



# ***CUSTOMER PRIVACY POLICY***

*Rendered pursuant to art. 12, 13 and 14 of Regulation (EU) 2016/679*

## **RINOVA s.r.l.**

Registered and operational headquarters: Via dell'Astigiano n. 9 – 40065 Pianoro (BO)

VAT code/Business register: IT 03638861207- REA code: BO – 534992

PEC: [rinova@legalmail.it](mailto:rinova@legalmail.it)

Telephone +39 051.0116311

email: [privacy.rinova@rinova.me](mailto:privacy.rinova@rinova.me)

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## CUSTOMER PRIVACY POLICY

### 1 RECIPIENTS OF THE DOCUMENT

This document is addressed to our customer or potential Clients and to all natural persons who for any reason provide their personal data to our organization acting in the name or on behalf of our Clients or prospects.

### 2 PREMISE

In compliance with the indications provided for by **Regulation (EU) 2016/679** (hereinafter, "**Regulation**" or "**GDPR**") on the processing and free movement of personal data, you have the right to know all information regarding the processing of your personal data in a clear and transparent manner. Therefore, in accordance with this principle, we intend to inform you hereby about the processing of your personal data.

### 3 DEFINITIONS

The definitions of the terms used in this document are to be understood as per Article 4 of [EU Regulation 2016/679](#).

### 4 DATA CONTROLLER OF PERSONAL DATA AND EMPLOYMENT RELATIONSHIP

**RINOVA s.r.l.** is the Data Controller of your personal data pursuant to the Regulation. The following is the contact information:



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C.F./ P.IVA IT 03638861207- Cod. REA: BO – 534992

PEC: [rinova@legalmail.it](mailto:rinova@legalmail.it)

Telephone +39 051.0116311

email: [privacy.rinova@rinova.me](mailto:privacy.rinova@rinova.me)

#### 1.1 DATA PROTECTION OFFICER - DPO

**RINOVA** is not required to appoint the DPO pursuant to art. 37 of the GDPR.

### 5 PURPOSE OF THE PROCESSING

Personal data relating to you, such as name, surname, address, telephone, fax, e-mail, company role, as well as other information voluntarily provided by you or your organisation to our Company or by inferred by virtue of the existing relationship, (hereinafter, the "Data") will be processed exclusively for the following purposes.

ID	Description of the purposes, lawfulness basis, origin of the data and duration of processing
	<p><b>Purpose:</b> <i>To implement contractual and/or pre-contractual measures aimed at the supply of goods or services by your organization. This includes handling requests for quotations, orders, any complaints, warranties, payments and refunds.</i> <b>RINOVA</b></p> <p><b>Lawfulness:</b> This processing is carried out on the basis of Article 6 (1) (b) GDPR.</p> <p><b>F1 Origin of the data:</b> The data, generally contact information associated with your other company information, may be provided directly by you or communicated by your organization, obtained from the existing relationship or may come from public directories or collected from third parties who have reported to you.</p> <p><b>Duration of processing:</b> The processing will cease at the end of the contractual relationship.</p> <p><b>Further storage:</b> If deemed appropriate and lawful, at the end of the duration of the processing, your personal data may be anonymised (see purpose <b>F8</b>) or further stored for civil or judicial reasons (see purpose <b>F5</b>).</p>

## **CUSTOMER PRIVACY POLICY**

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**Purpose:** *To comply with legal obligations, regulations deriving from EU legislation, or deriving from instructions given by public authorities or supervisory bodies. For example, your personal data may be used to manage invoicing, comply with our accounting and tax obligations, protect health and safety in the workplace (if our employees carry out their work at your plant), comply with any reporting obligations.*

**Lawfulness:** This processing is carried out on the basis of Article 6 (1) (c) of the GDPR

- F2 Origin of the data:** The data, generally contact information associated with your other company information, may be provided directly by you or communicated by your organization, obtained from the existing relationship, or may come from public directories or collected from third parties who have reported to you.

