

## **INFORMATION ON THE PROCESSING OF PERSONAL DATA**

(pursuant to articles 13 and 14 of EU Regulation no. 2016/679)

### **1) DATA CONTROLLER**

The Data Controller is Alcyon Italia S.p.a., with registered office in Via del Lavoro 110, 12062 Cherasco (CN), VAT number 02241700042, contactable at the email address [privacy@alcyonitalia.com](mailto:privacy@alcyonitalia.com)

This information is provided, pursuant to EU Regulation no. 2016/679 (hereinafter G.D.P.R.) to all users who interact with the Site (<https://www.alcyonitalia.com/>) and the related services.

### **2) CATEGORIES OF DATA PROCESSED**

Navigation data: the computer systems and computer programs used to operate the site collect some personal data whose transmission is implicit in the use of Internet communication protocols (e.g. IP addresses or domain names of computers used by users connecting to the site, URI addresses -Uniform Resource Identifier- of the resources requested, time of the request, method used to submit the request to the server, size of the file obtained in response, numerical code regarding the status of the response provided by the server -successful, error, etc.- and other parameters relating to the operating system and the user's computer environment). Although this information is not collected to be associated with identified interested parties, by its nature it could, through processing and association with data held by third parties, allow users to be identified. This data is processed, for the time strictly necessary pursuant to the law in force, for the sole purpose of obtaining anonymous statistical information on the use of the site and to check its correct functioning. Please note that the aforementioned data could be used to ascertain responsibility in the event of computer crimes against the Site or other sites connected or linked to it.

Cookies: this Application uses Cookies. To learn more and to view the detailed information, the User can consult the Cookie Policy.

Data provided voluntarily by the user: for interactions through the website, the provision of personal data by the user is required, i.e., in reference to the completion of the "Contact" forms, i.e., personal contact data to facilitate responses to requests. Any further contacts with the Data Controller, for example to request information on a specific service through the spontaneous sending of messages, by email or traditional mail, to the Data Controller's contact details, entail the subsequent acquisition of the sender's personal data, necessary to respond to requests, as well as any other personal data voluntarily entered by the user in communications.

Further personal data are requested for registration in the reserved area (personal data, contact details, company name, data relating to the user's professional activity) which allows access to the sales area of the site.

### **3) PURPOSE AND LEGAL BASIS OF THE PROCESSING**

The personal data voluntarily provided by the user will be processed for the following purposes:

- a) browsing the website;
- b) responding to a request for information, i.e. carrying out pre-contractual measures at the request of the interested party;
- c) performing the requested service or provision; managing and allowing the use of the sales area to proceed with the purchase of products dedicated to the professional practice for registered users, managing payments, invoicing, deliveries and all contractual obligations;
- d) Fulfilling legal obligations incumbent on the Data Controller or orders from Public Authorities;
- e) possibly to assert or defend a right in court;
- f) Upon your consent, send newsletters and communications containing informational and/or commercial and/or promotional messages concerning products and news promoted by Alcyon Italia s.p.a. (newsletter, direct marketing via email)

Personal data are collected and processed on the basis of the principle of lawfulness by virtue of the legal bases set out in art. 6 of the G.D.P.R. for one or more of the specific purposes listed above.

For the pursuit of marketing purposes (point f), on the basis of the consent of the interested party. Such consent may be revoked by the interested party at any time by contacting the Data Controller.

#### **4) NATURE OF DATA PROVISION**

Apart from what is specified for navigation data, the provision of personal data by the interested party, for the purposes described above, is optional. However, in case of refusal to communicate the personal data requested in the fields of the contact forms, it will not be possible to use this service provided by the site, similarly it will not be possible to register on the website in the sales area without entering the personal data requested.

#### **5) METHOD OF PROCESSING**

Personal data will be:

- a) collected electronically;
- b) recorded in digital format on computers and/or stored in archives;
- c) protected from risks of destruction, modification, cancellation and unauthorized access by means of the security measures adopted by the Data Controller which are of a physical, logical and organizational nature;
- d) further processed, possibly also in paper form, to the extent and for the times strictly necessary to carry out the purposes indicated above.

The Data Controller does not carry out processing that consists of automated decision-making processes on the data, in particular there is no profiling system.

#### **6) COMMUNICATION, DISSEMINATION AND TRANSFER OF DATA**

The personal data acquired are not disseminated but may be communicated to subjects contractually linked to the Data Controller in compliance with and within the limits of the GDPR. In fact, personal data is communicated to the extent strictly necessary in relation to the purposes mentioned above, or in any case only for the fulfillment of obligations necessary for the service, or those required by law or by order of the competent Authority, upon request. The categories of recipients of the data are the following:

- (a) subjects necessary for the execution of the activities connected and consequent to the execution of the Service, as data controllers (e.g. subjects who provide services for the management of the information system used, management of the website and telecommunications networks); The data relating to the management of the sales area on the website could be communicated to couriers for the correct fulfillment of contractual obligations;
- (b) persons authorized to process data by the Data Controller, committed to confidentiality and trained in this regard (employees);
- (c) The Data Controller may need to communicate the data acquired to fulfill legal obligations or to comply with orders from public authorities, including judicial authorities.

The Data Controller does not transfer personal data to third countries or international organizations. However, it reserves the right to use cloud services; in which case, the service providers will be selected from those who provide adequate guarantees, as required by art. 46 GDPR 679/16.

#### **7) DATA STORAGE PERIOD**

The storage period of the data collected from the contact request forms is limited to the time necessary to follow up on the need that the user expresses with the request, or how the relationship will evolve subsequently. Such data will be deleted when they are no longer necessary for the purposes indicated, without prejudice to any retention obligations required by law.

Data relating to the management and processing of the sales area are stored in accordance with current tax regulations.

The consent requested for marketing purposes is processed and stored unless the right of revocation is exercised.

The Data Controller does not carry out processing that consists of automated decision-making processes on the data.

#### **8) RIGHTS OF THE INTERESTED PARTY**

Pursuant to the GDPR, the interested party has the right of access (art. 15), right to rectification (art. 16), right to erasure (art. 17), right to restriction of processing (art. 18), right to portability (art. 20), right to object (art. 21), right to object to automated decision-making (art. 22), right to lodge a complaint with the supervisory authority of the state of residence (art.77).

In order to assert his/her rights, the interested party may contact the Data Controller, specifying the subject of his/her request and the right he/she intends to exercise at the following address: ALCYON ITALIA S.P.A. Via del Lavoro 110 – 12062 Cherasco (CN), or by sending an email to: [privacy@alcyonitalia.com](mailto:privacy@alcyonitalia.com)

#### **9) CHANGES TO THIS INFORMATION**

The Data Controller reserves the right to modify the content of this information, in whole or in part, also due to changes in the Privacy legislation.

The Data Controller will publish the updated version of this document on the Site and from that moment it will be binding: the interested party is therefore invited to visit this section regularly.

Last update date: 03/25/2025