

## **MIA (Mercato Internazionale dell'Audiovisivo) – 5th edition**

Accreditation regulation  
(16-20 October 2019)

### **1 INTRODUCTION**

1.1 The International Audio-visual Market (hereafter called 'MIA') is a brand and a project promoted and organised by ANICA Servizi Srl (with ANICA – National Association of Film, Audio-visual and Multimedia Industries as sole shareholder) and APA (Association of Audiovisual Producers).

1.2 MIA is carried out by ANICA Servizi Srl and APA through a Temporary Grouping of Companies (hereafter called 'TGC'), with the support of MISE (the Ministry of Economic Development), ICE – National agency for the promotion of abroad trades and internationalization of Italian companies, and promoted by MiBACT (the Ministry of Cultural Heritage and Activities and Tourism) and Regione Lazio, with the technical sponsorship of Fondazione Cinema per Roma.

1.3 MIA is a market event dedicated to the audio-visual sector, which offers product screenings, co-production meetings, support for networking and conferences to the Italian and international industries.

1.4 The fifth edition of MIA will be held in Rome from the 16th to the 20th October 2019.

1.5 Admission to MIA and the issuance of the accreditation card (hereafter called 'Badge') are covered by this Regulation.

1.6 The request of the accreditation implies the acceptance of this Regulation. Any violation will justify the withdrawal of the Badge.

1.7 The Editorial Director of MIA has the right to settle all the cases not covered by this Regulation, and to derogate from Regulation in specific and justified cases. In cases of disputes concerning the interpretation of the individual articles of the Regulation, the original text in the Italian language shall be authentic.

1.8 This Regulation and the receipt of requests to participate in MIA are not in any way binding on the TGC and don't imply any obligations towards the interested parties and/or participants to the proceedings covered by this Regulation. No right to any performance and/or any valid commitment by the TGC shall be acquired under this Regulation for the benefit of the latter.

### **2 ACCREDITATION**

2.1 The MIA accreditation is reserved exclusively to film and audiovisual industry professionals.

The MIA accreditation is open to:

- Audio-visual Support Funds
- Broadcasters
- Business Development/Affairs
- Buyers
- Commissioning Editors
- Content creators
- Directors
- Distributors
- Exhibitors
- Festivals/Markets
- Film Commissions

- Film/TV Promotion Institutes
- Game developers
- Institutions
- Investors
- Law Firms
- Marketing
- PR / Publicists
- Producers
- Publishers/Agents
- Screenwriters
- Showrunners
- Talent Agents
- Technical Industry
- Trade Associations
- TV Content Buyers
- World Sales

2.2 Students attending university level courses related to the audiovisual industry can be admitted on an exceptional basis, up to a limited number of 250 admissions. In order to benefit from such exceptional admittance and receive their Badge, students shall email [accreditation@miamarket.it](mailto:accreditation@miamarket.it) and provide evidence of their enrolment to said courses related to the audiovisual industry.

2.3 It is necessary to apply for the accreditation to participate in the activities of MIA within the period and in the manner stipulated by this Regulation.

2.4 Admission is not permitted to people under 18 years old because most of the screenings at MIA are not in possession of a valid Censor's Visa for the protection of minors.

2.5 The accreditation can be requested through the form provided online ([www.miamarket.it](http://www.miamarket.it)). The form must be completed in its entirety and sent including the documents requested therein.

Accreditation requests not complying with the methodology or incomplete will not be considered.

2.6 Accreditation requests will be considered and proceeded on a first-come-first-served basis and the TGC will confirm acceptance of the accreditation request by e-mail through its suppliers.

2.7 The Badge is strictly personal and non-transferable. Each applicant may request a single accreditation indicating one professional category. In the event that the accreditation is used by a person other than its right holder, the Badge will be taken and not be returned.

2.8 In the event of loss or theft of the Badge, it is necessary to inform promptly the Accreditation Office of MIA about it. The reprint of the Badge will cost 30,00 € (VAT included).

