

**MIA (Mercato Internazionale dell'Audiovisivo)**  
**2<sup>nd</sup> edition**  
**Participation Guidelines**  
**(October 20<sup>th</sup>-24<sup>th</sup> 2016)**

## **1 INTRODUCTION**

- 1.1 Since 2006 Fondazione Cinema per Roma produces the Rome Film Fest, which in 2016 runs October 13<sup>th</sup>-23<sup>rd</sup> and The Business Street (TBS) and New Cinema Network (NCN), the Rome Film Fest' industry section.
- 1.2 Since 2015, the best practices and experiences of TBS and NCN became part of a new and larger event, the MIA | Mercato Internazionale Audiovisivo.
- 1.3 Mercato Internazionale dell'Audiovisivo (from now on referred to as MIA) is a brand of ANICA (National Association of Film and Audiovisual Industries) and APT (Association of TV Producers).
- 1.4 MIA is realized by Fondazione Cinema per Roma (from now on referred to as Fondazione), it is supported by MISE (the Ministry of Economic Development), ICE – Italian Trade Promotion Agency and is promoted by MIBACT (the Ministry for the Cultural Heritage and Activities and Tourism) and by Luce-Cinecittà.
- 1.5 MIA is a market platform devoted to the entire audiovisual industry (Cinema, TV and Docs) mainly focused on screenings, panels, meetings and networking opportunities within the Italian and International Audiovisual Industry.
- 1.6 MIA runs from October 20<sup>th</sup> until 24<sup>th</sup> 2016, and is held at Hotels and movie theatres located in the center of Rome.
- 1.7 Admission to the MIA and accreditation is subject to the procedures henceforth described. All final decisions lie with the MIA Director.
- 1.8 Participation in MIA implies acceptance of these regulations and those of the Rome Film Fest (concerning the admission to the screenings of the Official Selection); any violation of the said regulations will lead to a withdrawal of the accreditation badge.
- 1.9 The MIA Director reserves the right to settle all disputes not explicitly set forth in these regulations, and to waive the provisions of the regulations only in specific and well-motivated cases. Should any dispute arise regarding the interpretation of the provisions of the regulations, the original Italian language text shall be binding.
- 1.10 The current Regulations and the receipt of applications to participate in MIA are in no way binding for the Fondazione and do not entail any obligation of the Foundation itself towards interested parties and/or participants in the procedure disciplined by the current Regulations, nor do they give rise, in their favor, to the right to any kind of service on the part of the Foundation and/or any valid commitment.

## **2 ACCREDITATION**

2.1 The MIA accreditation is reserved exclusively to Film and Audio-visual Industry professionals. The MIA accreditation is open to:

- World Sales;
- Buyers (Theatrical, Home Video, TV, VOD distributors);
- Exhibitors;
- Producers;
- Directors;
- Scriptwriters;
- Content Creators;

- Commissioning editors;
- Showrunners
- TV Content Buyers;
- National or regional institutions that handle audiovisual promotion, marketing and International sales;
- Trade Associations;
- Audio-visual Support funds
- Investors;
- Film commissions;
- Festival/Market;
- Law firm;
- Technical Industries;
- Institutions;
- Game Developers;
- Publishers.

2.2 To participate in MIA it is compulsory to request an accreditation through the procedure herein defined.

2.3 Please note that accreditation is not open to persons under the age of 18 because the majority of the films screened at MIA have not been viewed by the Italian ratings board and thus cannot be shown to minors.

2.4 Participants can apply by filling out the online accreditation form ([www.miamarket.it](http://www.miamarket.it) and [www.romacinemafest.org](http://www.romacinemafest.org)), and returning it with the requested documentation therein. Please note that accreditation requests not using the official forms and procedure herein defined will not be taken into consideration.

2.5 Accreditation forms are accepted on a first-come-first-served basis. The Fondazione will confirm its acceptance of the request for accreditation by e-mail.

2.6 Badges are strictly personal and non-transferable. If someone is found wearing a badge other than his/her own, such badge will be confiscated and not returned.

2.7 Lost or stolen badges must be reported to the Fondazione accreditation desk. The replacement of a Badge will cost € 5.00 (Vat Included).

2.8 Please note that applications neither guarantee nor constitute accreditation for the MIA. The Fondazione will give each application the utmost consideration; however, the organization reserves the right to grant accreditation according to the procedure illustrated herein and at the sole discretion of The MIA Director, whose decision is final.

2.9 The accreditation is valid for the duration of MIA and of the Rome Film Fest; it should be worn and shown, upon request, to personnel in all areas of the MIA and of the Rome Film Fest.

