

RELEASE FORM GOOD BUY TRENTO 2026

Mr./Ms. _____ born in _____
_____ on _____ resident
in _____, ID type and
number _____,

By signing this document, **I, the Undersigned, as a participant in the Good Buy Trentino September 2026 edition:**

- a.** Authorise, pursuant to and for the purposes of art. 10 of the Civil Code and articles. 87, 96 and 97 of law 633/41 (Copyright law), Trentino Marketing S.r.l. with registered offices in 38122 Trento, via Romagnosi 11 (VAT no. 02341860225), in the name and on behalf of Trentino Sviluppo S.p.A. (hereinafter "TM"), and Azienda per il Turismo Dolomiti Paganella Scrl (hereinafter for brevity "APT") to film, photograph, fix and record, directly and/or through its own representatives, my image, both still and while moving, as well as my voice, name, portrait and professional performances (artistic, professional and/or amateur) that may be taken individually and/or together with others (hereinafter, jointly referred to as "**Image**"), within the scope of the video-photographic service (hereinafter for brevity "**Service**"), in the occasion of the **Good Buy Trentino** event to be held in **Paganella from 17 to 20 September 2026**, organized by TM in collaboration with APT;
- b.** transfer and grant all the rights of usage and economic exploitation over the **Image** as defined above to TM and to APT, **as well as films, photographs, imprints and reproductions during the Service** - also pursuant to and in accordance with Italian Law no.633/1941 - **exclusively**, without any limitations of time or territory, manner and form, technology (present or future) or distribution channel:
- (i)** to make one or more videos (hereinafter, "**Videos**") and/or to take one or more photographs (hereinafter, "**Photographs**"); **and**
- (ii)** for example, to use, reproduce, modify, edit, print, disclose, publish or communicate the following to the public: the Image, Videos, Photographs and all material made using the latter during the **Service** (videos, photographs, films, etc., individually and/or combined with other photographs/images/texts and/or logos/trademarks/products of TM, of APT and/or of authorised third parties and/or synchronised with music), as a whole and/or individually (therein including frames), **using all methods and means, in any format** (digital, paper format, etc.) on **any material** (fabric, plastic, etc.), **for any purpose** (commercial, promotional, advertising, editorial, commemorative, cultural, charitable, internal, etc.), and **activity** (production of promotional/advertising material, catalogues, home videos, newsletters, shopping bags, gift boxes, cinema/television works, books/products/accessories of any kind also for production on an industrial scale and sale to the general public, etc.), at **any place** (public, private, etc.), during **any event** (public and/or private: trade fairs, conferences, presentations, exhibitions, etc.), via **all channels** (websites, social networks/media, e-commerce websites/links/platforms, closed circuit systems, transmission channels, interactive applications, etc. of TM, of APT and/or of third parties authorised by the latter; newspapers, magazines, editorials, headings, trade journals, etc.), **platforms** (internet, radio, mobile, TV, etc.), visible in public and private places and accessible via **all communication devices and means** to the general public (Smart TV, Tablet, Smart-phone, PC, notebook, etc.), currently existing or to be invented in the future;
- iii)** to make any original or derived productions, such as films, TV programmes, audiovisual productions, multimedia etc. The use of the Image in contexts that compromise the personal dignity and/or respectability of the Undersigned or compromise the Undersigned in a way that is against the law is prohibited
- (the provisions of this letter b, are hereinafter understood as a whole as the "**Rights**");
- c.** acknowledge that the Image, Videos, Photographs and in general all the material related to the auditions, recordings, photographs, back stage, digital and/or paper media, that may be made during the Service, as well as all the material and the products made with, and/or reproducing, the

Image, Videos and Photographs are the exclusive property of TM and of APT, and may be used in all the ways decided at the discretion of the latter and/or by authorised third parties (also through the most extensive commercial use/advertising thereof) without thereby being able to claim any right and/or make any claim, also of a financial nature, for any reason or cause;