**Duration of processing:** The processing will cease upon expiry of the legal obligation.

**Further storage:** Compatibly with the retention period imposed by law, if deemed necessary and lawful, your data may be further stored for civil or judicial reasons (see **purpose F5**).

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**Purpose:** *To manage, take care of, consolidate over time the commercial relationship with the Customer (so-called "loyalty"), plan commercial, financial and market strategies, define budgets, optimize operational strategies and plan business objectives*

**Lawfulness:** These processing operations are carried out pursuant to Article 6 paragraph 1 letter f) of the GDPR on the basis of the Legitimate Interest of the Data Controller.

- F3 Data Origin:** The data are generally those collected for the **F1** and **F2** purposes and possibly supplemented by us through the provision of further information by you or your organization or in any case obtained during the existing relationship.

**Duration of processing:** Without prejudice to the exercise of the right to object, the processing will last until the interest pursued by the Data Controller is achieved. Normally 10 years from the last business relationship.

**Further storage:** If deemed appropriate and lawful, at the end of the processing, your personal data may be anonymised (see **purpose F8**) or further stored for civil or judicial reasons (see **purpose F5**).

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**Purpose:** *To achieve, maintain and demonstrate certifications or accreditations, to comply with regulatory standards (es. ISO 9001, ISO 14001, ISO 45001, ISO 27001, etc.), to apply specific codes of ethics, conduct or deontology (e.g. Company Code of Ethics).*

**Lawfulness:** These processing operations are carried out pursuant to Article 6 paragraph 1 letter f) of the GDPR on the basis of the Legitimate Interest of the Data Controller.

- F4 Origin of the data:** The processed data are generally collected for purposes **F1**, **F2** and **F3**. However, additional data may be collected by us or provided by you and/or your organisation during the existing relationship.

**Duration of processing:** Without prejudice to the exercise of your right to object, the processing will last for the entire duration of the business relationship or until the legitimate interest pursued by the Data Controller has been achieved.

**Further storage:** If deemed appropriate and lawful, at the end of the processing, your personal data may be further anonymised (see **purpose F8**) or stored for civil or judicial reasons (see **purpose F5**).

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**Purpose:** *To take protective actions to protect the interests of the Company or those of third parties such as, for example, exercising defense in court and/or asserting rights.*

**Lawfulness:** These processing operations are carried out pursuant to Article 6 paragraph 1 letter f) of the GDPR on the basis of the Legitimate Interest of the Data Controller.

- F5 Origin of the data:** The data subject to storage processing are provided or collected for all the purposes stated in this document.

**Duration of processing:** Until the purposes of protection have been achieved.

**Retention:** We will retain your personal data for the period of limitation provided for by the legislation for the protection of related rights, without prejudice in any case to longer retention periods provided for by specific sector regulations. In particular, the data will be processed and/or stored for a period of **10 (ten) years** from the conclusion of the contract, the end of the relationship or the achievement of the collection purposes.

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## CUSTOMER PRIVACY POLICY

**Purpose:** To promote our brand, our activities, our products and our services. For example, we may send you commercial communications from time to time relating to services similar to those you have previously used (so-called "Soft-Spam").

**Lawfulness:** This processing will be carried out pursuant to *Article 6 paragraph 1 letter f)* of the GDPR on the basis of the Legitimate Interest of the Data Controller in compliance with the provisions of Article 130 of Legislative Decree 196/2003.

**F6**

**Origin:** the data were provided for the **F1 purpose**

**Duration of Processing:** We will process your data for the duration of the **F3** purposes or your objection to processing.

**Further storage:** if deemed appropriate and necessary, at the end of the processing we may keep evidence of the communications sent (e.g. date and time, subject, recipient) in order to demonstrate the correctness and lawfulness of the same (see **purpose F5**).

**Purpose:** Sending commercial communications for the purpose of promoting products or services (Marketing)

**Lawfulness:** This processing will be carried out in accordance with *Article 6 (1) (a)* of the GDPR on the basis of your free and informed consent.

