

# Herberia S.p.A.

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## Information on the processing of personal data pursuant to Article 13 of EU Reg.to 2016/679

### Data Subjects: potential customers.

Herberia S.p.A., in its capacity as Data Controller of your personal data, pursuant to and for the purposes of EU Reg.to 2016/679, hereunder referred to as the 'GDPR', hereby informs you that the aforementioned legislation provides for the protection of data subjects with regard to the processing of personal data and that such processing will be based on the principles of correctness, lawfulness, transparency and protection of your privacy and your rights.

Your personal data will be processed in accordance with the legislative provisions of the aforementioned legislation and the confidentiality obligations provided for therein.

During the processing indicated, the Data Controller may operate on common categories of personal data and in detail: economic, commercial, financial and insurance activities, tax code and other personal identification numbers, name, address or other personal identification elements

Your data will also be used for the following purposes relating to the execution of measures related to contractual or pre-contractual obligations pursuant to Article 6, first paragraph, letter b) of the GDPR:

- management of any sales contract and related obligations, including pre-contractual activities;
- respond to your requests.

Processing methods. Your personal data may be processed in the following ways:

- by means of electronic computers with the use of software systems managed by third parties;
- entrusting processing operations to third parties;
- ALSO THROUGH THE INCLUSION OF THE SAME IN THE OWNER'S CORPORATE CRM;
- processing by means of electronic computers;
- manual processing by means of paper archives.

All processing takes place in compliance with the methods set out in art. 6, 32 of the GDPR and through the adoption of the appropriate security measures provided.

Your data will only be processed by personnel expressly authorised by the Data Controller and, in particular, by the following categories of authorised personnel:

- Sales office;
- Marketing department.

Your personal data may be processed by third parties belonging, by way of example, to the following categories:

- Agents and/or Brokers;
- consultants and freelancers, also in associated form;

- in the context of public and/or private entities for which the communication of data is mandatory or necessary in compliance with legal obligations or is in any case functional to the administration of the relationship;
- External parties necessary for the performance of the existing relationship (e.g. companies that provide hardware or software or cloud support services).

The subjects belonging to the above categories operate, in some cases, as data processors specifically appointed by the Data Controller in compliance with Article 28 of the GDPR, in other cases in total autonomy as separate data controllers, it being understood that, in the latter case, the communication of your personal data to these independent data controllers is carried out solely for the purpose of pursuing the purposes indicated in this policy. The list of these subjects is available upon request at the addresses indicated in this policy.

Dissemination: Your personal data will not be disseminated in any way.

Retention Period. We would like to point out that, in compliance with the principles of lawfulness, purpose limitation and data minimisation, pursuant to art. 5 of the GDPR, the retention period of your personal data is:

- established for a period of time not exceeding the achievement of the purposes for which they are collected and processed for the execution and fulfilment of the contractual purposes;
- established for a period of time not exceeding the completion of the services provided.

Data Controller: the Data Controller, pursuant to the Law, is Herberia S.p.A. (Via E. Mattei, 4, 42048 Rubiera (RE), VAT number 01938620356) in the person of its pro tempore legal representative.

You have the right to obtain from the data controller the erasure (right to be forgotten), the limitation, the updating, the rectification, the portability, the opposition to the processing of personal data concerning you, as well as in general you can exercise all the rights provided for by art. 15, 16, 17, 18, 19, 20, 21, 22 of the GDPR by writing to [privacy@gruppomoma.com](mailto:privacy@gruppomoma.com) or by contacting the Data Controller at the company contact details provided in this document. You may also lodge a complaint with the competent supervisory authority if you believe that the processing of your data is contrary to the regulations in force.

You can also view the updated version of this information at any time by connecting to the internet address <https://www.privacylab.it/informativa.php?19574461356>.

## **Reg.to EU 2016/679: Art. 15, 16, 17, 18, 19, 20, 21, 22 - Rights of the Data Subject**

1. The data subject has the right to obtain confirmation of the existence or otherwise of personal data concerning him/her, even if not yet recorded, their communication in intelligible form and the possibility of making a complaint to the Supervisory Authority.

2. The data subject shall have the right to obtain information:

- a. the origin of the personal data;
- b. the purposes and methods of processing;
- c. the logic applied in the case of processing carried out with the aid of electronic tools;
- d. the identification details of the data controller, the data processors and the representative designated pursuant to Article 5, paragraph 2;
- e. of the subjects or categories of subjects to whom the personal data may be communicated or who may become aware of them in their capacity as designated representatives in the territory of the State, data processors or persons in charge.

3. The data subject has the right to obtain:

- a. updating, rectification or, when interested, integration of data;
- b. the cancellation, transformation into anonymous form or blocking of data processed in violation of the law, including those whose retention is not necessary in relation to the purposes for which the data were collected or subsequently processed;

- c. certification that the operations referred to in letters a) and b) have been brought to the attention, also as regards their content, of those to whom the data have been communicated or disseminated, except in the case in which this fulfilment proves impossible or involves the use of means manifestly disproportionate to the protected right;
- d. data portability.

4. The data subject shall have the right to object, in whole or in part:

- a. for legitimate reasons to the processing of personal data concerning him/her, even if pertinent to the purpose of the collection;
- b. to the processing of personal data concerning him/her for the purpose of sending advertising material or direct sales or for carrying out market research or commercial communication.