

## **G.D.P.R. policy**

Information on the processing of personal data according to the law in force (Articles 12 and following of Regulation No. 2016/679 / EU General Regulations for the Protection of Personal Data, hereinafter referred to as "GDPR")

### **1. Title of data processing.**

Media System Lab Srl, with registered office in Macherio (MB), Via Visconti di Modrone n.31, (CF/VAT IT02774510966) as data controller, (hereinafter "Data Controller") informs you pursuant to art.13 of Legislative Decree n.196/2003 called "Code regarding the protection of personal data" (later Privacy) and articles 13 and 14 of EU Regulation n.2016/679 (GDPR) that your data will be processed in the manner and for the following purposes.

### **2. Treatment object.**

The Data Controller processes personal identification data (such as name, surname, e-mail address, telephone number, fax number, bank details - hereinafter "Data")

### **3. Provision of data.**

The provision of data is strictly necessary for the purpose of carrying out the activities necessary for the purposes listed below.

### **4. Finality of the treatment.**

Your Data is processed with your specific and distinct consent (Articles 23 and 130 Privacy and Article 7 GDPR). The treatment is aimed at the fulfillment of the contract and the related commercial, organizational, managerial and administrative obligations for the use of the goods or services provided by the Data Controller and for the mandatory purposes related to legal obligations or information activities that precede the completion of the relationship commercial. The processing of the data provided is also aimed at marketing purposes: sending you via e-mail, post and / or sms newsletter or communications on products and services offered by the Owner. We also point out that if you are already our customers, we may send you commercial communications relating to services and products of the Owner similar to those already used, subject to your disagreement (Article 130 paragraph 4 Privacy).

### **5. Mode of treatment.**

The processing of your data is carried out by means of the operations indicated in art. 4 Privacy and art. 4 paragraph 1 n. 2 GDPR and more precisely: the collection, registration, organization, structuring, preservation, adaptation, modification, extraction, consultation, use, communication by transmission, dissemination or any other form of making available, comparison or interconnection, limitation, cancellation or destruction. The Data are subjected to both electronic and/or automated and non-electronic processing.

### **6. Access to data.**

Your data may be made accessible for the purposes referred to in art. 2:

- To employees and collaborators of the Data Controller in Italy and abroad, in their capacity as persons in charge and/or internal managers of the processing and/or system administrators;
- To third party companies or other subjects (by way of example an e-mail marketing services company).

### **7. Duration of treatment.**

The processing of data for the purposes of professional relationship for the execution of the contract/order will take place for the duration of the professional/commercial relationship and for the legal terms related to the conservation of documents. After this deadline the data may be deleted or stored in the owner's historical archive. The right of the interested party to request the cancellation of their data, or the transformation into an anonymous form, for the purposes achieved, is reserved.

### **8. Communication of data.**

Your information will not be disseminated. The Data may be communicated to external subjects exclusively for the purposes indicated above.

### **9. Transfer of data abroad.**

The Data may be stored in archives and servers located within the European Union or be transferred and/or stored in servers and archives extra-U.E. if the third country, or the international organization that owns the servers, guarantees an adequate level of protection. (eg Mailchimp: <https://kb.mailchimp.com/accounts/management/about-mailchimp-the-eu-swiss-privacy-shield-and-the-gdpr>)

### **10. Rights of the interested party.**

- I. Obtain confirmation of the existence or not of personal data concerning you, even if not yet registered, and their communication in an intelligible form
- II. Obtain the indication: a) of the origin of personal data; b) of the purpose and methods of treatment; c) of the logic applied in case of treatment carried out with the aid of electronic instruments; d) of the identification details of the owner, the managers and the designated representative pursuant to art. 5, paragraph 2 of the Privacy Code and art. 3, paragraph 1, GDPR; e) the subjects and the categories of subjects to whom the personal data may be communicated or who may become aware of it as appointed representative in the territory of the State, of managers or agents;
- III. To obtain: a) updating, rectification or, when interested, integration of data; b) the cancellation, transformation into anonymous form or blocking of data processed unlawfully, including data whose retention is unnecessary for the

purposes for which they 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 such fulfillment is it proves impossible or involves a commitment of means manifestly disproportionate to the protected right;

IV. Oppose, in whole or in part: a) for legitimate reasons to the processing of personal data concerning you, even if pertinent to the purpose of collection; b) to the processing of personal data concerning you for purposes of sending commercial communication by e-mail and / or by mail. It should be noted that the right of opposition of the interested party, set out in point b) above, for direct marketing purposes through automated methods extends to traditional ones and that, in any case, the possibility remains for the data subject to exercise the right to opposition even in part. The interested party, therefore, can decide to receive only communications using traditional methods or only automated communications or none of the two types of communication.

Where applicable, it also has the rights referred to in Articles 16-21 GDPR (Right of rectification, right to be forgotten, right to limit processing, right to data portability, right to opposition), as well as the right to complain to the Authority.

**11. Modality of exercise of rights.**

You can exercise your rights at any time by sending:

-A written letter. to the Owner at his office

- e-mail to the address: info@m-s.it

The interested party also has the right to lodge a complaint with the competent Authority, if it considers that the processing of his personal data is contrary to the law.

**12. Responsible for processing.**

The Data Controller is Media System Lab Srl, based in Macherio (MB), Via Visconti di Modrone n.31. The updated list of data processors and data processors is kept at the registered office of the Data Controller

Place and date.....

Stamp or Company/Dep. Data .....  
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Signature.....

Please confirm that you have read and accepted the clauses of this statement in points: 4, 5, 10, 11.

Place and date.....

Stamp or Company/Dep. Data .....  
.....

Signature.....