

Privacy disclaimer

Update: 8 July 2022

The E-Mail campaigns are sent by Digilab as it manages the data on behalf of the clients of the advertising campaigns who are the Data Controllers. As an intermediary in sending these messages, Digilab informs that it has obtained the data from List Providers, in turn Data Controllers, to whom the interested parties have given their consent to receive promotional and/or commercial communications from certain third parties.

We invite you to consult the information relating to the processing of personal data that you find below by communicating that you can exercise the rights referred to in articles 15-22 GDPR by sending a message to privacy@dgll.it

1. Information on privacy pursuant to and for the purposes of art. 13 – 14 of EU Regulation 2016/679 (“GDPR”).

- Personal Data are defined by art. 4 no. 1) of the GDPR as “any information relating to an identified or identifiable natural person (Data Subject); an identifiable natural person is one who can be identified, directly or indirectly, with particular reference to an identifier such as a name, an identification number, location data, an online identifier or one or more characteristic elements of his physical identity, physiological, genetic, psychic, economic, cultural or social” (hereinafter the “Personal Data”). This information explains how we collect, use and protect the Personal Data of: all users who access this website (hereinafter the “Site”); all users who receive promotional information from Digilab by voice calls, SMS or e-mail.

Hereafter jointly referred to as the “Users”.

- The processing of Personal Data will be inspired by lawfulness, correctness, transparency, purpose limitation, data minimization, accuracy, conservation limitation, integrity, confidentiality and accountability according to the general principles defined by art. 5 of the GDPR. Digilab is a company that mainly carries out digital marketing activities on behalf of third parties and in particular dem, voice and SMS services. In particular, the Company makes use of databases provided by various List Providers and third-party platforms for sending campaigns in favor of its clients.
- This disclosure also contains all the information pursuant to art. 14 GDPR for Personal Data not obtained from the interested party but collected from other sources, as in the case of the aforementioned databases provided to Digilab for their use.
- The List Providers guarantee Digilab that they have obtained the necessary consents from the subjects involved in the processing for marketing purposes by e-mail, telephone and/or SMS and/or for the transfer of their data to third parties for the same purposes, following the release of a suitable information document drawn up in accordance with art. 13 GDPR.

2. Data Controller and Data Protection Officer

- The data controller is Digilab, in the person of its pro tempore legal representative, with registered office in Naples (NA), PI/CF IT09429721211, (the “Data Controller”). The company has appointed a Data Protection Officer (DPO) who can be reached at the company address and via the e-mail address privacy@dgll.it.

3. Personal data being processed

- Among the Personal Data collected there are Personal Data provided voluntarily and Usage Data collected automatically.

Personal Data voluntarily provided includes the following. Name and surname,

- telephone number and e-mail address provided to fill in the appropriate contact sections on the Site in order to be contacted by the Company.
- Name and surname, telephone number and e-mail address, city of residence, date of birth and gender provided for intermediation in promotional campaigns.
- Usage Data collected automatically includes the following.
- Personal Data derived from the use of the Site each time Users interact with it such as the IP address used to connect to the Internet with the computer or mobile phone, information on the computer or mobile phone such as the Internet connection, the type of browser, the version, operating system and device type. Personal Data derived from "cookies" or other tracking tools for which reference is made to our Cookie policy.

