

NOTICE TO CUSTOMERS AND SUPPLIERS

WITH REGARD TO PERSONAL DATA PROTECTION PURSUANT TO ART. 12 and FOLLOWING ARTICLES REGULATION (EU) 679/2016 AND TO THE LAW DECREE 196/2003 AS AMENDED BY THE LAW DECREE 101/2018

Our Company has always been deeply concerned about the issues of personal data protection and the compliance with the principles of the privacy and dignity of individuals.

Pursuant to the new Regulation (EU) 679/2016, in compliance with the principle of responsibility undertaking any processing of personal data shall be lawful and correct. The manner by which a personal data related to natural persons is collected, consulted or otherwise processed shall be transparent to them, as well as the extent to which such data is or will be processed. The transparency principle requires that any information and communication related to such data are easily accessible and comprehensible and that a plain and clear language is used.

This principle particularly applies to the information given to the data subjects about the Controller's identity and the purposes of the processing, as well as some further information (pursuant to art. 13 and 14 of Regulation (EU) 679/2016) in order to ensure a correct and transparent processing with respect to the natural persons involved and to their rights to obtain the confirmation and the notice of a processing of personal data concerning them (in this respect see the Regulation (EU) 679/2016, Recital no. 39).

In this respect you are kindly requested to take note of the following notice.

MediaCross S.r.l., established in Via Salvi Cristiani 20/B, 50135 Firenze (FI), fiscal code and VAT number 06080240481, in their quality of Controller, in the person of the acting legal representative, under and in pursuance of the Regulation (EU) 679/2016, hereby inform the data subject that the personal data concerning such subject, collected by the Controller or which will be subsequently requested and/or disclosed by third parties, are necessary and will be used for the purposes indicated here below.

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 • www.mediacross.it



PURPOSES AND LAWFULNESS OF THE PROCESSING

Under Regulation (EU) 679/2016 personal data shall be:

- Processed in a lawful, fair and transparent way with respect to the data subject (art. 5)
- Collected for identified, explicit and legitimate purposes and subsequently processed in a way that shall not be incompatible with such purposes (art. 5);

The purposes for which personal data are collected shall be the following:

- In view of subsidiary activities and/or as a supplement to such activities enabling to develop the contractual/pre-contractual relationship in force.
- General accounts keeping, invoicing, credit managing, civil and fiscal obligations under the law and the updating of archives.
- Survey of the data subject's satisfaction about the quality of products and of the services delivered by us, including statistical surveys.
- The data shall be processed for the mailing of service information, the handling of inquiries, advices and claims in connection with the existing contractual relationship as well as for the fulfilment thereof.

LAWFULNESS OF PROCESSING

Processing shall be lawful under the conditions here below:

- Pursuant to Art. 6, subparagraph 1, item b) of the Regulation (EU) 679/2016 processing is required for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;

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- Pursuant to Art. 6, subparagraph 1, item c) of the Regulation (EU) 679/2016 processing is necessary for compliance with a legal obligation to which the controller is subject.

MODALITIES OF PROCESSING AND OBLIGATION OF CONFIDENTIALITY

The data processing is carried out through computerized systems and/or paper documents by subjects committed to confidentiality, following purpose related methods and however in such a way as to ensure the safeguard and the confidentiality of data. In compliance with law provisions the data collected shall not be disclosed and divulged to third parties.

DISCLOSURE TO THIRD PARTIES

Your personal data may be disclosed to third parties known to us solely for the aforementioned purposes and, in particular, to the following categories of subjects:

- External companies providing services on our behalf;
- Public Administration companies or bodies for the compliance with law requirements;
- Professionals who may provide a support in the compliance with law requirements.

Such subjects will process personal data in their quality as Processors or as autonomous controllers.

RETENTION PERIOD

Pursuant to art. 5 of the Regulation (EU) 679/2016 “Principles relating to the processing of personal data”, personal data shall be kept in a form that permits the identification of data subjects for no longer than is necessary for the achievement of the purposes for which the data are processed.

The personal data of data subjects can be kept for longer periods in compliance with the law provisions in force (for instance in accounting matters), and, nonetheless, any technical and organizational measure shall be adopted in order to generate processes of anonymization of data.

RIGHTS OF THE DATA SUBJECT

Under the law provisions in force, the data subject can address the Controller to lodge a request for

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exercising his or her rights, such as they are stated to art. 15 and following in the Regulation (EU) 679/2016.

In addition to the above mentioned rights, the data subject has the right to lodge a complaint with the Supervisory Authority in the instances envisaged by law.

For further information with regard to the modalities to exercise the mentioned rights, please read “Procedure concerning the rights of the data subject” in the link www.mediacross.it.

CONTROLLER, DPO IF ANY AND PRIVACY COMMUNICATIONS

The Controller is MediaCross S.r.l..

For any communication pursuant to the above quoted articles of the Regulation (EU) 679/2016 the Controller provides the following address: Via Salvi Cristiani 20/B, 50135 Firenze (FI); Phone number: 055 5381600; Email: info@mediacross.it.

Florence, 10 december 2020

Signature of the Controller