### 3 DEADLINE, COSTS AND PAYMENT

3.1 Deadline for requesting online the MIA badge and for being included in the printed version of the Industry Guide is **September 23, 2016**.

After this date it will still be possible to request online the accreditation **until October 5, 2016**, in this case the applicant's professional details will be included in the online directory (website restricted area), while listing in the Industry Guide (printed version) cannot be guaranteed.

3.2 From **October 11, 2016**, is still possible to request a market badge at a late fee rate, subject to availability. For the duration of The MIA, professionals may apply for daily badges, submitting their request 24 hours in advance. Applications will be granted on the basis of the terms and conditions for accreditation set out in the present Regulations and are subject to availability.

3.3 The MIA Badge can be purchased for € 230,00, the late fee rate is € 280,00, while a Daily Badge costs €100.00 a day; all prices include 22% VAT. All deadlines refer to Central European Time (CET).

3.4 Advance payment (by bank transfer or online with credit card) is recommended. It is also possible to pay at the registration desk upon collection of the badge (by credit card/debit card or cash).

3.5 Payment instructions will be provided in the letter of confirmation sent by the Fondazione in accordance with article 2.5 (see above).

3.6 Invoices for the registration fee will be sent to the address provided by the participant in the registration form.

3.7 Accreditation will be issued to individuals and companies who are in arrears with the Fondazione upon payment of the debt previously contracted.

3.8 Accreditation requests submitted by individuals who, in previous editions of The Business Street or in the first edition of MIA, requested the badge and eventually did not attend without informing the organization in writing (see point 5 'Cancellations') will be accepted only with an upfront payment of the MIA 2016 badge (online payment through credit card or wire transfer). Please contact the MIA staff for further information: [mia.tbs@miamarket.it](mailto:mia.tbs@miamarket.it)

3.9 Name changes of people attending The MIA will be accepted, subject to written notice sent to the organization (by e-mail: [accreditation@romacinemafest.org](mailto:accreditation@romacinemafest.org)) **no later than September 23, 2016**. The request will be confirmed in writing (by fax/e-mail) by the Fondazione. However, no name changes will be considered for requests received after the above deadline.

#### **4 BADGE PICK-UP**

4.1 Badges can be collected at the accreditation desks upon presentation of a valid identification and accreditation confirmation letter (sent by e-mail). Opening hours of the accreditation desks will be included in the accreditation confirmation letter.

4.2 In order to collect a badge on behalf of other participants, the proxy should present: e-mail confirmation letter, written authorization from person delegating him/her to collect the badge, a hard copy of the delegating person's ID, and his/her own valid ID.

#### **5 CANCELLATIONS**

5.1 It is possible to cancel the accreditation anytime, provided that the cancellation is promptly notified in writing (to [mia@miamarket.it](mailto:mia@miamarket.it) and [accreditation@romacinemafest.org](mailto:accreditation@romacinemafest.org)).

5.2 In case the cancelled accreditation has been paid beforehand, the party who cancels the participation by **September 30, 2016** (writing to [mia@miamarket.it](mailto:mia@miamarket.it) and [accreditation@romacinemafest.org](mailto:accreditation@romacinemafest.org)) will be refunded the full amount paid to purchase the badge. For any cancellation received after the above-mentioned date, Fondazione is entitled to retain the full amount paid for the cancelled badge.

#### **6 DATA PUBLICATION**

6.1 If the accreditation is issued, publication of data occur in print materials produced by the Fondazione and on the website, in the password-protected area (e.g.: the Industry guide, participants and films directories etc.).

6.2 In order to limit or exclude his/her personal information from the print materials published by the Fondazione, the badge holder must make a written request to [mia.tbs@miamarket.it](mailto:mia.tbs@miamarket.it) **no later than September 23, 2016**. No specific deadline applies for the online directories: participants may withdraw their data from the online password protected directories anytime, by writing an email to [mia.tbs@miamarket.it](mailto:mia.tbs@miamarket.it)

6.3 The Fondazione takes no responsibility for incomplete or inaccurate data and information provided in the written or online materials, in the event they are the result of inaccuracies and/or omissions contained in the badge holder's application form.

6.4 Only those participants, whose application for accreditation is received by **September 23, 2016**, are included in the printed Industry Guide. MIA cannot guarantee that participants who request accreditation after that date will be mentioned in the printed Industry Guide; their professional contacts will appear in the restricted area of the website only.

## 7 PROCESSING OF PERSONAL DATA

Data privacy statement under legislative decree no. 196 of 30 June 2003 (Italy's "data protection code") Under Sec. 13 of Legislative Decree 196/2003.

