

## PRIVACY POLICY OF THIS SITE PURSUANT TO EU REGULATION 679/2016 DATA

### CONTROLLER

After consulting this site, data relating to identified or identifiable persons may be processed.

The Data Controller is MediaCross S.r.l., with registered office in Via Salvi Cristiani 20/B, 50135 Florence (FI), t.c. and vat 06080240481.

### PLACE OF DATA PROCESSING

The processing operations connected to the web services of this site take place at the above-mentioned premises in Via Salvi Cristiani 20/B, 50135 Florence (FI) and are carried out only by technical personnel of the Office in charge of processing.

### TYPES OF DATA PROCESSED

The following types of data are processed:

- Browsing data.

Over the course of their normal operation, the computer systems and software procedures used to operate this website acquire certain personal data that are transmitted implicitly in the use of Internet communication protocols. This concerns information that is not collected in order to be associated with identified interested parties, but which by its very nature could, through processing and association with data held by third parties, allow users to be identified. This category of data includes the IP addresses or domain names of the computers used by users connecting to the site, the URI (Uniform Resource Identifier) notation addresses of the resources requested, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response given by the server (successful, error, etc.) and other parameters relating to the user's operating system and IT environment. These data are used for the sole purpose of obtaining anonymous statistical information on the use of the site and to check its correct functioning, and are deleted immediately after processing.

#### **Mediacross S.r.l.**

Sede legale: Via Salvi Cristiani, 20/b • 50135 Firenze  
P.I. / C.F. / N. I. Registro delle Imprese di Firenze 06080240481  
Capitale sociale i.v. € 40.000,00 • REA nr° 598608  
Tel. +39 055 5381600 • [info@mediacross.it](mailto:info@mediacross.it) • [www.mediacross.it](http://www.mediacross.it)



The data could be used to ascertain liability in the event of hypothetical computer crimes against the site: with the exception of this possibility, web contact data do not currently persist for more than six months.

- **Data provided voluntarily by the user.**

The optional, explicit and voluntary sending of electronic mail to the addresses indicated on this site entails the subsequent acquisition of the sender's address, which is necessary to reply to requests, as well as any other personal data included in the message. Specific summary information will be progressively reported or displayed on the pages of the site set up for particular services on request.

- **Cookies.**

Disclosure and acquisition of consent for the use of cookies on [www.mediacross.it](http://www.mediacross.it) Consult the Cookies Policy page for more information.

### PROCESSING METHODS

Personal data are processed by automated means for the time strictly necessary to achieve the purposes for which they were collected.

Specific security measures are observed to prevent loss of data, unlawful or incorrect use and unauthorised access.

### RIGHTS OF THE DATA SUBJECTS

Pursuant to current legislation, the data subject may assert his or her rights in relation to the Data Controller, as expressed in art. 15 et seq. of EU Regulation 679/2016.

### CONTROLLER, DPO (IF ANY) AND PRIVACY NOTICES

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articles of EU Regulation 679/2016, the Data Controller provides the address Via Salvi Cristiani  
20/B, 50135 Florence (FI).

Firenze, lì 10/12/2020

Signature of the Controller



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