

INFORMATION ON THE PROCESSING OF PERSONAL DATA

Article 13 of EU Regulation 2016/679 of 27/04/2016

In accordance with Article 13 of EU Regulation 2016/679 of 27/04/2016, hereinafter referred to as the GDPR (General Regulation for the Protection of Personal Data), we hereby provide the prescribed information regarding the processing of personal data provided by you.

1. Identity and contact details of the data controller

The data controller is the company **ADV mediamix srl** (P.I e C.F. 04277820165), with registered office in Via del Parco, 16 - 24040, Arzago d'Adda (BG) in the person of the pro-tempore Legal Representative Mrs. Flavia Turri.

The holder can be contacted by e-mail at the following address: info@advmediamix.com

2. Object of treatment

We process the personal data you provide us with when using the website and/or after registering on the website and purchasing products or requesting information.

In particular, we deal with:

- personal, identifying and non-sensitive data: name, surname, company name (optional), address, telephone number, e-mail address, tax code and/or VAT number (hereinafter, "personal data" or even "data") directly provided by you, by registering for the newsletter or sending a spontaneous application.
- data not directly provided by you - and in any case acquired within the limits of the provisions of art. 14, paragraph 5, GDPR - the transmission of which is connected to the use of Internet communication protocols (by way of example, access to the page, quantity of data transferred, status message after access, session ID numbers, IP addresses, URL addresses, etc.). These data allow you to reconstruct the path of your visits to the site.

3. Purpose and legal basis of processing

The personal data you provide will be used exclusively for the following purposes:

- a) Establishment and administrative management of the sales relationship and all related activities, such as, by way of example: payments, invoicing, shipping, return management, credit protection, administrative, management, organizational and functional services to the execution of the relationship, prevention or counteraction of fraudulent activities or abuse harmful to the website, exercise of the rights of the Owner, (by way of example, the right of defense in court);
- b) compliance with the obligations provided for by law, regulations, applicable legislation and other provisions issued by authorities invested with the law and by supervisory and control bodies.

The processing of personal data for the above purposes requires your express consent (art. 7 of RGPD). This consent concerns both the automated communication methods and the traditional ones described above. You will always have the right to object in an easy and free manner, in whole or in part, to the processing of your data for these purposes, excluding for example the automated means of contact and expressing your willingness to receive commercial and promotional communications exclusively through traditional means of contact.

4. Compulsory or optional nature of data provision and consequences of any refusal to provide personal data

The data required for the purposes referred to letters a) and b) above must be provided for the fulfillment of legal obligations and/or for the conclusion and execution of the contractual relationship and the sale of products and services requested.

5. Methods of data processing

The processing of your personal data is carried out by means of the operations indicated in art. 4, Privacy Code and art. 4, n. 2), GDPR and precisely: collection, recording, organization, storage, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, cancellation and destruction of data. The processing of your data will be based on the principles of correctness, lawfulness and transparency and may also be carried out through automated methods designed to store, manage and transmit them and will be done through appropriate tools to ensure security and confidentiality through the use of appropriate procedures that avoid the risk of loss, unauthorized access, unlawful use and dissemination.

The data processing is carried out directly by the Data Controller's organisation and/or by its specially appointed and instructed staff, with the exception of the provisions of point 6 below.

6. Communication, Dissemination and Transfer

The management and storage of personal data will be carried out on the servers of the Owner and/or of third companies appointed and duly appointed as Data Processors, located within the European Union, or in accordance with the provisions of Articles. 45

et seq., GDPR. Currently, the servers are located in the European Union. The data will not be transferred outside the European Union. In any case, it is understood that, should it be necessary to transfer the location of the servers in Italy and/or the European Union and/or non-EU countries, such transfer will always take place in compliance with articles 45 et seq. of the GDPR. In this case, however, the Data Controller hereby guarantees that the transfer of non-EU data will take place in accordance with the applicable legal provisions, stipulating, if necessary, agreements that guarantee an adequate level of protection and/or adopting the standard contractual clauses provided for by the European Commission.

7. Period of retention of personal data

In compliance with the provisions of art. 5, paragraph 1, letter e) of EU Regulation 2016/679, the personal data collected will be kept in a form that allows the identification of those concerned for a period of time not exceeding the achievement of the purposes for which they are processed. Data retention is also determined on the basis of current legislation on the conservation of accounting records and, specifically, currently for 10 years. The data collected for the purposes referred to in letters c) and d) above will be kept and processed for the time necessary to fulfil these purposes and in any case for a period not exceeding 3 years from the date of your consent.

8. Rights of the data subject

As an interested party, you are entitled to the rights provided for in Articles 15 et seq. of the GDPR, namely the rights to:

- a) ask for confirmation of the existence or otherwise of your personal data;
- b) obtain information about the purposes of processing, the categories of personal data, the recipients or categories of recipients to whom the personal data have been or will be communicated and, where possible, the period of storage;
- c) obtain the rectification and cancellation of data;
- d) obtain the limitation of the treatment;
- e) obtain the portability of data, i.e. receive them from a data controller, in a structured format, commonly used and readable by automatic device, and transmit them to another data controller without hindrance;
- f) oppose the processing at any time and even in the case of processing for direct marketing purposes;
- g) oppose an automated decision making process concerning natural persons, including profiling;
- h) request from the controller access to and rectification or erasure of personal data or restriction of processing of personal data concerning him or object to their processing, in addition to the right to data portability;
- i) revoke consent at any time without prejudice to the lawfulness of processing based on consent given prior to revocation;
- j) lodge a complaint with a supervisory authority.

In order to exercise your rights under Art. 15 et seq. of the GDPR, for questions or information regarding the processing of your data and the security measures adopted, you may in any case forward your request to the following address:

ADV Mediamix Srl -
Caravaggio (BG) - 24043 - Via Pradello, 5
Email: info@advmediamix.com

9. Changes to this legislation

This information may be subject to change. We therefore recommend that you always refer to the latest version.

Information updated to 08.06.2020.