

Information pursuant to arts. 13-14 of the Regulation (EU) 2016/679 on the protection of personal data

European Regulation no. 679/2016 (regarding the protection of personal data) provides for the protection of natural persons and other subjects regarding the processing of personal data.

According to the aforementioned legislation, such processing, in hard copy, computerized and telematics format, will be based on principles of correctness, lawfulness, transparency and protection of the privacy and rights of the data subject, as well as respecting fundamental freedoms.

Therefore, pursuant to Articles 12-13-14-15, we provide you with the following information:

1. Identity and contact details of the Data Controllers

The data controller is Lamar srl, with registered office in Cerreto Guidi (FI), Località Pieve a Ripoli, Via 8 Marzo n ° 10, email: privacy@lamar.it (hereinafter "Company")

2. Purpose and legal basis of the processing

All data communicated by the interested parties, are processed exclusively for fulfilments related to the activity carried out by the Company and, in particular, for the following purposes:

- a) issuing quotation and offers, or to implement pre-contractual measures requested by you
- b) issuing requests for offers to operative and / or potential suppliers
- c) performance of the contractual services requested by you and any other services, supply of products or other assistance services
- d) carrying out surveys on customer satisfaction and on the quality of offered services
- e) direct and indirect marketing, and market researches
- f) creditworthiness assessment, risk control even after the establishment of the relationship, financial intermediation (banking and non-banking), factoring and debt collection

Treatments referred to in letters a) and c) are necessary for the execution of the contract you are a part of, while the treatments referred to in letters d), e), and f) are optional and require a specific expressed consent.

Note that direct and indirect marketing activity (carried out through third parties in charge), aims to:

- collect and use relevant and limited data to what is necessary with respect to the purpose for which they are processed
- develop studies, research, market statistics
- send advertising and informative material
- carry out direct sales or placement of products or services
- send commercial information, perform interactive commercial communications

With reference to marketing activities, it should be noted that, in the event of your specific denial to treatment, it will not be possible to perform the aforementioned activities.

3. Recipients of personal data

The processed data will not be disclosed to persons without authorization granted by the Owner or Manager, except for communication or dissemination of data required in compliance with the law, by Police Forces, Judicial Authorities, Intelligence and Security Agencies or other Public Entities for Defense or State Security, Prevention, Detection or Crime Suppression.

Within the aforementioned purposes, your data may be disclosed:

- 1) to credit institutions with which our Company maintains current commercial relationships
- 2) to the Authorities and to the Control and Supervision Body
- 3) to banking and non-banking intermediation companies; to factoring companies; to debt collection and insurance companies
- 4) to companies and professionals that provide electronic data processing services and consulting for software and information technology, as well as management of IT services
- 5) to companies and professional bodies used for statistical surveys and / or market research and / or customer satisfaction surveys
- 6) to professional advertising, marketing and mailing agencies in Italy, always in relation to commercial activities linked to the sector in which the Company operates
- 7) to our internal staff
- 8) to transport and shipments companies

For the topics referred to in points 1) to 8), only the category of recipients is indicated, as it is frequently updated and revised. Therefore, you can request the updated list of recipients, by contacting the Undersigned Company through the channels indicated in art. 1 of this information.

The communication of your personal data to the recipients referred to in nos. 2) and 3) takes place in fulfillment of a legal obligation; to recipients referred to in Nos. 1), 4), 5), 7) and 8) it takes place in fulfillment of a contractual obligation, when it is necessary for performing the requested contractual services. The communication of your personal data to recipients referred to in no. 6), takes place following the acquisition of a specific consent. Data provision is mandatory as necessary to fulfill the obligations arising from the proposed purchase or service supplies, or for concluding a contract on your request and, in any case, for the fulfillment of legal obligations to which the undersigned Company is subject. Therefore, your possible refusal to provide data may result in the non-acceptance - depending on the case - of the proposal to supply the product and the request for the provision of services, insofar such data are necessary for such purposes.

4. Data transfer to third countries

Note that the undersigned Company will process your data in accordance with the Italian privacy law; such data may, if necessary, be transferred within the European Union pursuant to Articles 45 and 49 of the European Reg. no. 679/2016 to pursue the sole purposes indicated therein.

5. Data retention period

The undersigned company will keep your personal data, in a non-anonymous form, for a reasonably necessary period to pursue the specific purposes of the processing for which you have expressed your consent and, if necessary, to comply with applicable legal requirements. In principle, this means that your Personal Data will be retained for as long as one of the following conditions exists:

- They are reasonably necessary in order to provide the services you have requested;
- They are reasonably necessary in order to protect and defend our rights or property (in general, for the duration of the statutory limitation period);
- They are reasonably necessary for marketing purposes, up to the revocation of your consent to the processing
- When the legislation requires, for whatever reason, the retention of Personal Data.

6. Rights of the interested party

You may, at any time, exercise the rights below indicated.

- a) Access to personal data: to obtain confirmation or not that data concerning you are being processed. In this case, to access to the following information: purposes, data categories, recipients, retention period, right to lodge a complaint with a Supervisory Authority, the right to request rectification or cancellation or limitation of treatment or opposition to the treatment itself as well as the existence of an automated decision-making process;
- b) Request for rectification, deletion or limitation of personal data you concerning, in order to limit future processing
- c) Opposition to processing: for reasons connected with your particular situation, you can to oppose to the processing of data for the performance of a task in the public interest or for the pursuit of a legitimate interest of the undersigned Company;
- d) Data portability: in the case of automated processing carried out on the basis of consent or in execution of a contract, you can receive data you concerning in a structured format, commonly used and readable by automatic device;
- e) Withdrawal of consent to processing for both direct and indirect marketing purposes, and for market research; the exercise this right does not affect in any way the lawfulness of the treatments carried out before the revocation
- f) To propose a claim pursuant to art. 77 RGPD to the competent supervisory authority according to your habitual residence, workplace or place of violation of your rights; for Italy, the competent Authority is the Guarantor for the protection of personal data, and can be contacted as detailed on website <http://www.garanteprivacy.it>.

The aforementioned rights may be exercised by sending a specific request to the Data Controller through the contact channels indicated in art. 1 of this information. Before lodging a complaint, it is however expectably, that you contact the undersigned Company so that the same can put in place the appropriate corrective actions. Requests relating to the exercise of your rights will be processed without undue delay and, in any event, within one month of the request; only in cases of particular complexity and high number of requests, this deadline may be extended by further 2 (two) months.