

NOTICE PURSUANT TO ARTICLE 13 OF REGULATION (EU) 2016/679 ("GDPR")

Below is information on the processing of the personal data of customers (hereinafter referred to as "**Interested Parties**") who, once registered, access the **portal** (hereinafter referred to as the "**Portal**") to take advantage of the relevant services, as better regulated by the relevant general terms and conditions.

1. Identity and contact details of the data controller

The data controller is **Amilon S.r.l.**, Tax Code and VAT no. 05921090964, with registered office at via Natale Battaglia no. 12, Milan, e-mail address privacy@amilon.it (hereinafter, "Data **Controller**").

2. Contact details of the Data Protection Officer (DPO)

The DPO can be contacted by e-mail at dpo-ext@amilon.it.

3. Purposes of processing, legal bases and data retention periods

The data are processed for the purposes set out below;

- a) in order to allow the Interested Parties to use the Portal and benefit from its services. The legal basis of the processing is the performance of a contract to which the Data Subject is a party. Therefore, the data will be stored for the entire duration of the contractual relationship (without prejudice to the right of withdrawal of the parties) and for 10 years afterwards as the ordinary limitation period;
- b) for the fulfilment of administrative-accounting, fiscal and other legal obligations (e.g. conservation of accounting records). The legal basis of the processing is the fulfilment of a legal obligation to which the Data Controller is subject. The data will be stored in compliance with the terms provided for by specific applicable laws, such as the ten-year retention period for accounting records;
- c) to send the interested parties - to the e-mail addresses provided during registration - promotional communications on products and services similar to those purchased on the Portal. The legal basis of the treatment is the so-called "soft spam" pursuant to art. 130, c. 4, d. lgs. 196/2003 ("Privacy Code").
- d) to carry out generic marketing activities: sending by the Controller, by automated means of contact (such as e-mail, SMS, push notifications), of promotional communications relating to further services and products offered by the Controller itself or by third parties, as well as carrying out market research and statistical analysis. The legal basis for the processing is the consent of the Data Subject.
- e) to carry out profiled marketing activities: analysis of the behaviour and preferences of the Interested Parties deduced from the data provided by them in combination with the data relating to online navigation on the Portal by authentication (collected by means of cookies), in order to provide promotional content more in line with their interests, by means of automated contact methods (such as e-mail, SMS, push notifications) and/or online advertising banners. The legal basis for the processing is the consent of the Data Subject.

For the pursuit of the promotional purposes referred to in letters c), d) and e), the data will be stored for 3 years, without prejudice to the right to object exercised by the Data Subject (by clicking on the "unsubscribe" link at the bottom of each communication), as well as the further rights specified in paragraph 6.

After the above-mentioned retention periods have elapsed, the data will be destroyed, erased or made anonymous, subject to technical deletion and *backup* times.

4. Provision of data

The provision of data is necessary in order to use the services offered on the Portal (in particular, those marked with an asterisk in the forms); therefore, refusal to provide such data will not allow the interested parties to use these services.

The Data Subjects remain free to give or refuse their consent for the marketing purposes indicated in paragraph 3, letters d) and e) above.

5. Categories of data recipients

The data may be communicated to third parties acting as independent data controllers, such as public authorities and professional firms.

The data may also be processed, on behalf of the Data Controller, by third parties, designated as data processors pursuant

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to Article 28 of the GDPR, who carry out activities functional to the above purposes, such as IT service providers, customer care services, communication (mass e-mailing, marketing and profiling).

In addition, the data are processed by employees of the Data Controller - belonging to the corporate functions assigned to the pursuit of the above-mentioned purposes - who have been expressly authorised to process them and who have received adequate operating instructions.

6. Rights of interested parties

Interested parties may exercise their rights under Articles 15-22 of the GDPR by sending a communication to the contact points indicated in paragraph 1.

In particular, Data Subjects may obtain confirmation from the Data Controller as to whether or not personal data concerning them are being processed and, if so, access to such data and to the information referred to in Section 15, rectification of inaccurate data, integration of incomplete data, erasure of data in the cases referred to in Section 17, restriction of processing in the cases referred to in Section 18 GDPR. 18 GDPR; moreover, where the processing is based on consent or contract and is carried out by automated means, they may request to receive the data in a structured, commonly used and machine-readable format, as well as, if technically feasible, to transmit them to another data controller without hindrance ("right to portability").

In addition, Data Subjects have the right to withdraw their consent for generic marketing and/or profiled marketing purposes at any time, and to object to the processing of their data for marketing purposes, including profiling in connection with generic marketing.

In any event, Data Subjects shall have the right to lodge a complaint with the competent supervisory authority of the Member State in which they habitually reside or work or of the State in which the alleged breach occurred.