2.9 The submission of the request form does not guarantee or represent the accreditation to MIA. By confirming that the TGC will give maximum attention to every request, it is reiterated that the final decision on the admission to MIA and the issuance of the accreditation (subject to the methodology) shall be expressed by the Editorial Director of MIA.

2.10 The accreditation is valid for the entire duration of MIA. The Badge should be worn, and shown, upon request, to personnel in all areas where the activities of MIA take place.

2.11 Upon confirmation of the accreditation's purchase, the participant will receive his/her personal credentials to access the restricted area MyMIA and the relevant materials (e.g. industry guide, book of projects, participants' list, screening schedule...).

### 3 REGISTRATION DEADLINE, COSTS AND FORMS OF PAYMENT

3.1 Accreditation to MIA has different costs depending on the date the participant finalizes his/her accreditation process and on the activity for which the access is requested. The fee is reduced for participants registering in advance of the market dates and increased for the registration close to the event (after verification of the availability of seats). During MIA, daily accreditations may be requested; the request must be presented 24 hours in advance. The issuance of the daily Badges is subject to the same conditions covered by this general Regulation and after the verification of the availability of seats. “Talks” accreditations are for the sole access to that market section are available. A discount shall be applied whether a company requests the purchase of accreditations for groups of its employees: with the purchase of 5 accreditations, one is free. The requests shall benefit from this discount only if submitted to accreditation@miamarket.it, including names of people to accredit.

<i>Type of accreditation</i>	<i>Cost</i>
<i>Early Bird (June 1st – July 1st, 2019)</i>	120,00€
<i>Regular (July 2nd – September 30th, 2019)</i>	250,00€
<i>Late (October 1st – October 15th, 2019)</i>	320,00 €
<i>Daily access (October 16th – October 19th, 2019)</i>	120,00€
<i>Talks (access to Panel)</i>	60,00€
<i>Student Talks (limited to 250 entries)</i>	Free

These costs include VAT at 22%. Deadlines refer to the Central European Time (CET).

3.2 The date of the finalization of the accreditation’s process and its relevant invoicing may vary depending on the method of payment: if by Paypal or credit card payment, the day following the payment, subject to clearance; if by bank transfer, 7 days following the payment, subject to clearance.

3.3 Professional data of those participants who registered before 10 September 2019 will be published on the Industry Guide. After this date, requests for accreditations and data publications may still be possible in MIA online lists (restricted access area).

3.4 Payment for the Early Bird accreditation shall be made by credit card or PayPal within July 1st 2019, by bank transfer within June 25th 2019; the payment for the Regular accreditation shall be made in advance by credit card or PayPal within 30 September 2019 or by bank transfer within September 25th 2019; the Late accreditation may be paid in advance by credit card or PayPal within October 15th 2019 or bank transfer within October 10th 2019 or on site when issuing the accreditation (by credit/debit card or in cash). The Daily accreditation may be purchased only on site by credit/debit card or in cash.

3.5 For payments by bank transfer, the credit value date for the MIA bank account shall be considered as the effective date.

3.6 Data to pay in advance shall be provided in the confirmation letter of accreditation sent by MIA as provided for in paragraph 2.6 and the invoice for the payment of the accreditation shall be sent to

the address provided by participants in the application form.

3.7 The accreditation shall be given to private individuals and/or companies in a liability position with MIA only after the payment of any debt due.

3.8 For professionals who forgot to pick up the Badge/s and to pay the debt without providing written notice to the organisation that they wish to cancel (paragraph 5 – ‘Terms of cancellation’) in the previous edition of MIA, accreditation requests shall be accepted only if paid in advance (online payment with credit card or bank transfer), according to the guidelines and the timetable determined in the confirmation letter of accreditation. For further information, please contact MIA staff: accreditation@miamarket.it.

