) by third party partners of the joint Controllers, relating to their goods,



services and/or activities, after communication and/or transfer of data to the third parties themselves by the data Controller (purpose 4 of the privacy notice)

I give my consent       I deny my consent

I undersigned..... **(first name and surname in capital letters)** do further hereby declare that the photos of my face sent by me and the images taken by the data Controller or by professional persons appointed by the data Controller, during the "**Pastry Queen World Championship**" Event, may be used for the purpose of their publication/dissemination for mere advertising purposes and information in newspapers, magazines, television, posters, brochures and/or information, newsletters, website and social network profiles (example and non-exhaustive list). I hereby declare that I do not request any financial compensation for the use of the images themselves.

I give my consent       I deny my consent

Date: