

FAR S.r.l.

Reg. Imp. BO - C.F. 03996570374 - R.E.A. Bo 331082 -Cap Soc.

Euro 1.000.000,00 i.v

Via Giovanni XXIII, 2

40057 Quarto Inferiore (BO)

Tel: +39 051 6009511 - Fax: +39 051 6009589

P.IVA IT00687071209



## **Information on the processing of personal data pursuant to articles 13-14 EU Reg. 2016/679**

### **Interested parties: customers and / or contact persons at client companies.**

FAR S.r.l. as Data Controller of your personal data, pursuant to and for the purposes of the EU Reg. 2016/679 hereafter 'GDPR', hereby informs you that the aforementioned legislation provides for the protection of data subjects with respect to data processing personal and that this treatment will be based on principles of correctness, lawfulness, transparency and protection of your privacy and your rights.

Your personal data will be processed in accordance with the legislative provisions of the aforementioned legislation and the confidentiality obligations therein.

Purpose and legal basis of the processing: in particular, your data will be processed for the following purposes related to the implementation of obligations related to legislative obligations:

- statutory tax and accounting obligations;
- of obligations under applicable laws.

Your data will also be used for the following purposes related to the execution of measures related to contractual or pre-contractual obligations:

- Customer Care;
- management of relationships during sales operations;
- litigation management;
- management of the sales contract and related obligations, including pre-contractual activities and shipping;
- customer management;
- quality management;
- customer billing history.

Your data will also be used for the following purposes necessary for the pursuit of the legitimate interest of the owner:

a) marketing activities for sending promotional communications on its products and services, similar to those already purchased, unless the interested party refuses the treatment initially or on the occasion of subsequent communications.

With regard to the aforementioned purposes where you are an employee-contact person of the client-legal person, your data will be processed by the need to interact, through you, with the client-legal person.

Processing methods. Your personal data may be processed in the following ways:

- by electronic calculators using software systems managed by third parties;
- outsourcing of processing operations;
- With regard to what is indicated in purpose a) the Data Controller uses systems for sending newsletters and promotional communications with reports to compare and possibly improve the results of communications. Thanks to the reports, the Owner will be able to know, for example: the number of readers, openings, unique "clickers" and clicks; the devices (iPhone, Blackberry, Nokia ...) and operating systems (Windows, Apple, Linux, Android ...) used to read the communication; detail on the activity of individual users; the number of pending users who have not yet confirmed registration; the detail of the emails sent by date / hour / minute; the detail of the emails delivered and not, of those forwarded; the list of unsubscribed from the newsletter; who opened an email or clicked on a single link; users with problems viewing the message; link tracking (i.e. the number of clicks made on the links of the message); click tracking (which links were clicked and by whom). All these data are used for the purpose of comparing, and possibly improving, the results of communications;
- treatment by electronic calculators;
- manual processing by means of paper archives.

Each treatment takes place in compliance with the methods referred to in articles 6, 32 of the GDPR and through the adoption of the appropriate security measures provided.

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Your data will be processed only by personnel expressly authorized by the Data Controller and, in particular, by the following categories of employees:

- General direction;
- Administration office;
- Commercial office;
- marketing office;
- Quality office.

Communication: Your data may be communicated to external subjects for a correct management of the relationship and in particular to the following categories of Recipients including all the duly appointed Data Processors:

- Agents and / or representatives;
- banks and credit institutions;
- consultants and freelancers, also in associated form;
- within public and / or private entities for which the communication of data is mandatory or necessary in fulfillment of legal obligations or is in any case functional to the administration of the relationship;
- With regard to what is indicated in the purpose a) your data will be communicated to the provider of the platform used for sending commercial information;
- constitutional or constitutional bodies;
- external subjects necessary for the completion of the existing relationship (eg companies that provide hardware or software or cloud support services);
- freight forwarders, transporters, owners, post offices, logistics companies.

Disclosure: Your personal data will not be disclosed in any way.

Retention period. We point out that, in compliance with the principles of lawfulness, purpose limitation and data minimization, pursuant to art. 5 of the GDPR, the retention period of your personal data is:

- established for a period of time not exceeding the achievement of the purposes for which they are collected and processed for the execution and fulfillment of the contractual purposes;
- established for a period of time not exceeding the achievement of the purposes for which they are collected and processed and in compliance with the mandatory times prescribed by law .;
- for the purposes a) within the time necessary for the performance of the services provided up to the opposition of the interested party.

Owner: the Data Controller, pursuant to the Law, is FAR S.r.l. (Via Giovanni XXIII, 2, 40057 Quarto Inferiore (BO); VAT number: IT00687071209;

contactable at the following addresses: E-mail: [privacy@far.bo.it](mailto:privacy@far.bo.it); Telephone: +39 051 6009511) in the person of its pro tempore legal representative.

You have the right to obtain from the owner the cancellation (right to be forgotten), the limitation, updating, rectification, portability, opposition to the processing of personal data concerning you, as well as in general can exercise all the rights provided by articles 15, 16, 17, 18, 19, 20, 21, 22 of the GDPR.

You can also view the updated version of this information at any time by connecting to the internet address <https://www.privacylab.it/informativa.php?07279177212>.

## **EU Reg. 2016/679: Articles 15, 16, 17, 18, 19, 20, 21, 22 - Rights of the interested party**

1. The interested party has the right to obtain confirmation of the existence or not of personal data concerning him, even if not yet registered, their communication in an intelligible form and the possibility of making a complaint with the Control Authority.

2. The interested party has the right to be informed:

- a. the origin of personal data;
- b. the purposes and methods of treatment;
- c. the logic applied in case of treatment carried out with the aid of electronic instruments;
- d. the identity of the owner, manager and the representative appointed pursuant to article 5, paragraph 2;

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is. of the subjects or categories of subjects to whom the personal data may be communicated or who can learn about them as appointed representative in the territory of the State, managers or agents.

3. The interested party has the right to obtain:

to. updating, rectification or, when interested, integration of data;

b. the cancellation, transformation into anonymous form or blocking of data processed in violation of the law, including data whose retention is unnecessary for the purposes for which the data were collected or subsequently processed;

c. the attestation that the operations referred to in letters a) and b) have been brought to the attention, also as regards their content, of those to whom the data have been communicated or disseminated, except in the case where this fulfillment proves impossible or involves the use of means manifestly disproportionate to the protected right;

d. data portability.

4. The interested party has the right to object, in whole or in part:

to. for legitimate reasons, to the processing of personal data concerning him, even if pertinent to the purpose of the collection;

b. to the processing of personal data concerning him for the purpose of sending advertising materials or direct selling or for carrying out market research or commercial communication.