- d. am aware that this release form grants the Rights that TM and APT reserve to exercise, at their complete discretion and according to their will, also with regard to the choice or opportunity or otherwise to use my Image;
- e. am also aware that this release form grants TM and APT **the most extensive powers to license with the power to sub-license all the Rights provided for herein to third parties**;
- f. declare and guarantee: (i) that I possess the necessary powers to sign this release form and to grant the most extensive powers to TM and APT for the purposes and within the time limits described herein; (ii) that no third parties have any rights over the Image, nor have these rights been transferred or assigned to third parties, in full or in part, in a way that may be in conflict or limit the peaceful enjoyment of the Rights; (iii) that I take on all responsibility for what, by virtue of my own initiative, is produced, shown and/or declared during the Service; (iv) that it is not necessary for TM and APT to obtain any further authorisation/licence/release form or consent from myself or third parties to enable TM and APT to fully and peacefully enjoy all the Rights; and (v) that I take on all responsibility for all of the foregoing and in general for what has been granted and guaranteed with this release form, indemnifying TM and APT against any action and or claim that may, with regard to the aforesaid release form, be made or put forward by third parties, also in relation to the filing of a lawsuit if this constitutes an offence;
- g. declare that: (i) I have no demands in relation to participation in the Service and the transfer of the Rights, nor in relation to any other matters authorised herein, considering myself to be completely satisfied with the opportunity offered to me to participate in the project; and (ii) all the aforesaid activities are, therefore, to be considered free-of-charge and I do not have or cannot make any claim or demand against TM, APT and/or its assignees; and (iii) I waive all demands, rights, actions, claims and requests for compensation/recourse vis-à-vis TM and its assignees - at present and/or in the future - in any case arising, connected or even only brought about by the use and the distribution of the Image, Videos, Photographs and all materials produced during the Service, as described in this release form;
- h. this release form is regulated by Italian law and that all related disputes will be referred to the exclusive jurisdiction of the Courts of Trento.

Date _____

Signature _____



**PRIVACY POLICY IN ACCORDANCE WITH ART. 13 OF (EU) REGULATION
TRENTINO MARKETING S.R.L.**

European Regulation EU/2016/679 (hereinafter the "Regulation") lays down the rules on the protection of natural persons with regard to the processing of personal data.

The Data Controller: Trentino Marketing S.r.l. (hereinafter, the "Data Controller"), Tel. 0461 219300, e-mail privacy@trentinomarketing.org, certified e-mail trentinomarketing@pec.visittrentino.it.

Data Protection Officer (DPO): Trentino Sviluppo S.p.A., Tel. 0464 443111, e-mail dpo@trentinosviluppo.it (please indicate the following in the subject: "Request for DPO intervention under art.38 of EU Reg").

1. PURPOSES AND LEGAL BASIS OF THE PROCESSING

We specifically indicate the **purpose of the processing** and the **legal basis** for the processing of your data below:

- the signing of the release form for the Videos/Photographs based on the consent you have freely given (article 6.1, letter a) of the Regulation)
- to complete the participation form for *Good Buy Trentino 2026* (article 6.1, letter a) of the Regulation)

2. NATURE OF THE PROVISION OF DATA AND CONSEQUENCES OF A REFUSAL TO PROVIDE DATA

The provision of your personal data is mandatory for the purposes stated above; any refusal to provide the data will result in the impossibility to participate in the event and in the Video/Photograph shoots.

3. PROCESSING METHODS

The processing will be carried out using paper-based methods and automated tools (IT/electronic) with the aim of guaranteeing the confidentiality, integrity and availability of the data.

4. AUTOMATED DECISION-MAKING PROCESSES AND PROFILING

The existence of a decision-making process based on automated processing, including profiling, is excluded.

5. DISSEMINATION AND DISCLORE OF DATA (CATEGORIES OF RECIPIENTS)

Your data will not be disseminated.

6. TRANSFER OF DATA OUTSIDE THE EU /EEA (European Economic Area)

Your personal data will not be transferred outside the European Union/EEA.

7. DATA RETENTION PERIOD

In compliance with the aforementioned storage limitation principle, we inform you that the retention period for your personal data is unlimited, i.e. as long as the release form you have signed remains valid and effective or until you withdraw your consent.

8. RIGHTS OF THE DATA SUBJECT

You can exercise the rights set out in the Regulation at any time vis-à-vis the Data Controller (using the contact details provided above).

On the basis of this regulation, you can:

- request access to your personal data and obtain a free copy of the latter (art. 15);
- if you consider the data to be inaccurate or incomplete, request its rectification or integration (art. 16);
- if the regulatory requirements are met, request its erasure (art. 17), or exercise the right to limitation (art. 18);

Under art. 19, to the extent that this is not impossible or involves a disproportionate effort, the Data Controller shall notify each of the recipients to whom the personal data has been transmitted of any corrections, erasures or limitations applied to the data; if you so request, the Data Controller will provide you with the names of these recipients.

You also have the right to **withdraw your consent** at any time and free-of-charge (art. 7), without prejudice to the lawfulness of the processing until the moment of withdrawal, by sending an email to privacy@trentinomarketing.org. Furthermore, you have the right to lodge a complaint with the Data Protection, as well as to appeal to the competent Judicial Authority.

