

**INFORMATION ON THE PROCESSING OF PERSONAL DATA**  
**pursuant to art. 13 of EU Regulation 2016/679**

*Ed. 2026*

Pursuant to Art. 13 of Regulation (EU) 2016/679 (GDPR), this notice describes the methods for collecting, using, storing, and sharing personal data processed through the mobile application downloadable from Apple Stores named "STANDPLUS".

**1. IDENTITY AND CONTACT DETAILS OF THE DATA CONTROLLER**

The Data Controller is SI NO SERVIZI S.r.l., with registered office at Via Francesco de Sanctis 7/C - 40132 Bologna (BO) - VAT No. 02723031205 - email: info@sinoservizi.com.

**2. TYPES OF DATA PROCESSED**

STANDPLUS requires access only to data necessary for service purposes. The app collects the following common personal data provided by the user or acquired through badge scanning during trade fair events:

- Personal details: first and last name.
- Contact details: email address and phone number.
- Professional data: company name, corporate role, and work residence.
- Preference data: specific interests in products or services associated during the demo or event.
- Privacy consent status: a control field to verify user authorization.

The app operates primarily as a technological intermediary: it does not have its own predefined contact database but queries the event organizer's servers and databases to acquire information following a scan.

**3. PURPOSES OF THE PROCESSING**

The collected data is used exclusively for the following purposes:

- Execution of the trade fair service: to allow the identification of participants, the management of their entries, and the association of their interests with specific products and services offered by the exhibitor.
- Verification of consent: STANDPLUS queries the event organizer's database in real-time to verify if the participant has granted consent for the transfer of data to third parties. If no consent is found, the app will request it directly from the user by displaying the privacy policy at that moment and recording the outcome.
- Offline Functionality: in the absence of an internet connection, the acquired data will be temporarily saved on the device, while still recording the user's privacy consent, to be subsequently processed and synchronized with the organizer's central server as soon as connectivity is restored.

#### **4. LEGAL BASES FOR PROCESSING**

Within the specific operational flow of the app, the legal bases are structured as follows:

- **Explicit consent for the transfer of data to third parties:** The primary legal basis for the acquisition and transmission of contacts to the exhibitor is consent. The privacy management process prior to the event involves the verification of three questions, the third of which specifically concerns the transfer of data to third parties. When the app scans a badge, it queries the organizer's database to determine if the user has already provided this consent.
- **Real-time consent acquisition:** Should the user not have previously provided authorization, the app satisfies the legal requirement by requesting consent directly from the user at that very moment, ensuring lawful operation before proceeding with the data collection. This privacy request is always made, even if the app is used in the basic "scan-only" mode.
- **Technical processing and temporary storage:** Regarding data storage on the device (temporary storage), particularly during offline mode in the absence of a connection, the app operates directly as the Data Controller limited to this storage and server "call" process. Even in this scenario, the app declares to the stores that it does not create its own database but relies on consents already retrieved or acquired concurrently.

#### **5. DATA SHARING WITH THIRD PARTIES**

To provide the service, data temporarily processed by STANDPLUS will be transmitted to the event organizer and/or the relevant authorized sponsor, acting as independent Data Controllers, but only and exclusively if explicit user consent has been detected and validated.

In compliance with Apple Guidelines, STANDPLUS confirms that any third party with whom it shares user data (including cloud server providers for data saving) will provide the same protection and security for user data as established in this policy and in line with current regulations and Apple Guidelines.

#### **6. DATA RETENTION AND DELETION**

STANDPLUS processes user personal data limited to the temporary processing, server "calling," and on-device storage.

- **Retention:** data is stored only transitionally on the device (especially during "offline" use) and on the app's intermediate servers for the time strictly necessary to transfer it to the organizer's system.
- **Deletion:** you may request the immediate deletion of your personal data temporarily processed by the app or the revocation of consent by writing to the contact details of the Controller or the DPO.

## **7. RIGHTS OF THE DATA SUBJECT AND COMPLAINT**

Regarding their data, the data subject (or a person delegated in writing) may exercise the following rights, including by writing to the controller's contact points: a) Right of access (Art. 15 GDPR). b) Right to rectification (Art. 16 GDPR). c) Right to erasure (right to be forgotten) (Art. 17 GDPR). d) Right to restriction of processing under the conditions of Art. 18 GDPR. e) Right to receive notification that operations under Arts. 16, 17, and 18 have been communicated to recipients, unless impossible or disproportionate (Art. 19 GDPR). f) Right to data portability (Art. 20 GDPR). g) Right to object to the processing of personal data (Art. 21 GDPR). h) Right not to be subject to a decision based solely on automated processing (Art. 22 GDPR). i) Right to withdraw consent at any time (Art. 7 GDPR). j) Right to lodge a complaint with a supervisory authority (Art. 77 GDPR).

## **8. DATA PROTECTION OFFICER (DPO)**

SI NO SERVIZI S.r.l. has appointed a Data Protection Officer (RDP/DPO), who can be contacted for all matters relating to the processing of personal data and the exercise of rights: a) telephone: 055750808; b) e-mail: [dpo.sicurdata@opendata.it](mailto:dpo.sicurdata@opendata.it).