**F7**

**Origin of Data:** provided directly, from public lists, collected from third parties.

**Duration of processing:** We will process your personal data for the duration of the validity of the consent.

**Further storage:** The data will be stored until you revoke your consent. This is without prejudice to longer retention periods provided for any **F5 purposes**.

**Purpose:** Anonymization for internal analysis and statistical purposes. *In some circumstances, for processing carried out for purposes **F1**, **F2**, **F3** and **F4** we may anonymise some data so that it can no longer be associated with you, in such cases it will be possible for us to use said data without further notice to you and store it indefinitely. We will only carry out anonymisation if we are able to guarantee and demonstrate over time that it is impossible to associate such data with you again (e.g. by means of reverse engineering techniques).*

**F8**

*For example, the data may be used to compile market statistics, quality, security, website access, etc. If the use of your anonymised data is required to feed statistics that may fall outside your legitimate expectations, we will provide you with specific information and collect your consent if necessary.*

**Lawfulness:** This anonymization processing will be carried out pursuant to *Article 6 paragraph 1 letter f)* of the GDPR on the basis of the Legitimate Interest of the Data Controller.

**Data Source:** Collected for purposes **F1**, **F2**, **F3** and **F4**

**Duration and Retention:** We will retain and use anonymized data indefinitely



If, **RINOVA** during the existing relationship, further and specific processing is necessary, not indicated in this policy, it will be necessary to provide you and/or your Organization with specific information in advance and, if necessary, proceed to acquire the necessary consent.

## 6 PRINCIPLES APPLICABLE TO DATA PROCESSING

From the moment of collecting information, any processing we carry out will comply with the principle of relevance and non-excessiveness by virtue of the purposes pursued by the same. We inform you that access to your personal data by the persons in charge is allowed only if knowledge is deemed strictly indispensable for the pursuit of the purposes illustrated in this document.

## 7 MANDATORY OR OPTIONAL NATURE OF THE PROVISION OF DATA

For purposes **F1** and **F2** of this policy, the provision of personal data is a necessary requirement and any refusal to provide the requested information could totally or partially prevent the performance of the activities aimed at fulfilling the commercial supply contract, or the fulfilment of legal obligations, regulations deriving from EU legislation, or deriving from instructions given by public authorities or supervisory bodies. For example, our Company may be unable to provide you or your organization with goods or services.

## 8 LEARN MORE ABOUT RETENTION

Without prejudice to what is stated in [paragraph 6](#) of this policy, for organisational reasons, the data will be deleted/destroyed or anonymised within **90** days of expiry of the retention periods.

## 9 METHODS OF PROCESSING

With logics strictly related to the purposes of collection, we adopt and observe strict procedures and security measures to store, use and allow you to view your personal data using paper, computer and telematic tools, so as to always guarantee their protection from unauthorized or unlawful processing and from loss, destruction or accidental damage.

In particular, your data are:

- collected exclusively for the purposes declared and subsequently processed in compliance with the same;
- adequate, relevant and limited with respect to the purposes stated above ("so-called data minimization");
- accurate and, if necessary, updated, deleted and/or corrected, also on the basis of your indications;
- used and stored for a period of time not exceeding the achievement of the purposes for which they are collected.

### 11.1 AUTOMATED DECISIONS



To achieve the purposes of this policy, **RINOVA** do not make automated decisions based on your personal data.

### 11.2 SAFETY



**RINOVA** has taken steps to assess the risks to the rights and freedoms of the data subjects involved in the processing operations stated in this policy, also considering the risks looming over the IT systems used for such processing. The risks were then assessed, analyzing the sources of risk and mitigating the threats capable of realizing them through the adoption of technical and organizational measures deemed appropriate.

## 10 SCOPE OF COMMUNICATION AND DISSEMINATION OF DATA

In order to pursue the purposes stated in this document and within the limits of what is strictly necessary, **RINOVA** makes use of the activities of external parties with whom specific agreements are entered into on the processing of personal data to regulate the relationships of **Ownership/Responsibility** pursuant to the Regulation (e.g. external parties that carry out technical, commercial, legal, administrative consultancy activities, companies that provide IT services in the Cloud, data processing, shipping and transport services, banks, bodies, public administrations, authorities, supervisory bodies, etc.). Internally, the subjects involved in the processing of your personal data are bound to confidentiality, adequately trained and appointed as "**Authorized**" subjects to the processing.