NAME AND SURNAME: _____

Having read the foregoing notice I agree to the processing of my personal data for the Video/Photograph shoots

yes no Date and Signature _____



PRIVACY POLICY IN ACCORDANCE WITH ART. 13 OF (EU) REGULATION

Azienda per il Turismo Dolomiti Paganella Scrl Società Benefit

Pursuant to Article 13 of EU Regulation 2016/679 (the “GDPR Azienda per il Turismo Dolomiti Paganella Scrl (“APT”)), as Data Controller, provides the following information on the processing of your personal data collected as a result of your participation in the event Good Buy Trentino to be held in Paganella from 17 to 20 September 2026, including images, audio and video recordings captured during the Event and for which you have granted a specific release for use.

a) Identity and contact details of the Data Controller

Azienda per il Turismo Dolomiti Paganella Scrl Società Benefit with registered office: Piazza Dolomiti, 1 - 38010 Andalo (TN) direzioneapt@pec.pecvisitpaganella.it

b) Contact details of the Data Protection Officer (DPO)

E-mail: dpo@apptrentino.it

c) Categories of personal data processed

The following personal data will be processed: personal and identification data, the data subject’s image, and voice.

d) Purposes and legal basis of processing

Your data will be processed for:

- I. performing the services provided for within the activities relating to the specific Event for which they were requested. The legal basis of the processing is the performance of a contract to which the data subject is party, or the execution of pre-contractual measures taken at the request of the data subject (Art. 6(1)(b) GDPR). Failure to provide the requested data will make it impossible to conclude and execute the contract;
- II. complying with a legal obligation to which the Data Controller is subject and for establishing, exercising or defending the Data Controller’s rights in legal proceedings (Art. 6(1)(c) GDPR);
- III. executing, following signature, the related signed release (use of the image and voice contained in audio/video products created during the Event); the processing is based on the data subject’s consent pursuant to Art. 6(1)(a) GDPR;
- IV. transferring the data and the audio/video products containing the data subject’s image and voice, produced following the signature of the related signed release, to the entities specified in the release form (specifically Trentino Marketing S.r.l.) (data subject’s consent; Art. 6(1)(a) GDPR).

The data subject has the right to withdraw consent at any time, without prejudice to the lawfulness of processing based on consent before its withdrawal.

e) Consequences of failure to provide data

Providing your personal data is essential for full and complete participation in the Event; failure to provide consent to processing will mean that your activity will be restricted to areas where no video/photographic recordings are carried out.

f) Scope of communication and dissemination

Your personal data will be processed, within the performance of their duties, by employees and collaborators of the Data Controller, who are duly authorised and instructed. Personal data will also be processed, on behalf of APT, by external parties designated as Data Processors pursuant to Article 28 GDPR, such as, by way of example, companies commissioned to carry out photography and video recording during the Event, communication agencies, and professionals engaged to support the organisation or management of the Event.

Your personal data will also be transferred to the entity indicated under letter d) point IV, acting as an independent data controller.

g) Transfer of data to a third country or to international organisations

Your data will not be transferred to non-EU third countries.

A copy of your data is available at the Data Controller’s registered office, as indicated in this notice.

h) Data retention period

Data will be stored for a period no longer than necessary to achieve the purposes for which they are processed and/or for the time required by law. Periodic checks will be carried out to verify whether the data retained have become obsolete in relation to the purposes for which they were collected.

The processing of audio-video content will be carried out for the period provided for in the release, in compliance with the purposes and limits set therein.

i) Rights of the data subject

The data subject may at any time exercise the rights provided for in Articles 15–22 of the GDPR, including:

- Right of access
- Right to rectification or erasure
- Right to restriction of processing
- Right to object to processing
- Right to data portability
- Right to withdraw consent [The data subject may withdraw consent to the use of his/her image and/or voice at any time. Withdrawal shall only have effect for subsequent uses after notification and shall not affect the lawfulness of processing previously carried out. APT will remove the content from tools and channels under its direct control and will request its processors/agents to discontinue further use, within the limits of reasonable control. As a rule, withdrawal does not entail the recall or re-editing of materials already disseminated to third parties or otherwise no longer under APT’s direct control, except as required by law or by order of the competent Authority.]

Requests must be addressed to the Data Controller at the contact details indicated under letter a).

j) Right to lodge a complaint with the Supervisory Authority

If you believe that your data has been processed unlawfully, you have the right to lodge a complaint with the Supervisory Authority.

k) Automated decision-making processes

The Data Controller does not use any automated decision-making processes concerning your personal data.

CONSENT FORM

Having read the foregoing notice

Mr./Ms. _____	
<input type="checkbox"/> I CONSENT to the use of my image and voice included in audio/video materials produced during the Event pursuant to the signed release.	<input type="checkbox"/> I DO NOT CONSENT
<input type="checkbox"/> I CONSENT to the transfer to the entities indicated under letter d), point IV, of my personal data, including the audio/video materials produced during the Event pursuant to the signed release.	<input type="checkbox"/> I DO NOT CONSENT
Date and place _____	Signature _____