Fondazione Cinema per Roma processes personal data in accordance with Italian data protection regulations (Legislative Decree no. 196 of 30 June 2003 - "Data Protection Code").

### 7.1 Uses of Personal Data

The data provided by the participant are processed for the following purposes:

to allow, even indirectly, the MIA to conduct its activities; that is, the participant's accreditation and issuance of the MIA badge; the fulfilment of certain services, for example, for a non-comprehensive illustrative purpose: market film submissions, badge and film screening fee payment, logistics, communication of the activities, invitations etc.; the creation of MIA participants lists with email contacts; MIA screenings attendees reports and MIA video library viewing reports; the collection of statistical data; the information and communication of MIA and Rome Film Fest activities to all MIA badge holders and more in general to pursue aims that are related, connected or attendant with the participation in the MIA and for all the purposes described in the Accreditation General Regulations.

### 7.2 Provision of Personal Data

Provision of a part of your personal data is voluntary. The data required for completion of the online accreditation/market screening/videolibrary request are marked with an asterisk. Additional data may be provided voluntarily. Failure to provide the compulsory data, will bar the applicant from accreditation and consequently from participation in MIA, precluding him/her from the opportunities that accreditation entails.

### 7.3 Processing of Personal Data

Data will be processed mainly by electronic means, and on paper should the need arise, in accordance with the uses described in section 7.1 of the present data privacy statement as well as those described both in the General MIA Guidelines and the Accreditation Regulations; in any case, your personal data will be processed fairly, lawfully and transparently.

The personal data include: first and last name, postal and email address, telephone number, country, main activity, profession, job title and a passport sized jpeg photo.

### 7.4 Communication and Dissemination of Personal Data

- a) The data may be released in order to fulfill legal obligations or upon request from law enforcement or administrative or judicial officials.
- b) Transmission of data to third parties occur only in connection with the provision of services related to the participation to MIA, such as: providing the films representatives with the screenings' attendees reports and video library viewing reports; providing guest participants' data to the relevant embassy in case a visa is needed, or to hotels and transfer coordinators for the organization of the guest' stay; providing participant film representatives data to Fondazione's technical partners for the organization of the film copies traffic, technical check and upload of film files for the videolibrary; providing participants data in the printed and online directories accessible to all MIA registered

participants; providing MIA badge holders data to MIA media partners for dissemination of press releases concerning the MIA and the Rome Film Fest.

#### 7.5 Data Processors

The data processors are those persons in charge of IT department, accreditation and communication and the MIA organization within the Fondazione Cinema per Roma.

#### 7.6 Rights of the Data Subject

According to the current legislation on the protection of personal data, under Sec. 7 of Legislative Decree no. 196 of 30 June 2003 (Italy's "Data Protection Code"):

1. A data subject shall have the right to obtain confirmation as to whether or not personal data concerning him/her exist, regardless of their being already recorded, and communication of such data in intelligible form.

2. A data subject shall have the right to be informed:

- a) of the source of the personal data;
- b) of the purposes and methods of the processing;
- c) of the logic applied to the processing, if the latter is carried out with the aid of electronic means;
- d) of the identification data concerning data controller, data processors and the representative designated as per Section 5(2);

e) of the entities or categories of entity to whom or to which the personal data may be communicated and who or which may come to know said data in their capacity as designated representative(s) in the State's territory, data processor(s) or person(s) in charge of the processing.

3. A data subject shall have the right to obtain:

- a) updating, rectification, or when interested therein, integration of the data;
- b) erasure, anonymisation, or blocking of data that have been processed unlawfully, including data whose retention is unnecessary for the purposes for which they have been collected or subsequently processed;
- c) certification to the effect that the operations as per paragraphs a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that has to be protected.

4. A data subject shall have the right to object, in whole or in part:

- a) on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection;
- b) to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market or commercial communication surveys.

#### 7.7 Exercise of Rights and Data Controller

The rights under Sec. 7 of Legislative Decree no. 196 of 30 June 2003 may be exercised by means of written request by certified mail addressed to the data controller or by e-mail to this e-mail address: [info@romacinemafest.org](mailto:info@romacinemafest.org)

The data controller is the Cinema per Roma Foundation, registered office in Rome, Viale Pietro De Coubertin 10, 00196 c/o Musica per Roma Foundation, headquartered in Rome, Via degli Scialoja, 3 00196.

The Data Processor is Mrs. Francesca Via.

7.8 with the acceptance of this regulation and policy, you expressly agree that Fondazione may collect, process and use the mentioned personal data for the purposes herein described.