

# ALTAROMA

## **ACCREDITATION RULES AND PROCEDURES FOR PRESS TO ROMA FASHION WEEK**

### **Art. I Definitions**

For the purposes of the present Regulation, the following are referred to as:

- i) Journalist:** any professional (e.g. journalists, freelance journalists, etc.) working in the media sector (e.g. newspapers, magazines, periodicals, press agencies, radio, TV, Internet publications, etc.)
- ii) Blogger:** an individual managing a personal and/or amateur web page. A blog is different from any other webzine and/or registered website and/or online editorial activity managed by a professional group of work.
- iii) Influencer:** owner of a social profile (Instagram, Facebook, etc.) with a more or less broad audience, which has the ability to influence, stimulate and direct the decisions of others thanks to its own authority (real or perceived), knowledge and position within a social network.
- iv) Accreditation:** the authorization to access events and facilities (e.g. press room, various locations directly managed by Altaroma) granted to journalists by Altaroma itself, whereas the access **to any other event listed on the events calendar (not directly managed by Altaroma) or any other collateral event (e.g. fashion shows, performances, presentations, exhibitions) organized by individual fashion houses always requires an invitation issued by the fashion house itself and forwarded to the single journalist.**

### **Art. II. Purpose of the Regulation.**

The purpose of this regulation is to establish the rules according to which accreditation is granted by Altaroma to ROMA FASHION WEEK, occurring from **7<sup>th</sup> to 10<sup>th</sup> July 2021**.

### **Art III. Criteria for the Issue of accreditation.**

**All Media members (journalists, bloggers, influencers, photographers, operators and assistants)** requesting accreditation to Roma Fashion Week must fill out the form in all its parts on the website [www.altaroma.it](http://www.altaroma.it), including who had already received the accreditation in the past editions.

**Incomplete forms will not be taken into consideration.**

Registration procedures will be open online **from May the 27<sup>th</sup>**.

Altaroma will grant accreditation to each journalist, photographer, blogger, influencer and buyer following a selection based on a discretionary evaluation according to the criteria listed below.

After the closing of the online procedures, Altaroma will verify the suitability of every request. If your request is accepted, you will receive an e-mail explaining where and when to collect the badge.

### **Art. IV. Documentation requested**

To proceed with accreditation, applicants are **necessarily** required to submit the following materials; if the materials are not complete, the request will not be taken into consideration.

#### **For journalists:**

- Editor-in chief's approval on company letterhead. The name of the accrediting person and his/her title should be stated.
- A signed article or the media's colophon (links can be attached in an e-mail)

### **For photographers and networks:**

- Editor-in-chief's approval on company letterhead.
- A copy of your press card with the issuing authority and number (If you have one).

### **For bloggers/influencers:**

- A selection of articles recently published on the blog/website (links can be sent in attachment to e-mail).
- Links to show the blog / social profile.
- Blog visits / number of followers.
- A copy of your press card with the issuing authority and number (If you have one).

### **Art. V. Number of Accredited Journalists**

Altaroma determines the maximum number of accreditations (**no more than 2 people for media organization will be accepted, exception made for National Press Agencies and National Newspapers**) that the Company considers correct to grant to journalists for each event (based on logistics and safety requirements). Because of the exceeding number of applications, Altaroma reserves the right to choose, at its own discretion, those journalists to be accredited.

**Altaroma reserves the right, at any moment whatsoever, to change the number of accreditations that it is able to grant, based on the laws in force pertaining to security measures and similar.**

### **Art. VI. Reference Publications**

Altaroma will evaluate the media organizations (e.g. registered publications, press and photographic agencies, Radio, TV, Online Internet publications, etc.) and will ask applicants to submit proof of their affiliation with same, regardless of the type of collaboration (e.g. employee, contributor, freelance journalist etc.) existing at this time. Journalists requesting accreditation will be held liable for any false declarations and, in any case, Altaroma reserves the right to check, at any moment whatsoever, the truthfulness of said declarations.

### **Art. VII. Personal Credentials**

Altaroma will evaluate the personal credentials of each journalist (whether declared or known). Journalist's must:

- Perform his/her activity prevalently in the fashion, lifestyle or news sector or, in any case, in related fields.
- Work with existing, well-known media organizations and, however, those approved by Altaroma.
- Provide the necessary documentation required by Altaroma by the deadline stipulated.
- Hold the necessary credentials in terms of respect and professional ethics. He/she must observe the rules of professionalism and loyalty in all relationships whether these be with colleagues or with the members or staff of Altaroma.
- Comply with all the rules pertaining to access any place where the fashion shows are being held, backstage areas, the press room etc. as well as to events being held outside the fashion week headquarters but nevertheless included in the Calendar of events.
- In particular, all journalists undertake to behave in a professional, civil manner and to respect the rules set by the organizers/press office/location managers, such as only occupying the place (either seated or standing) assigned to them and only using the equipment assigned to them in the press rooms (such as computers, telephones, printers, photocopiers. Said individuals should also refrain from removing any material found inside the venue such as press releases). In addition to the above, they also undertake not to disturb or interfere with the activities of other people who might be present in said locations (e.g. other journalists, operators, press officers, organizers, personnel or security guards, etc.).

### **Art. VII.i Blog's Credentials**

The blogger declares that he/she is the exclusive and legitimate owner of the accredited blog and that he owns its copyright, exploitation and usage rights.

Moreover, the blogger is responsible for any content he uploads and has to verify that his publications do not create any legal controversy or damage to other people's rights.

All and any blog not concerning adequate subjects or fields and/or containing vulgarity or considered morally offensive will not be taken into consideration for registration appliance.

#### **Art. VIII. Revocation of Media Accreditation**

Altaroma reserves the right to revoke accreditation at its own discretion and at any time whatsoever without being compelled to provide for any explanation. Failure to comply with even one of the criteria listed in point III will be deemed as a just cause for revocation of same. In particular, in the event of Altaroma learning that a press badge has been transferred to third parties or deeming that the holder of same (e.g. whether this individual is a journalist, photographer, operator, etc.) is unfit to hold it, Altaroma reserves the right to revoke it and to examine the possibility of confirming future requests for accreditation for future editions of the fashion week.

#### **Art. IX. Processing of personal data**

Altaroma processes the personal data provided according to the purposes and methods indicated in the privacy notice published on the website [www.altaroma.it](http://www.altaroma.it) in the area dedicated to accreditations and can be reached through the following link <https://registrazioni.altaroma.it/wp-content/uploads/2021/06/informativa-privacy-form-accrediti-en.pdf>. The interested in obtaining the accreditation undertakes to submit the information referred to the third parties to whom the data provided refer.