

INFORMATION NOTICE PURSUANT TO ART. 13 OF REGULATION (EU) NO. 2016/679 – GDPR

Dear Participant,

Pursuant to Art. 13 of the GDPR, **Business Integration Partners S.p.A.** (hereinafter also “**BIP**”, the “**Controller**” or the “**Company**”) informs you that your personal data (hereinafter, the “**Data**”), collected to enable your participation in the ***The Call for Distributed Intelligence: The new path to AI ROI*** (hereinafter, the “**Event**”), which will take place on 12/11/2026 at **Microsoft House, Viale Pasubio, 21, 20154 Milano MI**, will be processed in compliance with the GDPR and in accordance with the information set out below.

1. Data Controller and Data Processors

The Data Controller is **BIP**, with registered office in Milan (MI), Piazza San Babila 5. The Controller’s contact details are:

- **Regular mail:** Piazza San Babila 5 – 20122 Milan (MI);
- **Telephone:** +39 02.4541521;
- **E-mail:** privacy@bip-group.com.

The Controller may also be contacted through its designated Data Protection Officer.

2. Data Protection Officer

The Data Protection Officer appointed by the Controller may be contacted at:

- **Regular mail:** Piazza San Babila 5, 20122 Milan (MI), attn. Data Protection Officer;
- **Telephone:** +39 02.4541521;
- **E-mail:** dpo@bip-group.com.

3. Personal data processed, methods, and purposes processing

BIP will process only the Data provided by Participants when completing the Event registration form available on the Controller’s website (INSERT WEBSITE LINK). The collected Data fall into the following categories:

- a) **Personal Details** (first and last name);
- b) **Contact Details** (business and/or personal mobile phone number, business and/or personal e-mail address);
- c) **Employment Information** (employer and job role).

The Data will be processed for the following purposes:

- a) To allow the Participant to attend the Event organized by the Controller;
- b) To enable the Controller to manage and organize all activities related to the Event, including sending Event-related communications (reminders, links to virtual conference rooms for remote Events, feedback collection) and handling registrations (preparation of attendance lists, access control, entry instructions);
- c) To allow the Controller to comply with applicable legal and tax obligations, including ensuring the safety of Participants during the Event;
- d) To enable the Participant to subscribe to the Controller's newsletter to receive informational and promotional communications or updates on new initiatives (e.g., events, workshops, webinars) organized by BIP;
- e) To allow the Controller to create photographs, videos, and other audiovisual materials ("**Multimedia Content**") to be shared through BIP's official channels (website and social media);
- f) To enable the Controller to communicate Participant Data to partners supporting BIP in organizing the Event ("**Partners**"), for the purpose of being contacted by them.

The Data will be processed using both manual/paper-based and automated tools, solely for purposes related to the Event. Processing operations may include any activities listed in Art. 4(1)(2) of the GDPR.

In all cases, the processing will comply with the principles of lawfulness, fairness, transparency, purpose limitation, data quality, relevance, and minimisation, as required by Art. 5 GDPR.

4. Legal basis for processing

Data collected for purposes listed under points **a)** and **b)** are processed under **Art. 6(1)(b) GDPR**, as necessary for the performance of a contract to which the Participant is party or to take steps at the request of the Participant prior to entering into a contract.

Data collected for purpose **c)** are processed under **Art. 6(1)(c) GDPR**, to comply with legal obligations applicable to the Controller.

Providing this Data is required for participation in the Event; without it, the registration cannot be processed.

Data collected for purposes **d)**, **e)**, and **f)** are processed under **Art. 6(1)(a) GDPR**, based on the Participant's explicit consent.

Providing consent for these specific purposes is optional and applies separately to each purpose: refusal will not affect participation in the Event.

5. Data retention period

Data collected for Event management will be retained in the Controller's paper and digital archives for no longer than **N (write)** years/months from collection.

Data collected for newsletter subscription will be retained for no longer than **24 months**, unless the Participant withdraws consent earlier. Before the retention period expires, the Participant will be asked to renew consent; if not renewed, the Data will be permanently deleted.

Multimedia Content will be retained in the Controller's paper and digital archives for no longer than **N (write)** years/months.

6. Data recipients and data sharing

For the purposes outlined above, Data may be processed by:

- Employees or collaborators of the Controller, acting as Authorized Personnel under Art. 29 GDPR;
- Third-party companies supporting the Controller in Event management or providing instrumental services (e.g., newsletter platforms, IT service providers), acting as Data Processors under Art. 28 GDPR;
- Partners collaborating with BIP on the Event, acting as independent Controllers (only where consent to data sharing has been provided);
- Public authorities and regulatory bodies, where required by law or for the establishment, exercise, or defense of legal claims.

7. Transfer of data outside the European Union

Participant Data will be processed at the Controller's registered office using its servers and cloud services provided by third-party providers located within the EU.

However, regarding Multimedia Content, the Controller uses social media platforms owned by non-EU companies, which may rely on cloud servers located outside the EU. In such cases, BIP adopts appropriate safeguards to ensure Data security and confidentiality, in line with applicable data protection laws.

8. Rights of the Data Subject

Under Articles 7(3) and 15–20 GDPR, Participants have the right to:

- a) Obtain confirmation as to whether their Data is being processed;

- b) If processing is ongoing, access the Data and receive related information, as well as request a copy;
- c) Obtain rectification of inaccurate Data and completion of incomplete Data;
- d) Request erasure of Data where one of the conditions of Art. 17 GDPR applies;
- e) Request restriction of processing where foreseen under Art. 18 GDPR;
- f) Receive their Data in a structured, commonly used, machine-readable format and request transmission to another controller, where technically feasible, under Art. 20 GDPR.

You may exercise your rights by contacting the Controller or the DPO using the contact details provided above.

Right to Object

Participants have the right to object at any time to processing based on the Controller's legitimate interest. If an objection is raised, processing will cease unless compelling legitimate grounds prevail or for the establishment, exercise, or defense of legal claims.

Right to Withdraw Consent

Where processing is based on consent, the Participant may withdraw consent at any time, without affecting the lawfulness of processing carried out before withdrawal.

Right to Lodge a Complaint

Participants may lodge a complaint with the Italian Data Protection Authority (Garante per la Protezione dei Dati Personali) if they believe their rights under the GDPR have been violated, using the procedures indicated on the Garante's website: <http://www.garanteprivacy.it/>.