

## **PRIVACY POLICY**

### **AS PER ART. 13 REG. EU NO. 679/2016**

**MAGLIFICIO ROSSI IDEE MODA S.R.L.**, in its capacity as Data Controller of your personal data, pursuant to art. 13 Reg. EU no. 679/2016 (hereinafter, "GDPR"), provides you with the following information about the processing of personal data obtained as a result of the registration procedure on the website [www.biancadellatorre.com](http://www.biancadellatorre.com)

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The DATA CONTROLLER processes your personal data in accordance with the relevant regulations of the GDPR, the provisions of the Italian Data Protection Authority and the European Data Protection Board (EDPB).

You can consult the text of the Regulation and the provisions of the Privacy Authority by consulting the website

[www.garanteprivacy.it](http://www.garanteprivacy.it)

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#### **1. IDENTITY, CONTACT DETAILS OF THE DATA CONTROLLER, AND WHERE APPLICABLE, THE DATA PROTECTION OFFICER**

1.1 The Data Controller (hereinafter "Data Controller") is:

<b>COMPANY NAME</b>	<b>Maglificio Rossi Idee Moda s.r.l.</b>
<b>REGISTERED OFFICE</b>	Via delle Roggette 18, Cardano al Campo (VA) (21010)
<b>DIGITAL DOMICILE</b>	<a href="mailto:maglificiorossi@pec.it">maglificiorossi@pec.it</a>
<b>TELEPHONE</b>	0331/ 262556
<b>FAX</b>	0331/260882
<b>EMAIL</b>	info@biancadellatorre.it

#### **2. PURPOSES FOR PROCESSING THE PERSONAL DATA AND METHODS OF COLLECTION**

2.1 The purposes and legal bases of the processing are outlined in the table below:

<b>PURPOSE</b>	<b>LEGAL BASIS</b>
a) Register on the website and access the reserved area to take advantage of the services offered to registered users	a) The contract the data subject is a party to
b) Sending of institutional communications, email newsletters, even on a non-periodic basis	b) Consent
c) Sending of commercial communications for marketing purposes, including with tools that do not require the intervention of the operator (e.g. text message, email) for the promotion of its services	c) Consent
d) Exercise (including in advance) the right to sue or defend litigation (including alternative dispute resolution) to assert or defend the rights of the Data Controller	d) The legitimate interest of managing a relationship with you based on loyalty, propriety and good faith.

2.2 Personal data are collected when the registration form is submitted, and subsequently, when the data subject purchases products online.

#### **3. NATURE OF THE PROVISION OF PERSONAL DATA AND CONSEQUENCES OF REFUSAL**

3.1 The provision of personal data for the pursuit of the purposes referred to in letters a) and b) of point 2.1 is mandatory to conclude the contract. Failure to provide the data necessary for registration makes it impossible to use the services offered by the website or to execute the contract and requests.

3.2 The provision of personal data for the pursuit of the purposes referred to in letters c), d) and e) of point 2.1 is optional. Failure to provide this information correctly will make it impossible to receive the relevant communications/information.

#### **4. NATURE OF THE DATA BEING PROCESSED**

4.1 The personal data being processed will be of a common nature and do not belong to the special categories referred to in art. 9, para. 1 GDPR or 10, para. 1 GDPR.

#### **5. METHODS, SECURITY MEASURES AND PROCESSING TOOLS**

5.1. The processing of personal data will be based on respect for the principles set out in the GDPR and the rights of the data subject.

5.2. The Data Controller has adopted the appropriate security measures (technical and organisational) to ensure and be able to demonstrate that the processing is carried out in compliance with the GDPR. The Data Controller shall review and update these measures as necessary.

5.3 Data may be processed either by electronic or non-electronic means.

#### **6. ACCESS TO PERSONAL DATA BY THE DATA CONTROLLER'S ORGANISATION**

6.1 Within the organisation of the Data Controller, processing shall be carried out exclusively by expressly authorised parties, within the limits and in accordance with the procedures set out in the respective authorisation/designation documents.