3.9 Any requests for the change of name for the accreditation shall be communicated in writing (via e-mail at accreditation@miamarket.it and catalogue@miamarket.it) not later than 15 September 2018; the change shall be confirmed in writing (via fax/e-mail) by the organisation of MIA. Requests for a change of name submitted after the abovementioned date won’t be considered.

3.10 Press accreditations are free and managed by the MIA press office. To request a press accreditation, please contact press@miamarket.it.

#### 4 PICKING UP YOUR ACCREDITATION (Badge)

4.1 The Badge shall be picked up at the accreditation desks upon presentation of a valid ID and the confirmation e-mail of accreditation. Opening hours shall be notified to participants via e-mail.

4.2 A third party may also be allowed to pick up the Badge upon presentation of the confirmation e-mail, a written authorization, a photocopy of his or her ID, and a photocopy of the ID of the person applying for accreditation.

#### 5 TERMS OF CANCELLATION

5.1 Participants can cancel their participations at any time, after prompt communication in writing to the area manager and to accreditation@miamarket.it and catalogue@miamarket.it.

5.2 In case of accreditation paid in advance, it is possible to obtain a refund for the amount paid for the acquisition, only if the cancellation is communicated in writing (accreditation@miamarket.it) not later than 15 September 2019. For all the cancellations of accreditations already acquired that may be received after the abovementioned date, the organisation shall be allowed to keep the entire amount for the acquisition of the accreditation card.

#### 6 PUBLICATION OF DATA

6.1 When the accreditation request to MIA succeeds, information may be published in the paper materials produced by the organisation of MIA and on the website in the reserved access area for participants (for example: the Industry Guide, accreditation directories, etc.).

6.2 During the registration phase, each participant may request that all or some of his/her own personal data provided shall not be mentioned in communication materials produced and on the website in the restricted access area. To do so, participants shall communicate their own request in the accreditation form, or afterwards by writing to catalogue@miamarket.it, not later than September 15th 2019. Personal data published online may be modified until the MIA closing dates: within this deadline, participants may decide to have their own data removed if already published in the participants directories on the website (restricted access area) at any time by communicating that to the MIA staff (contact accreditation@miamarket.it and catalogue@miamarket.it). Removed data may no longer be published.

The MIA staff will arrange for this limitation or exclusion of data within 24 hours of written request of the participant.

6.3 The organisation of MIA accepts no responsibility for the incompleteness or the imprecision of

data and of the information that may be published in the abovementioned materials. However, where the fault in these data or information are not due to imprecisions and/or omissions in the request forms for the accreditation fulfilled by participants, the organisation of MIA will provide for the prompt correction of the information published online.

6.4 Participants in MIA agree to be filmed and/or photographed during the event without receiving any compensation for the use of their photographs and/or videos. Photos and footages made during the event are owned by the TGC and may be uploaded to the official channels of the RTI and/or MIA (e.g. YouTube, Facebook, Twitter, etc.) and/or used by media present at the event for promotional purposes on future events.

## 7 INFORMATION TO BE PROVIDED ACCORDING TO GENERAL DATA PROTECTION REGULATION (EU REG. 2016/679)

Pursuant to Articles 13 and 14 of GDPR, Anica Servizi Srl, with offices in Rome, Viale Regina Margherita 286, 00198, VAT registration number 05007041006, and APA | Association of Audiovisual Producers, with offices in Rome, Via Sabotino, 2A - 00186, VAT registration number 04803391004 (hereinafter jointly, “**Controllers**”), in their quality of joint controllers, inform data subjects that their personal data provided in occasion of the request for accreditation are processed in connection with the activities useful to the organization and the management of MIA, such as the accreditation of the applicant and the issuance of the Badge, contacting business operators, responding to requests from data subjects, sending communications related to MIA, its future editions and other institutional activities of the Controllers or similar events that each controller might organize in the future.