4. Purpose of the processing and legal basis

- Personal Data is processed for the following purposes:
- Purpose aimed at allowing the Company to carry out its intermediary activity in sending promotional messages to Users whose Personal Data has been obtained from other Data Controllers, to whom the User has given authorization for transfer to third parties for marketing purposes. The processing of Personal Data for this purpose finds its legal basis in the art. 6 par. 1 lit. a) of the GDPR and is therefore based on consent. The User can revoke the consent given at any time and/or oppose, at any time, the processing of his data for marketing purposes. The withdrawal of consent does not affect the lawfulness of the processing based on the consent before the withdrawal. Digilab will itself inform the suppliers of the master data for which consent has been revoked, also requesting its removal from their databases.
- Purpose of fulfillment of obligations established by law, regulations or EU legislation such as for example obligations established by tax, fiscal or accounting legislation or obligations relating to the protection of Personal Data (such as those relating to the exercise of the rights of the interested parties). The processing of Personal Data for this purpose finds its legal basis in the art. 6 par. 1 lit. c) of the GDPR, pursuant to which the processing is necessary to fulfill a legal obligation to which the Data Controller is subject. Purpose of defense in court to allow the defense in court of a right or interest of the Data Controller before any competent authority or body. The processing of Personal Data for this purpose
- finds its legal basis in the art. 6 par. 1 lit. f) of the GDPR for which the processing is necessary for the pursuit of the legitimate interest of the Data Controller. It is in the legitimate interest of the Data Controller to seek legal remedies to ensure compliance with his contractual rights or to demonstrate that he has fulfilled the obligations arising from the contract with the data subject or imposed on the Data Controller by law.

5. Recipients of Personal Data

- The Personal Data provided by the User may be communicated by the Data Controller to the categories of recipients indicated below. The subjects to whom the Data Controller communicates the Data act, according to the provisions of the law, as independent data controllers when they determine the purposes and means of the processing, responsible for the processing pursuant to art. 28 GDPR when they process Personal Data on behalf of the Data Controller or of subjects authorized to process pursuant to art. **2 quaterdecies** of the Privacy Code (Legislative Decree 196/2003 as amended by Legislative Decree 101/2018) when they act within the structure under the control and direction of the Data Controller. Without prejudice to belonging to one of the categories listed above, Personal Data may be shared with the following
- subjects.
- Employees and/or collaborators of the Data Controller, for the performance of administration, accounting and IT support activities.
- Companies, consultants or professionals possibly in charge of the installation, maintenance, updating and, in general, the management of the Owner's hardware and software.

- Companies in charge of sending commercial communications, including platforms for automatic sending of promotional messages.
- All those subjects, including public authorities, who have access to the Data by virtue of regulatory or administrative provisions.
- All those public and/or private subjects, natural and/or legal persons (legal, administrative and tax consultancy firms), if the communication is necessary or functional for the correct fulfillment of the contractual obligations assumed by the Data Controller as well as the obligations deriving from the law or in the case of assessment, exercise or defense of a right.
- In any case, Personal Data will be communicated only to subjects who are committed to confidentiality or have an adequate legal obligation of confidentiality. Personal Data will not be disclosed.

6. Data retention period and processing methods

- Personal Data are kept only for the period necessary for the purpose for which they are processed or within the terms established by applicable national and Community laws, rules and regulations. For the pursuit of the
- purposes referred to in art. 3 lett. a), Personal Data will be kept until the consent is revoked and/or the right to object is exercised and, in any case, for a period not exceeding 24 months from collection, the Data Controller reserving the right, before the expiry of this term, to ask the User to renew the consent. For the pursuit of the purpose referred to in art. 3 lett. b) and c) Personal Data may be kept for the entire duration of the contract as well as for the following
- 10 years in order to verify any pending matters or for compliance with any legal obligation. Subsequently, we will delete the Personal Data in accordance with our data retention and deletion rules or we will retain it in relation to another still existing legal basis.

7. Transfer of personal data outside the European Union

- For certain Personal Data processing activities, Digilab may transfer such Data to external parties located in countries that do not belong to the European Union (EU) or the European Economic Area (EEA) (hereinafter, "Third Countries"). The list of Third Countries will be updated from time to time and/or available upon request; the legitimacy of this transfer is, in any case, carried out in compliance with the appropriate and opportune guarantees for the purposes of the transfer itself and in particular in compliance with the general principle for the transfer pursuant to art. 44 GDPR, of the existence of an adequacy decision by the European Commission pursuant to art. 45 GDPR, of adequate guarantees pursuant to art. 46 GDPR - including the standard data protection clauses adopted by the Commission according to the examination procedure referred to in article 93, paragraph 2 GDPR - or in the presence of one of the specific situations of derogation referred to in art. 49 GDPR, including the explicit consent to the transfer by the interested party.

