

PINALLI SRL
UNIPERSONALE

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Privacy Statement on the processing of personal data pursuant to Articles 13-14 of Regulation (EU) 2016/679

Data subjects: Guest Online Users

PINALLI SRL UNIPERSONALE in its capacity as the Data Controller of your personal data pursuant to and in accordance with Regulation (EU) 2016/679, hereinafter 'GDPR', hereby informs you that the above-mentioned regulation provides for the protection of data subjects with regard to the processing of their personal data and sets out the principles of fairness, lawfulness, transparency and protection of Your privacy and rights on which such processing shall be based.

Your personal data shall be processed in accordance with the legislative measures provided for by the regulation referred to above and the confidentiality requirements stipulated therein.

Purposes of the processing and legal basis: your data will be processed for the following purposes in compliance with legal and contractual obligations:

- Online purchases of products and services of the Controller;
- After-sales assistance;
- Marketing activities based on the controller's legitimate interest (relevant and appropriate relationship between the data subject/the customer and the controller) such as sharing and disclosing information and promotional material about products and services provided by the Controller including, but not limited to, sending correspondence and newsletters, DEM and publications of a commercial nature (by post or by email), telephone contacts or adverts via the Controller's social networks and websites;
- Customer relationship management during purchases;
- Customer services management;
- Quality management;

Processing methods: your personal data may be used according to the following methods:

- Assigning data processing to third parties;
- Processing by electronic means.

All the processing will be carried out in accordance with the provisions set out in Articles 6,32 of the GDPR and by implementing the appropriate security measures provided for.

Communication: your data will only be disclosed to those relevant authorities who have been appointed to provide the services required in order to manage the relationship and to ensure the protection of the data subject's rights.

Your data will only be processed by persons who have been authorised by the Controller and, in particular, by the following departments:

- CED (electronic documentation centre);
- Administrative Department;
- Marketing Department.

Your data may be shared with third parties who have been appointed by the Data Processors, in particular with:

- Companies authorised to process online payments;
- Companies dealing with marketing and newsletter services.
- Companies managing the website for technical support;
- Shipping and transport companies, independent carriers, mail service providers and logistics suppliers.

Disclosure: Your data shall not be disclosed in any way.

Data Retention. We confirm that, in accordance with the principles of lawfulness, purpose limitation and data minimisation, pursuant to Article 5 of the GDPR, the period for which your personal data will be stored shall be set for:

- no longer than is necessary for achieving the objectives for which the data are collected and for fulfilling contractual obligations;
- no longer than is necessary for completing the services provided;
- no longer than is necessary for achieving the objectives for which the data are collected and processed and according to the timeframe provided for by the law.

Controller: the Data Controller, according to the law, is PINALLI SRL UNIPERSONALE (via Boccaccio 39, 20123 Milan (MI); email: ced@pinalli.it , telephone no. 0523241711, VAT no. 08836820962) in the person of its *pro tempore* legal representative.

You have the right to have your personal data erased (right to be forgotten), restricted, updated, and rectified by the Controller; you have the right to data portability and to object to the processing of personal data concerning you as well as generally to exercise all the rights set out in Articles 15, 16, 17, 18, 19, 20, 21, 22 of the GDPR.

You may also view the up-to-date version of this privacy notice at any time by visiting our website at: <https://www.privacylab.it/informativa.php?00645350228>,

Regulation (EU) 2016/679: Articles 15, 16, 17, 18, 19, 20, 21, 22 – Rights of the Data Subject

1.The Data Subject has the right to obtain confirmation of the existence of personal data concerning him or her, even if such data have not yet been stored, and access to this data in an intelligible form.

2.The Data Subject has the right to request information on:

- a. The origin of the personal data;
- b. The purposes of the processing and the processing methods;
- c. The logic applied to the processing if it is carried out with the aid of electronic means;
- d. The identity of the Data Controller, of the Data Processors, and of any designated representative pursuant to Article 5, para. 2;
- e. The subjects or categories of subjects to whom his or her personal data may be disclosed or who may become aware of it as the designated representatives in the territory of the Member State, in their capacity as responsible or authorised persons.

3.The Data Subject has the right to obtain:

- a. the updating, rectification or, where required, completion of the data;
- b. the erasure, the rendering anonymous, or the blocking of any personal data processed in breach of the law, including any data which do not need to be stored in relation to the purposes for which such data are obtained or subsequently processed;
- c. written confirmation that the actions stated in letters a) and b), including their content, have been brought to the attention of the persons to whom the data were passed on or disclosed, except when this task proves impossible or implies a clearly disproportionate use of resources compared to the right protected;
- d. Data portability.

4.The Data Subject has the right to object, totally or partially:

- a. on legitimate grounds to the processing of personal data concerning him or her, regarding the purposes of data collection;
- b. to the processing of personal data concerning him or her for the purposes of sending advertising or sales materials or to carry out market research or commercial communications.

