

PRIVACY NOTICE FOR CUSTOMERS

REGARDING THE PROCESSING OF PERSONAL DATA PURSUANT TO ARTICLE 13 OF EU REGULATION 2016/679 (GDPR) AND ITALIAN LEGISLATIVE DECREE 196/2003, AS AMENDED BY LEGISLATIVE DECREE 101/2018



Our Company has always paid particular attention to personal data protection and to the respect of the principles of confidentiality and human dignity.

In this regard, we kindly ask you to read the following notice.

MediaCross S.r.l., with registered office at Via Salvi Cristiani 20/B, 50135 Florence (FI), Tax Code and VAT No. 06080240481, in its capacity as Data Controller, represented by its legal representative pro tempore, pursuant to and for the purposes of EU Regulation 2016/679, hereby informs the data subject that the personal data relating to them, collected by the Data Controller or to be requested subsequently and/or communicated by third parties, are necessary and will be processed for the purposes indicated below.



PURPOSES AND LAWFULNESS OF PROCESSING

The purposes for which the data are collected are as follows:

- Pursuit of purposes instrumental and/or complementary to activities related to the execution of a contractual or pre-contractual relationship;
- Maintenance of general accounting, invoicing, credit management, compliance with civil and tax obligations provided for by law, and updating of records;
- Assessment of the data subject's level of satisfaction with the quality of the products or services provided by the Company, including statistical analysis;
- Processing of data for the sending of service communications, management of requests for information, reports and complaints related to the established contractual relationship, as well as for its execution.
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LEGAL BASIS FOR PROCESSING

The processing is lawful on the basis of the following conditions:

- Pursuant to Article 6(1)(b) of EU Regulation 2016/679, processing is necessary for the performance of a contract to which the data subject is a party or for the implementation of pre-contractual measures taken at the data subject's request;
- Pursuant to Article 6(1)(c) of EU Regulation 2016/679, processing is necessary for compliance with a legal obligation to which the Data Controller is subject.



METHODS OF PROCESSING AND CONFIDENTIALITY OBLIGATION

Data processing is carried out using IT tools and/or paper-based media by persons bound by confidentiality obligations, following logic strictly related to the purposes and in any case in such a way as to ensure data security and confidentiality.


The data collected will not be disclosed or disseminated to third parties except as required

by law.

For the purposes of developing and managing digital services provided to the customer, applications, including those based on artificial intelligence (AI), may be used to support activities such as content generation, technical optimisation and process automation.

The Data Controller of personal data remains the customer, who is responsible for providing appropriate information to the end users of the website.

DISCLOSURE TO THIRD PARTIES




Your personal data may be disclosed to third parties known to us exclusively for the purposes indicated above, and in particular to the following categories:

- External companies providing services on our behalf;
- Public authorities and administrations for compliance with legal obligations;
- Professionals supporting the Company in fulfilling legal requirements.

Such parties will process personal data as Data Processors or as independent Data Controllers.


DATA RETENTION PERIOD



Pursuant to Article 5 of EU Regulation 2016/679 (“Principles relating to processing of personal data”), personal data are stored in a form which permits identification of data subjects for no longer than is necessary to achieve the purposes for which they are processed.

Personal data may be retained for longer periods in compliance with legal obligations (for example, accounting requirements) and, in any case, by applying appropriate technical and organisational measures, including data anonymisation mechanisms.

DATA SUBJECT RIGHTS




Pursuant to the applicable legislation, the data subject may exercise their rights vis-à-vis the Data Controller as provided for in Articles 15 et seq. of EU Regulation 2016/679.

In addition, the data subject has the right to lodge a complaint with the competent supervisory authority where provided for by law.

For further information on how to exercise these rights, please refer to the “Data Subject Rights Procedure” available at: www.mediacross.it.

DATA CONTROLLER AND PRIVACY CONTACTS



The Data Controller is MediaCross S.r.l., with registered office at Via Salvi Cristiani 20/B, 50135 Florence (FI), Tax Code and VAT No. 06080240481.

For any communication pursuant to the above-mentioned provisions of EU Regulation 2016/679, the Data Controller can be contacted at:

Via Salvi Cristiani 20/B, 50135 Florence (FI)
Phone: +39 055 5381600
Email: info@mediacross.it

Florence, 15 April 2026
The Data Controller



