



## USERS PRIVACY POLICY

Art. 13 -14 EU Reg. 2016/679 "GDPR"

### WHO IS THE DATA CONTROLLER?

The Data Controller is **SIMONETTA SPA**, with registered office in in Jesi (AN), 60035, address San Marcello 102, Phone Number: 0731 2301, email: [info@simonetta](mailto:info@simonetta), pec: [simonetta.spa@pecraccomandata.it](mailto:simonetta.spa@pecraccomandata.it)  
More information at: <https://www.simonetta.it/>

### WHO IS THE DATA PROTECTION OFFICER?

The *Data Protection Officer (or Data Protection Officer -DPO)* is your point of contact for any questions or issues related to the implementation of the GDPR, who can be reached at the following E-mail address: [dpo@simonetta.it](mailto:dpo@simonetta.it)

### WHAT IS THE PURPOSE OF THE TREATMENT?

In compliance with the EU Regulation 2016/679 on the processing of personal data and their free movement and with the Legislative Decree 196/2003 as amended and supplemented "Code on the protection of personal data", we inform you, as a "Data Subject", that we process your data in order to perform the following activities:

- a) Contractual, administrative, tax and accounting purposes, for the handling of complaints and for the response to requests forwarded or otherwise required by law;
- b) Purposes arising from the management of the restricted web area, or otherwise the technical management of profiles related to the website and e-commerce;
- c) Marketing and customer loyalty purposes, following participation in the loyalty and points collection program, through automated contact methods (e.g., text messaging, e-mail and instant messaging) and traditional methods (e.g., operator phone calls and traditional mail) to send advertising material, newsletters, promotional and commercial communications related to products marketed by the Owner;
- d) Use of images, including those of underage subjects, to carry out marketing and promotional campaigns through the company's websites and on specific Social pages or profiles;

In case the need arises to pursue additional purposes of processing your data, which have not been indicated in this notice, we will inform you in advance about the new processing methods.

### ON WHAT LEGAL BASIS DO WE PROCESS DATA?

The legal bases vary depending on the purposes pursued and stated above, so with reference to the point:

- a) Pursuant to Article 6 GDPR, letters b) and c), the processing is necessary for the performance of a contract to which the data subject is a party or in order to take steps at the request of the data subject prior to entering into a contract; as well as to comply with legal obligations to which the data controller is subject;
- b) Pursuant to Art. 6 GDPR letter b) and f) the processing is necessary for the performance of a contract to which the data subject is a party and for the pursuit of the legitimate interest of the data controller;
- c) Pursuant to Art. 6 GDPR letter a), the data subject has given consent to the processing of his or her personal data;
- d) Pursuant to Art. 6 GDPR lett. a) the data subject (parent or parental responsibility holder) has given consent to the processing of personal data

### WHO DO WE COLLECT DATA FROM?

We always collect personal data directly from the Data Subject wherever possible. Alternatively, some data may be filled in by the exercising parental responsibility or alternatively by the guardian/support administrator.



## **WHAT CATEGORIES OF DATA DO WE PROCESS?**

Mainly we only request and process personal data categorized as "common," such as first name, last name, social security number, e-mail, telephone number, or pictures. In some cases, however, it may be essential to process data categorized as "special" as well. In these cases, it will be our responsibility to communicate to you the specific information regarding the use, legal basis and purpose of the processing.

The provision of common personal data (appropriately specified during the establishment of the relationship) is mandatory in order to use our services. In the absence of the same, we will not be able to provide an adequate service; or provide it in the required timeframe; or could result in the partial, or total, non-performance of the entrusted activity. For processing related to the purposes of (c) and (d), the provision of data is optional and always revocable.

## **TO WHOM DO WE COMMUNICATE THE DATA PERSON THERE?**

Data are processed at the legal and operational headquarters of the Data Controller and in any other place where the parties involved in the processing may be located. Your personal data may be disclosed to public bodies and institutions in charge, in order to comply with obligations under laws and regulations, as well as may be disclosed to external companies performing outsourced activities on behalf of the Data Controller, in their capacity as data processors. These data processors are accredited by us in advance and authorized to process the data exclusively for the purposes described above, including the proper management of the contractual relationship established between the parties. All data processors have been identified individually, within our of management system, and have received appropriate instructions to ensure the rights of data subjects, in addition to the prescription of the obligation to respect the right of confidentiality.

## **HOW DO WE PROCESS THE DATA?**

Your personal data will be processed by the Owner through the use of paper and digital format.

Only personnel authorized by the Data Controller will have access to it to carry out processing or systems maintenance operations. We take all useful technical and organizational measures to avoid problems of unauthorized access, disclosure, modification or destruction. We also specify that we do not use within our organization, an automated decision-making process.

## **IS DATA TRANSFERRED TO COUNTRIES OUTSIDE THE EU?**

Your data will not be transferred to third countries outside the European Union and with data protection regulations that are not aligned with the GDPR; moreover, it will not be subject by us to any dissemination to unauthorized third parties for purposes other than those stated in this notice.

## **HOW LONG DO WE RETAIN DATA?**

We will process your data for the time necessary to achieve the indicated purposes, for which they were collected, and they will be kept for the entire duration of the contractual relationship. They may also be kept even after the termination of the relationship, for as long as necessary to extinguish the obligations contractually undertaken and to carry out the relevant fulfillments required by current legislation. At the end of the stipulated period, the data will be destroyed, redelivered or processed by ensuring compliance with the principle of minimization, protecting the rights and freedoms of the data subject and always storing them with appropriate technical and organizational security measures. Data given upon consent are processed until the consent is revoked.

## **WHAT ARE YOUR RIGHTS?**

The data subject has the right to request from the Data Controller access to and rectification or erasure of personal data or the restriction of processing concerning him or her or to object to its processing, as well as the right to data portability, in accordance with the GDPR and, therefore, at any time he or she may request a digital copy of the data or its automatic transfer to other companies. In the cases provided, he or she may also object to or revoke the consent given. The data subject's right to lodge a complaint before the Data Protection Authority ([www.garanteprivacy.it](http://www.garanteprivacy.it)) remains unaffected. Any request to exercise rights will be evaluated within the limits of Articles 23 GDPR and 2-undecies and 2-duodecies Privacy Code. To exercise these rights or to obtain information on their content, we invite you to send a request via e-mail to the DPO address, above, using the "*GDPR Right exercise Form*" made available on the company website.