#### **7. DATA RECIPIENTS**

7.1 Personal data may be made available to parties that do not belong to the Data Controller's organisation.

7.2 In some cases, the recipients of the data will carry out processing as Data Processors, exclusively under a specific contract pursuant to art. 28 GDPR, within the limits and in the manner indicated therein.

The updated list of Data Processors is available at the registered office of the Data Controller.

7.3 In other situations, personal data may be made disclosed to the following categories of parties:

a) PARTNERS

b) SUPPLIERS

7.4 The recipients not included in the List of data processors will process personal data as independent Data Controllers or Joint Data Controllers, and will be subject to the relevant obligations.

7.5 Personal data will not be disseminated.

7.6 Personal data will not be transferred outside the European Union.

#### **8. STORAGE PERIOD OF PERSONAL DATA / CRITERIA USED TO DETERMINE THIS PERIOD**

8.1 The data will be processed for the time strictly necessary to achieve the purposes for which they were collected (registration on the website and services provided by the website).

8.2 In the event that the account remains inactive for 2 years, the data provided will be deleted.

8.3 In any case, once the purpose has been achieved, the data may continue to be processed for the period envisaged by law or until the end of the statute of limitations to enforce a right related thereto.

More specifically, the data will be kept for 10 years:

- Based on legal provisions, for the purposes of fulfilling civil, accounting and tax conservation obligations.

- Based on the legitimate interest of the Data Controller: to assert or defend our rights in court.

#### **9. RIGHTS OF THE DATA SUBJECTS**

9.1 The data subjects have the right at any time to obtain – if the conditions are met:

a) Confirmation of whether or not their personal data are being processed, and in this case, access to personal data and information, in accordance with art. 15 GDPR.

b) The correction of any inaccurate personal data concerning them, including the completion of incomplete personal data, even by providing a supplementary statement, as envisaged in art. 16 GDPR.

c) The erasure of personal data concerning them, in accordance with the provisions of art. 17 GDPR.

d) The restriction of processing in accordance with art. 18 GDPR.

e) The portability of personal data, in accordance with art. 20 GDPR.

f) Opposition to processing, in accordance with art. 21 GDPR.

9.2 The right to withdraw consent at any time. Withdrawal of consent does not affect the lawfulness of any processing carried out based on the consent given or performed on other legal grounds.

For better management, requests should be addressed as follows:

<b>BY EMAIL</b>	info@biancadellatorre.it
<b>BY FAX</b>	0331/260882
<b>BY PEC CERTIFIED EMAIL</b>	maglificiorossi@pec.it
<b>BY POST</b>	Via delle Roggette 18, Cardano al Campo (VA) (21010)

Please also include in the subject: "Request as per Reg. EU no. 679/2016", specifying the right being exercised, as specified above.

**10. THE RIGHT TO LODGE A COMPLAINT WITH A SUPERVISORY AUTHORITY OR JUDICIAL REMEDY**

10.1 If the data subject considers that the processing of his/her data is in breach of the GDPR, he/she has the right to lodge a complaint with a Supervisory Authority. The Supervisory Authority may be that of the Member State in which the data subject has his/her habitual residence, or the place where the alleged infringement occurred.

10.2 The data subject has the right to a judicial remedy if he/she considers that his/her rights under the GDPR have been infringed as a result of the processing. Actions against the Data Controller or the Data Processor shall be brought before the courts of the Member State in which the Data Controller or the Data Processor has offices. Alternatively, such proceedings may be brought before the courts of the Member State in which the data subject has his/her habitual residence.

This document, published at

[www.biancadellatorre.com](http://www.biancadellatorre.com)

constitutes the "Privacy policy for REGISTRATION" on this website, which may be subject to updates.

Previous versions shall be kept at the registered office of the Data Controller.

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