

PRIVACY POLICY OF THIS WEBSITE

**UNDER REGULATION (EU) 679/2016 AND TO THE LAW DECREE 196/2003 AS
AMENDED BY THE LAW DECREE 101/2018**

CONTROLLER

Following up the visit to this website the data concerning identified or identifiable persons may be processed.

The Controller of their processing is MediaCross S.r.l..

PURPOSES AND LAWFULNESS OF THE PROCESSING

The purposes of the collection of data are the following:

- Providing information about the services supplied by the Company;
- Dealing with information requests and inquiries.

LAWFULNESS OF PROCESSING

The data are processed by MediaCross S.r.l. in order to pursue the legitimate interest of the controller in view of the achievement of the above mentioned purposes.

PLACE OF DATA PROCESSING

The processing linked to the web services of this website takes place in the above mentioned head office of Via Salvi Cristiani 20/B, 50135 Firenze (FI) and it is carried out only by the personnel authorised to process personal data.

TYPES OF DATA PROCESSED

The following types of data are processed:

- Web browsing data

The computer systems and the software procedures underlying this website, through their ordinary working, gather a few personal data which are implicitly transmitted while using the Internet communication protocols.

It is a sort of information which is not collected to be linked to identified data subjects but which, for its own nature, might enable to identify the users through processing and associations with data held by third parties.

This category of data comprises IP addresses or the names in the domains of the computers used by the users who log on to the website, the addresses in URI notation (Uniform Resource Identifier) of the resources requested, the time of the request, the method used to make the request to the server, the size of the file received as feedback, the number code indicating the status of the feedback sent by the server (successful, failed, etc.) and other parameters related to the operational system and to the computer environment of the user.

These data are utilized to the only aim of obtaining anonymous statistical information about the use of the website and in order to monitor its correct functioning; they are deleted immediately after their processing. The data might be utilized to ascertain the responsibilities in case of hypothetical computer crimes against the website; except for this circumstance, at present the information about web contacts are not kept for more than seven days (except for any decision of crimes by the Judicial Authority).

- Data voluntarily provided by the user.

The optional, explicit and voluntary sending of e-mail to the addresses shown on this website brings about the subsequent acquisition of sender's address, necessary to reply to the requests, as well as of the other personal information, if any, included in the message. Specific synthetic advices shall be progressively borne by or displayed on the website, in the pages developed for specific services on demand.

- Cookies.

This website uses cookies. Some cookies are necessary to enable basic functions and the website

cannot function properly without them. Other cookies are optional and cookies may be placed on your device to improve your experience, collect statistics, optimize site functionality and deliver content tailored to your interests. These may include cookies placed by third party services that appear on our webpages and may be used by such third parties for their purposes too. Click on “Settings and more information” for details about what cookies are placed on your device and how they are used. For details please check the Cookie Policy menu.

MODALITIES OF PROCESSING

The data processing is carried out through computerized systems for the time strictly necessary to achieve the purposes for which they have been collected.

Specific security measures are complied with in order to head off data loss, illicit or unfair use and unauthorized access.

RIGHTS OF THE DATA SUBJECT

Under the law provisions in force, the data subject can address the Controller to lodge a request for exercising his or her rights, such as they are stated in the Regulation (EU) 679/2016, art.15 and following.

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.