The personal data to be processed are those requested on the relevant available forms, including an ID picture in JPEG format. Providing personal data is discretionary. However, where the interested party doesn't communicate those data marked with an asterisk in the form, it won't be possible to complete the accreditation procedure or guarantee the enjoyment of the services and the participation to the events and to all the opportunities offered by MIA.

Personal data are provided by the data subject or by a third party authorised by the person concerned, and the act of providing said data is equivalent to giving the consent for the processing in the terms described here. Hence, by completing the accreditation requests, data subjects expressly give their consent for the purposes and according to the conditions described in the Regulation. Whether the accreditation requests are submitted by a third party, said third party declares to have received the data subject's consent and expressly authorizes the Controllers to their processing; the third party shall bear any kind of liability arising from the data processing and shall hold the Controllers harmless with reference to it.

The processing of data will be carried out mainly through computerised procedures, and when necessary in paper, using methods which aim to ensure correctness, lawfulness and transparency of the processing.

Personal data of data subjects are accessible by MIA's authorised personnel and, additionally, to employees and independent contractors of each joint controller, duly authorized to access data in order to pursue the described purposes. Further data may be published in the restricted area of the

website [www.miamarket.it](http://www.miamarket.it). Whenever the data subject wants to stop or limit the dissemination of his/her own data, he or she may follow the instructions of paragraph 6 of the Accreditation Regulation. Moreover, personal data shall be provided to third parties exclusively for the fulfilment of services related to the participation to MIA; shown below a non exhaustive list of examples: transmission of the participants directories in market screenings to the relevant representatives of the film screened; transmission of the report system of the video library showings (offline and online) to the persons entitled (representatives of the films screened); transmission of personal data of visa applicants to the embassies if necessary, as well as hotels and/or persons responsible for the hospitality with the aim of arranging the stay of the participant if invited; transmission of data of the film representatives applying for market screenings to technical partners of the organisation of MIA to arrange eventual copies; technical control of materials and uploading of files of titles for the video library; transmission of data of participants in the participants directories (online and offline) to every participant in MIA; transmission of data concerning participants in MIA to every media partner of MIA to disseminate news about MIA.

Be advised that the Controllers can be obliged to communicate personal data to the authorities, if requested in accordance with the law. Further, according to this Accreditation Regulation, personal data of participants will be accessible also by other participants accredited to the same edition of MIA.

Personal data provided during the accreditation process will be stored and processed for the MIA's purposes as long as the Controllers intend to organise it on a regular basis. Data subjects have the right to request the Controllers access, rectification or erasure of their personal data as well as the exercise of the right to object their processing. In addition, accredited data subjects have the right to withdraw consent at any time according to the terms described under Article 6 of this Accreditation Regulation, in such a case their data will not be accessible anymore to the others accredited participants on the restricted area of MIA's official website and, in case of timely withdrawal, data will not be published on the Industry Guide. In any case, the consent's withdrawal cannot affect the lawfulness of processing based on consent given before its withdrawal.

In order to rationalize the content of the communications sent within the data processing, the Controllers can implement filtering systems, also automated ones, to cluster recipients which might be more interested in receiving certain communications and to avoid a massive mailing of generic information. This profiling does not have any other consequences for the data subject.

If the Controllers appoint one or more data processors, the relevant contact details will be available on [www.miamarket.it](http://www.miamarket.it). The essence of the arrangement between the Controllers is made available to the data subjects at the Controllers' offices, pursuant to article 26 of GDPR Regulation.

Each data subject can contact the Controllers at [privacy@miamarket.it](mailto:privacy@miamarket.it) in order to exercise his or her rights. If necessary, data subject has the right to lodge a complaint before the supervisory authority; the Italian authority can be reached at [www.garanteprivacy.it](http://www.garanteprivacy.it).

The information provided herein may be subject to modifications to comply with new legal provisions and changes in data processing. Every updated version of this document will be available on the website [www.miamarket.it](http://www.miamarket.it). The Data subject are requested to regularly consult the website so

to be up to date and to know the contact details of data processors who may be eventually appointed at a later time.