Without prejudice to any legal obligations, **your personal data will not be disseminated in any way.**

For more information on who may become aware of your personal data, you can contact our Corporate Data Protection Coordinator.

## 11 TRANSFER OF DATA ABROAD

For the purposes stated in this policy, we do not transfer your data outside the European Economic Area (EEA). However, if your personal data is transferred to countries outside the European Economic Area (EEA), in the absence of an adequacy decision from the Commission of the European Union, we will ensure that appropriate safeguards are in place to protect your personal data in these countries. Some of the safeguards that may be put in place, where appropriate, include the use of standard contractual clauses approved by the European Commission, pseudonymization and, if possible, encryption of the data itself. **RINOVA**

By way of example but not limited to, we inform you that the transfer abroad of your personal data is often linked to the use of cloud technologies, digital communication systems, security software and protection of IT services. In these cases, our Company undertakes to use services chosen from among the operators that guarantee greater standards of security and attention to the protection of personal data.

## **CUSTOMER PRIVACY POLICY**

In this regard, we inform you that you use some ICT services, provided by US companies such as, for example, Microsoft, Google and Apple which operate as our Data Processors pursuant to Article 28 of the GDPR. **RINOVA**

For this reason, we sign service contracts and "*Data Processing Agreements*" (DPAs) with these companies which also include the "*Standard Contractual Clauses*" (SCCs) established by the European Commission pursuant to art. 46, par. 1, GDPR.

However, while selecting, where possible, the provision of such services through Data Centers located within the EEA, the Data Processor may have to allow access to our data to the American authorities as a result of the so-called "Cloud ACT".

### **12 RIGHTS OF THE DATA SUBJECT**

As a data subject in the processing of your personal data, you may exercise at any time the rights recognized by articles 15 to 22 of the Regulation.

In particular, in the manner and within the limits of the law, you have the right to ask our Company for access to your personal data, rectification, erasure or limitation of the processing of personal data concerning you and to object to their processing. To exercise your rights, you can use the contact channels provided in this document.



You can obtain more information on the rights applicable to the processing stated in this policy in [ANNEX A](#)

### **13 COMPLAINT TO THE SUPERVISORY AUTHORITY (art. 77 GDPR)**

Without prejudice to the possibility of contacting to obtain any information or to exercise your rights, we inform you that you may lodge a complaint with the competent independent administrative authority in the Member State of the European Union where you habitually reside, where you work, or where you believe there has been an alleged violation of the law on the protection of your personal data. In Italy, you can lodge a complaint with the Italian Data Protection Authority (GPDP). For information on how to submit your complaint to the Authority, you can use the following contact details:



#### **Guarantor for the protection of personal data**

Switchboard: +39 06.696771

E-mail address: [garante@gpdp.it](mailto:garante@gpdp.it)

PEC address: [protocollo@pec.gpdp.it](mailto:protocollo@pec.gpdp.it)

Website: <https://www.garanteprivacy.it>

### **14 UPDATE OF THE POLICY**

This policy, **INF-DPMS.02 "CUSTOMER PRIVACY POLICY" Version 01** in force **20/11/2024**, The document is periodically revised according to regulatory and/or company changes.

In the event of a change in its fundamental parts (such as the purposes, methods, to whom we communicate the data, where we transfer them, etc.) it will be the responsibility of our Company to inform you of the change.



