

PERSONAL DATA PROCESSING NOTICE

Articles 13 and 14 - EU Regulation 2016/679 - Clients

The user's personal data is used by **B. & B. Advertising S.r.l.**, which is the data controller, in compliance with the principles of personal data protection established by the GDPR Regulation 2016/679 and the national legislation in force.

1. **SOURCE OF PERSONAL DATA**

The collection of personal data is carried out by B. & B. Advertising S.r.l. by registering the data:

- collected directly from the data subject at the time of initial contact or subsequent communications
- provided by third parties

2. **METHODS AND PURPOSES OF DATA PROCESSING**

We inform you that the data will be processed with the support of the following means:

- IT resources
- mix - electronic and paper

for the following purposes:

- compliance with legal obligations
- fulfilment of contractual obligations
- exercise the rights of the Data Controller, for example the right of defence in court.

For the purposes specified, the user's data will be processed without the need for prior and specific consent.

B. & B. Advertising S.r.l. may carry out commercial communications from time to time, both to report and promote its own products and services, even if not related to the services and/or products purchased by the Customer, and services and products of third parties.

3. **MANDATORY PROVISION OF DATA**

Failure to provide the requested personal data will not allow the processing and, consequently, the related service to be carried out.

For the sole activity of commercial communications relating to its own or third-party services and products, the provision of data is not mandatory and will not be carried out in the absence of specific consent.

4. **LEGAL BASIS**

The processing of common data is based on the following legal bases, according to Article 6 of the GDPR Regulation:

- Art. 6 paragraph 1 letter b); the processing is necessary for the performance of a contract.
- Art. 6 paragraph 1 letter c); the processing is necessary for compliance with a legal obligation to which the controller is subject.

For the sole activity of commercial communications relating to its own or third-party services and products, the legal basis is the consent of the data subject.

5. CATEGORIES OF RECIPIENTS

Without prejudice to communications made in compliance with legal and contractual obligations, all data collected and processed may be communicated to the following categories of recipients exclusively for the purposes specified above:

- Revenue Agency
- Other public administrations
- Banks and credit institutions
- Customers and users
- Consultants and freelancers, also in associated form
- Administrative and accounting service providers
- IT service providers
- E-mail managers
- Authorized Persons
- Subjects who carry out documentation archiving activities
- Law Firms

Moreover, the following people may become aware of your personal data: authorized persons and/or internal and external processors identified in writing and whom have been provided with specific written instructions regarding data processing.

6. CATEGORIES OF PERSONAL DATA

Personal data categories subject to processing are as follows:

- Customer data
- Goods, property, possessions (property, possessions and leases; goods and services provided or obtained)
- Electronic communication data
- Consumption data: data relating to the supply and consumption levels recorded, collected and processed during the term of the contract
- Financial data
- Identification data (name or company name, i.e. name and surname of natural persons, registered office address, telephone, fax, e-mail, tax data, etc.)
- Data relating to economic and commercial activity
- Invoicing information and payment data (company name, VAT number, bank details, tax code, address)
- Name, address or other personal information (name, surname, age, gender, place and date of birth, private address, work address)
- Marketing and corporate sales data

7. TRANSFER OF PERSONAL DATA TO THIRD COUNTRIES

Personal data are stored on servers located at the headquarter within the European Union and on servers owned by Cloud Services providers, who will process the data as external data processors. Some of the cloud servers are located in non-EU countries or owned by non-EU legal entities. In this case, the Data Controller hereby ensures that the transfer of data outside the EU will take place in accordance with the applicable legal provisions and, where possible, subject to the stipulation of the standard contractual clauses provided for by the European Commission.

Business Name	Country	EU Adequate
All types of treatments	United States	SI: US/EU Data Privacy Framework

8. **RETENTION PERIOD**

- Data will be processed for as long as necessary to carry out the existing business relationship and stored for ten years from the date of acquisition.
- For Direct and Indirect Marketing Activities: data will be processed for 24 (twenty-four) months and then destroyed in case there is no renewal of consent.

9. **RIGHTS OF THE DATA SUBJECT**

Pursuant to European Regulation 679/2016 (GDPR) and the national legislation in force, the interested party may exercise the following rights, according to and within the limits provided for by current legislation:

- ask the Data Controller to access to his/her personal data, obtain correction, cancellation or integration of incomplete data, the limitation of processing in the cases provided for by art. 18 GDPR 7; receive the data in a structured, commonly used and machine-readable format, as well as, if technically feasible, transmit them to another controller without hindrance if there are the conditions for exercising the right to portability pursuant to art. 20 GDPR (the processing is based on consent pursuant to Art. 6.1 lit. a) or Art. 9.2 lit. a) or on the contract pursuant to Art. 6.1(b) of the GDPR and is carried out by automated means).
- have the right to object to the processing, on grounds relating to a particular situation, for the pursuit of the purposes based on the legitimate interest of the Company, he/she has the right to object to the further processing of his/her data collected online.
- These rights can be exercised by writing to the Data Controller's contact details specified in point 10.
- Data subjects who believe that the processing of their personal data carried out by the Data Controller is in violation of the provisions of the GDPR, have the right to lodge a complaint with the Data Protection Authority (Article 77 of the GDPR) or to take legal action (Article 79 of the GDPR), by:
 1. registered letter with acknowledgement of receipt addressed to the Italian Data Protection Authority, Piazza Venezia, 11, 00187 Rome;
 2. e-mail to: protocollo@pec.gdpd.it.

10. **DATA CONTROLLER**

The Controller of personal data is B. & B. Advertising S.R.L., VAT N. 05232620632, which can be contacted, also for the exercise of rights, at the following addresses:

- Email: info@biebiadvertising.com
- PEC: biebiadvertising@pec.it
- Telephone: +39 081.7640932

11. **DATA PROCESSORS AND AUTHORIZED PERSONS**

The updated list of data processors and authorised persons to process data is kept at the registered office of the Data Controller.

This **NOTICE** may be subject to changes over time – also related to the possible entry into force of new regulations, the updating or provision of new services or technological innovations – so the interested party is invited to periodically consult the page <https://www.biebiadvertising.com/en/policy/>

Expression of consent

(art. 7 EU Regulation no. 679/2016)

The Client declares that he/she has read the complete information pursuant to Article 13 of the GDPR 2016/679, which can also be found at the web address <https://www.biebiadvertising.com/it/policy/> and:

Give consent

DO NOT give consent

For marketing communication purposes concerning the Data Controller's products/services, even if not related to the services purchased.

Date _____

Client's signature

Give consent

DO NOT give consent

For marketing communication purposes regarding third-party products/services, even if not related to the services purchased.

Date _____

Client's signature

Give consent

DO NOT give consent

To send company newsletters.

Date _____

Client's signature
