

Scame Parre S.p.a.



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Privacy Notice for Personal Data Processing under Articles 13-14 of EU Regulation 2016/679

Data Subjects: Website Visitors

Scame Parre Spa, as the Data Controller of your personal data, in accordance with and for the purposes of the EU Regulation 2016/679, hereinafter 'GDPR,' hereby informs you that the aforementioned regulation provides for the protection of data subjects concerning the processing of personal data. This processing will be based on the principles of fairness, lawfulness, transparency, and the protection of your privacy and rights.

Your personal data will be processed in accordance with the legal provisions of the aforementioned regulation and the confidentiality obligations provided therein.

Purpose and Legal Basis of Processing: In particular, your data will be processed for the following purposes related to the fulfillment of legal or contractual obligations:

- Advanced browsing or personalized content management purposes;
- Statistical and analysis purposes of navigation and users.

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

- Management of registration area accounts;
- Management of cookies necessary for the portal (technical cookies are essential for the correct functioning of the website and are used solely for the purpose of managing various services related to the site, such as login);
- Public relations.

Your personal data may also, with your consent, be used for the following purposes:

- Possibly to satisfy market research, statistics, and promotional activities, including the sending of advertising and promotional materials.

The provision of data for the above-mentioned purposes is optional for you, and any refusal to process them does not affect the continuation of the relationship or the appropriateness of the treatment itself.

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

- by means of electronic computers with the use of software systems managed by third parties;
- by means of electronic computers with the use of software systems managed or programmed directly;
- temporary processing in an anonymous form.

Each processing is carried out in accordance with the methods provided for in Articles 6 and 32 of the GDPR and by adopting the appropriate security measures as required.

Your data will be processed only by personnel expressly authorized by the Data Controller, specifically by the following categories of authorized personnel:

- Programmers and Analysts;
- Sales offices in Italy and abroad;
- Marketing department;

Communication: Your data may be disclosed to external parties for proper relationship management, in particular to the following categories of Recipients, including all duly appointed Data Processors:

- Consultants and freelancers, also in an associated form;
- Facebook: Advertising Service, Advertising Targeting, Content Personalization;
- Google Analytics: Advertising Targeting, Analytics/Measurement, Optimization;
- Google: Advertising Service, Advertising Targeting, Analytics/Measurement, Content Personalization, Optimization;
- LinkedIn: Advertising targeting, Analytics/Measurement, Content personalization;
- Suppliers
- YouTube: Advertising service, Ad targeting, Analytics/Measurement, Content personalization, Optimization

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

Your personal data may also be transferred, limited to the purposes mentioned above, to the following countries:

- EU countries
- United States of America

Data retention period. We would like to inform you that, in compliance with the principles of lawfulness, purpose limitation and data minimization, under Article 5 of the GDPR, the data retention period for 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 performance of the contractual purposes;
- established for a period of time not exceeding the performance of the services provided;
- 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 time limits prescribed by law.

Cookie Management: If you have any doubts or concerns about the use of cookies, you can always take action to prevent their setting and reading. For example, you can modify your privacy settings within your browser to block certain types.

Since each browser - and often different versions of the same browser - can significantly differ from one another, if you prefer to take action independently through your browser preferences, you can find detailed information on the required procedure in your browser's guide. For an overview of how to take action for the most common browsers, you can visit www.cookiepedia.co.uk.

Advertising companies also allow you to opt out of receiving targeted ads, if you wish. This does not prevent the setting of cookies but stops the use and collection of some data by these companies.

For more information and the option to opt out, please visit www.youronlinechoices.eu/.

Data Controller: The Data Controller, in accordance with the law, is Scame Parre spa (Via Costa Erta, 15, 24020 Parre (BG), VAT Number 00137900163, contactable at the following addresses: email scame@scame.com, phone +39 035 705000) in the person of its legal representative pro tempore.

You have the right to obtain from the controller the erasure (right to be forgotten), restriction, updating, rectification, portability, and objection to the processing of your personal data, as well as, in general, you can exercise all the rights provided for in Articles 15, 16, 17, 18, 19, 20, 21, 22 of the GDPR.

You can also view the updated version of this notice at any time by visiting the following internet address:

<https://www.privacylab.it/informativa.php?10012348753>.

EU Regulation 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 or non-existence of personal data concerning them, even if not yet recorded, their communication in an intelligible form, and the possibility to lodge a complaint with the supervisory authority.

2. The data subject has the right to obtain the following information:

- a) the origin of the personal data;
- b) the purposes and methods of processing;
- c) the logic applied in case of processing carried out with the aid of electronic instruments;
- d) the identification details of the data controller, data processors, and the designated representative pursuant to Article 5, paragraph 2;
- e) the subjects or categories of subjects to whom the personal data may be communicated or who may become aware of it as the designated representative in the territory of the State, data processors, or persons in charge.

3. The data subject has the right to obtain:

- a) updating, rectification, or, when there is an interest, data integration;
- b) erasure, transformation into anonymous form, or blocking of data processed unlawfully, including data that does not need to be retained for the purposes for which the data was collected or subsequently processed;
- c) confirmation that the operations referred to in points a) and b) have been brought to the attention, including their content, of those to whom the data has been communicated or disclosed, except where this proves impossible or involves a use of means manifestly disproportionate to the right being protected;
- d) data portability.

4. The data subject has the right to object, in whole or in part:

- a) for legitimate reasons to the processing of personal data concerning them, even if relevant to the purpose of the collection;
- b) to the processing of personal data concerning them for the purpose of sending advertising or direct sales material or for carrying out market research or commercial communication.