You can find the updated version of this information on the institutional website of **RINOVA s.r.l.**

## ANNEX A

### GUIDE TO THE EXERCISE OF THE RIGHTS APPLICABLE TO THE PROCESSING DECLARED IN THE CUSTOMER INFORMATION INF-MOP.02 VER. 01 OF 20/11/2024

#### **RIGHT OF ACCESS (Art. 15 GDPR)**

As a data subject, you have the right to obtain confirmation as to whether or not we are processing personal data concerning you and, if so, to obtain access to the following information:

1. the purposes of the processing;
2. the categories of personal data concerned;
3. the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular if recipients are from third countries or international organisations;
4. where possible, the envisaged retention period for personal data or, if this is not possible, the criteria used to determine that period;
5. the existence of the right of the data subject to request from the data controller the rectification or erasure of personal data or the restriction of the processing of personal data concerning him or her or to object to their processing;
6. the right to lodge a complaint with a supervisory authority;
7. if the data have not been provided directly by you, all available information on their origin;
8. the existence of automated decision-making, including profiling and, at least in such cases, meaningful information about the logic used, as well as the consequences of such processing for you;
9. if your personal data is transferred to a third country or to an international organisation, you have the right to be informed of the existence of appropriate safeguards in accordance with Articles 45-50 of the GDPR.



You will only have the right to obtain a copy of the data if it is possible to do so without adversely affecting the rights and freedoms of others. If you decide to exercise this right, we will provide you with a copy of the personal data being processed. **If you request additional copies, we may charge you a fee based on our administrative costs.**

#### **Conditions of applicability**

This right is guaranteed for all processing carried out by us regardless of its lawful basis. Especially:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

-  The right does not apply to data that has already been anonymised for F8 purposes

#### **RIGHT TO RECTIFICATION (Art. 16 GDPR)**


You have the right to obtain from us the modification and updating of your personal data without undue delay. Taking into account the purposes of the processing, you have the right to obtain the completion of your incomplete personal data, including by providing us with a supplementary statement.

#### **Conditions of applicability**

This right is guaranteed for all processing carried out by us regardless of its lawful basis. In particular, it is applicable to the following treatments:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

-  The right is not directly applicable to processing carried out for purposes **F4, F5, F6 and F8**, as the data collected for purposes **F1, F2 and F3 are used for such processing.**



## **RIGHT TO ERASURE "RIGHT TO BE FORGOTTEN" (Art. 17 GDPR)**

You have the right to obtain the erasure of personal data concerning you without undue delay.

### **Conditions of applicability**

We grant you this right for the following processing, where one of the following reasons exists:

1. When the personal data is no longer necessary in relation to the purposes for which it was collected or otherwise processed:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

-  The right does not apply to data that has already been anonymised for F8 purposes

2. if you have withdrawn the consent on which the processing is based and there is no other legal basis to continue it without your authorisation:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

-  The right is not applicable to **F1, F2, F3, F4, F5, F6 and F8 processing** as they are not based on the consent of the data subject.

3. If you object to the processing and there is no overriding legitimate reason on our part to proceed with the processing anyway:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

-  The right is not applicable to **F1, F2 and F7** processing as it is not based on legitimate interest and to data already anonymized for **F8 purposes**

4. if personal data are processed unlawfully:

	F1	F2	F3	F4	F5	F6	F7	F8
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5. if personal data needs to be erased in order to comply with a legal obligation to which we are subject as a Data Controller:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

-  The right does not apply to data that has already been anonymised for F8 purposes

6. If personal data has been collected in connection with the provision of information society services:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

-  The law does not apply to any of the processing operations stated in this policy.

## **RIGHT TO RESTRICTION OF PROCESSING (Art. 18 GDPR)**

This right is guaranteed for all processing carried out by us regardless of the lawful basis used.



Personal data subject to restriction are processed, except for storage, only with your consent or for the establishment, exercise or defense of legal claims or to protect the rights of another natural or legal person. In addition, we inform you that the data subject who has obtained the restriction of processing is informed by the controller before this restriction is lifted.