8. Mandatory disclosure of personal data and consequences of failure communication

- For the pursuit of the purposes referred to in art. 3 lett. a), the provision of data is absolutely optional. Failure to communicate Personal Data for marketing purposes and/or failure to provide consent to such processing and/or revocation of such consent and/or the exercise of the right to object do not entail any consequences. The interested party can also freely revoke the consent at any time without prejudice to the legitimacy of the treatment carried out before the revocation and oppose the marketing treatment by sending an e-mail to the address : privacy@dgl.it. Digilab will itself inform the suppliers of the master data for which consent has been revoked, also requesting its removal from their databases.
- For the pursuit of the purposes referred to in art. 3 lett. b) the provision of Data is mandatory, because their treatment is necessary to allow the Data Controller to fulfill legal obligations on the same

burdensome.

- For the purpose referred to in art. 3 lett. c) the provision of data is optional. However, it must be taken into account that, to the extent that the processing is necessary for the ascertainment, exercise and defense of a right, the data controller is also exempt from the cancellation obligation, by express provision of the GDPR.

9. Data Rights

- Pursuant to art. 15 et seq. of the REG. EU 2016/679 the User can exercise the following rights: (1) request access to their Personal Data pursuant to art. 15 of the GDPR, (2) obtain the rectification and/or integration of the Data pursuant to art. 16 of the GDPR, (3) request and obtain the deletion of data pursuant to and within the limits of art. 17 of the GDPR unless one of the exceptions referred to in paragraph 3 of the same art. 17, (4) request and obtain the limitation of treatment pursuant to art. 18 of the GDPR, (5) obtain data portability pursuant to and within the limits of art. 19 of the GDPR which allows the User to receive the Personal Data provided to the Owner in a structured format, commonly used and readable by an automatic device and - under certain conditions - transmit them to another data controller without impediments, (6) oppose, in whole or in part, to certain types of treatment pursuant to art. 21 of the GDPR, including processing for marketing purposes, (7) revoke consent pursuant to art. 7, paragraph 3 of the GDPR without prejudice to the lawfulness of the treatment based on the consent given before the revocation, (8) propose a complaint to the Supervisory Authority (Privacy Guarantor), (9) receive clear, transparent and easily understandable information on how to use of Personal Data and the exercise of rights, which is why the Data Controller provides the information contained in this document (art. 13 GDPR).
- The exercise of rights is not subject to any formal constraint and is free. All rights may be exercised by sending a specific request to the Data Controller at the following e-mail address: privacy@dgll.it.

10. Right to object

- The User has the right to oppose at any time, for reasons related to his particular situation, the processing of Personal Data concerning him carried out pursuant to art. 6 par. 1 lit. f) GDPR having as legal basis the legitimate interest of the Data Controller. The Data Controller refrains from further processing the Personal Data unless it demonstrates the existence of binding legitimate reasons for proceeding with the processing which prevail over the interests, rights and freedoms of the interested party or for the assessment, exercise or defense of a right in court.
- In the event that the Data are processed for direct marketing or profiling purposes, the interested party also has the right to object at any time to the processing of Personal Data concerning him carried out for these purposes. In this case, the Personal Data are no longer processed for this purpose. Digilab will itself inform the suppliers of the master data for which the right to object has been exercised, also requesting their removal from their databases.
- The opposition request must be presented by sending a specific request to the Data Controller at the following e-mail address: privacy@dgll.it

11. Modification of the Privacy Policy

- The Data Controller may need, in consideration of regulatory changes or changes to its services, to update this information by inserting the modified version of the same on the Site. We therefore invite Users to periodically view the appropriate section of the Site for verification and knowledge of the updates made without prejudice, where necessary, to direct communication to Users of the changes made.