

## **Information pursuant to art. 13 of the Regulation (EU) 2016/679 on the protection of personal data (RGPD) and request for consent for the processing of personal data collected from the interested party**

This information is provided to inform you about the processing of your personal data.

### **1. Identity and contact details of the Data Controller**

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](mailto:privacy@lamar.it) (hereinafter "Company").

### **2. Purpose and legal basis of the processing**

User personal data will be processed for the following purposes:

- a) Service providing and / or requested information by the user;
- b) Direct and indirect marketing (including being listed in our newsletter).

The treatment referred to in letter a) is necessary for the supplying of the service requested by the user, while the treatments referred to in letter b) require your express consent by ticking specific boxes.

It should be noted that the activity of direct marketing (carried out by the Company) and indirect marketing (carried out by the Company through third parties) is intended to collect and use the pertinent data limited to what is necessary with respect to the purpose for which they are processed. That is to elaborate market statistics, to send advertising and informative material, to perform direct sales or products or services placement, to send commercial information, and to make interactive commercial communications.

With reference to marketing activities, it should be noted that, in case of explicit denial consent of processing by the user, it will not be possible to perform the aforementioned activities.

### **3. Recipients of personal data**

Personal data are processed by:

- 1- Personnel appointed and / or authorized by the Company;
- 2- Companies and professional operators that provide the Company with electronic data processing and consultancy services for software and IT, as well as management of information services related to the foregoing;
- 3- Companies and professional organizations used by the Company for statistical surveys and / or market research and / or customer satisfaction surveys
- 4- Professional advertising, marketing and mailing agencies in Italy, always in relation to the commercial initiatives related to the sector in which the Company operates.

For the topics indicated under nos. from 2) to 4) only the category of recipients is indicated, as it is frequently updated and revised.

### **4. Data retention period**

Personal data will be kept for the period necessary to achieve the specific purposes of the processing for which the user expressed his consent.

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.

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

The user may, at any time, exercise the rights below indicated.

- a) Access to personal data: to obtain confirmation or not that data concerning him 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 or deletion of personal data or limitation of processing concerning him
- c) Opposition to processing: to oppose, for reasons connected with his particular situation, to the processing of data for the performance of a task in the public interest;

- d) Data portability: in the case of automated processing carried out on the basis of consent or in execution of a contract, to receive data concerning him 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 his habitual residence, workplace or place of violation of his rights; for Italy, the 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.

Requests relating to the exercise of user 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.

## **6. Communication and data transfer**

The provision of data by the user is mandatory, as it is necessary to provide the requested service. Any refusal by the user to provide the data may therefore result in the non-provision of the service, so far as such data are necessary for such purposes.