### **Conditions of applicability**

You have the right to obtain the restriction of processing when one of the following applies:

1. You have contested the accuracy of the personal data; The restriction will apply for the period necessary to allow us to verify the accuracy of such data:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

 The right does not apply to data that has already been anonymised for F8 purposes

2. the processing is unlawful and you oppose the erasure of your personal data by requesting, instead, that its use be limited:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

 The right does not apply to data that has already been anonymised for F8 purposes

3. Although we no longer need it for the purposes of the processing, the personal data is necessary for you to establish, exercise or defend legal claims:

	F1	F2	F3	F4	F5	F6	F7	F8
---	----	----	----	----	----	----	----	----


#### Specific conditions of non-applicability

 The right does not apply to data that has already been anonymised for F8 purposes

4. You have objected to the treatment; The restriction will be applied pending verification of whether our legitimate reasons for continuing it prevail:

	F1	F2	F3	F4	F5	F6	F7	F8
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#### Specific conditions of non-applicability

 The right does not apply to data already anonymized for F8 purposes and to F1 and F2 processing as they are not based on legitimate interest.

**CUSTOMER PRIVACY POLICY****RIGHT TO NOTIFICATION (Art. 19 GDPR)**

You have the right to obtain from us a direct communication to each of the recipients to whom your personal data has been disclosed, regarding your requests for rectification or erasure or restriction of processing, unless this proves impossible or involves a disproportionate effort. In addition, if you deem it appropriate, you have the right to obtain the list of recipients of your data.

**Conditions of applicability**

This right is guaranteed for all processing carried out by us regardless of the lawful basis used:

	F1	F2	F3	F4	F5	F6	F7	F8
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Specific conditions of non-applicability

 The right does not apply to data that has already been anonymised for F8 purposes

**RIGHT TO DATA PORTABILITY (art. 20 GDPR)**


You have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used and machine-readable format and you have the right to obtain from us the direct transmission of such data to another controller if technically feasible.

**Conditions of applicability**

This right is only guaranteed for processing operations that have consent or contract as their legal basis and are carried out by automated means:

	F1	F2	F3	F4	F5	F6	F7	F8
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Specific conditions of non-applicability

 The law does not apply to the processing we carry out

**RIGHT TO OBJECT (Art. 21 GDPR)**

You have the right to object at any time to the processing of your personal data based on our legitimate interest, including profiling.




We will only refrain from further processing your personal data if we cannot demonstrate compelling legitimate grounds for doing so over your interests, rights and freedoms. The processing will continue even if the data is necessary for the establishment, exercise or defence of our rights or those of third parties in litigation.

**Conditions of applicability:**

The legal basis for the processing must be legitimate interest. The law is applicable to the following processing operations:

	F1	F2	F3	F4	F5	F6	F7	F8
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Specific conditions of non-applicability

 The law is not applicable to processing carried out for purposes **F1**, **F2** and **F7** as it is not based on legitimate interest and to processing carried out for purpose **F5** as necessary for the assessment and defence in litigation.

**SPECIFIC RIGHTS IN THE CASE OF AUTOMATED DECISION-MAKING (Art. 21 GDPR)**

You have the right not to be subject to a decision based solely on automated processing (including profiling) which produces legal effects concerning you or significantly affects you in a similar way. In addition, you have the right to obtain human intervention from the Controller, to express your opinion and to contest the automated decision.

In any case, decisions should not be based on the special categories of personal data referred to in Article 9(1) of the GDPR, unless Article 9(2)(a) or (g) of the GDPR applies, and appropriate measures are in place to protect your rights and freedoms.

## **CUSTOMER PRIVACY POLICY**

### **Conditions of applicability**

The right does not apply if the decision:

- is necessary for the conclusion or performance of a contract between us;
- is based on your explicit consent;
- the decision is authorised by Union or Member State law.

	F1	F2	F3	F4	F5	F6	F7	F8
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### Specific conditions of non-applicability

- ☒ The right does not apply to any of the processing operations stated in this policy as none of them subjects the data subject to a decision based solely on automated processing.

### **RIGHT TO COMPENSATION FOR DAMAGES (Art. 82 GDPR)**

We inform you that anyone who suffers material or immaterial damage caused by a violation of Regulation 2016/679 has the right to obtain compensation for such damage.

### **FORMS FOR EXERCISING RIGHTS**

To exercise your rights towards our Company, we recommend that you use the following form made available by the Data Protection Authority:

<https://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/1089924>

We remind you that your identification is always necessary on our part.