

## **Personal data processing information statement pursuant to Art. 14 of EU Regulation 2016/679**

**Data subjects: prospects or other data subjects - contacts received from third-party portals.**

**Ceramiche Caesar S.p.A., FAP division**, as part of its business activity, cooperates with business partners for the organisation of events, trade fairs, conferences related to its business activity, as well as for the advertising and display of their products on third party websites. This information statement is issued to you pursuant to Article 14 of the GDPR because your data has been communicated to **Ceramiche Caesar S.p.A., FAP division** by a third party as a result of your participation in the above-mentioned events or trade fairs and after obtaining your specific consent, or because of the interest you expressed in our products while browsing the third party's website.

**Ceramiche Caesar S.p.A., FAP division**, in its capacity as Data Controller of your personal data, pursuant to and in accordance with the European Regulation 2016/679 herein "GDPR", hereby informs you that the aforementioned regulation establishes the protection of data subjects as regards personal data processing and that said processing will be grounded in the principles of propriety, lawfulness, transparency and shall ensure the protection of your confidentiality and rights.

Your personal data will be processed in compliance with legislative provisions of the aforementioned regulation and all confidentiality obligations set forth therein.

**Purposes and legal basis of the processing:** in particular your data will be used for the following purposes relating to the execution of measures connected with contractual or pre-contractual obligations:

- processing your requests for information, materials and samples in order to be able to reply or send you, either personally or via commonly used means of communication (telephone, e-mail, messaging, etc.) what you have requested.

Subject to your consent, your personal data may be used for the following purposes:

- sending commercial information and/or promotional material relating to products and/or services and/or invitations to events of the Controller through traditional methods (e.g. telephone contact, paper mail, individual e-mails, etc.) or automated methods of contact (e.g. automated e-mail campaigns, message texts, automated telephone contact, instant messaging, social networks, etc.). You may object to processing at any time by using the link at the foot of the message or by sending a request to the Controller, using the contact details provided in this information statement.

Providing your data is optional with regard to the aforementioned purposes and your objection to processing will not compromise the continuation of the relationship or the adequacy of the processing itself.

**Processing method.** Your personal data can be processed as follows:

- by means of electronic computers using software systems managed by third parties;
- decision-making exclusively by automated means;
- BY ENTERING THEM INTO THE CONTROLLER'S CORPORATE CRM;
- processing of data received from third parties;
- platform for sending corporate communications;
- report: In order to compare and possibly improve the results of communications, the Data Controller uses systems for the sending of newsletters and promotional notifications with reports. By means of said reports, the Controller can find out, for example: the number of readers, openings, one-time "clickers" and clicks, details on the activity of individual users; details of e-mails sent according to date/time/minute; details of emails delivered or not, of forwarded e-mails; the list of those who unsubscribed from the newsletter; who opened an e-mail or clicked on a single link; users who experienced problems in viewing the message;
- processed by electronic computers;
- manually processed in paper files..

Each processing is carried out in compliance with the methods specified in Articles 6, 32 of the GDPR and by adopting the appropriate security measures.

Your data will be processed exclusively by staff explicitly authorised by the Controller and specifically, by the following categories of operators:

- Commercial department;
- Logistics department;
- Marketing department.

**Communication:** Your data may be communicated to external parties for the proper management of the relationship and in particular to the following categories of recipients who act as autonomous and duly appointed Data Controllers or Data Processors:

- agents;

- companies providing hardware and/or software support services;
- forwarders, transporters, carriers, post services, logistics companies.

**Disclosure:** Your personal data shall not be disclosed anyhow.

**Period of data retention.** Please note that, in accordance with the principles of lawfulness, purpose limitation and data minimization, pursuant to art. 5 of the GDPR, the period of retention of your personal data is:

- established for a period of time not exceeding the performance of the requested services provided.
- for marketing activities, established for a period of time not exceeding the fulfilment of the purposes for which they are collected and until the data subject objects.

**Data Controller:** the Data Controller, in accordance with the Law, is Ceramiche Caesar S.p.A. FAP division, Via Canaletto 49 - 41042 Spezzano di Fiorano (Mo); VAT 00179660360; can be contacted at the following addresses: E-mail: [privacy@fapceramiche.com](mailto:privacy@fapceramiche.com); Telephone: +39 0536 837 511 in the person of its legal representative pro tempore.

You have the right to obtain erasure (right to be forgotten), limitation, updating, amendment, portability from the controller, as well as the right to oppose the processing of your personal data and in general, you can also exercise all rights specified in articles 15, 16, 17, 18, 19, 20, 21, 22 of the GDPR. You may also lodge a complaint with the competent supervisory authority if you consider that the processing of your data is contrary to the legislation in force.

**Extract EU Reg. 2016/ 679: Articles 15, 16, 17, 18, 19, 20, 21, 22 - Rights of the data subject**

1. The data subject is entitled to obtain confirmation as to the existence or otherwise of personal data concerning them, even if said data has not yet been recorded, the disclosure of said data in intelligible form, and to lodge a complaint with the Supervisory Authority.
2. The data subject has the right to receive the following information:
  - a. the origin of personal data;
  - b. the purposes and processing methods;
  - c. the logic applied in case of processing carried out by electronic instruments;
  - d. the identification details of the data controller, of the processors and of the appointed representative according to art. 5, para. 2;
  - e. the subjects or subject categories to whom the personal data can be disclosed or come into the knowledge thereof, in their capacity as appointed representative in the State, data supervisors or processors.
3. The data subject is entitled to obtain:
  - a. the updating, correction or, if he/she is interested in this, the integration of the data;
  - b. the erasure and transformation into anonymous form of any unlawfully processed data or data blocks, including those whose retention is not required in relation to purposes for which data were collected or successively processed;
  - c. certification that operations specified in letters a) and b) have been disclosed, together with their content, to the people to which data has been disclosed or provided, unless this proves impossible or requires the use of means clearly disproportionate to the right being protected;
  - d. data portability.
4. The data subject is entitled to raise a total or partial objection:
  - a. for legitimate reasons, to the processing of personal data concerning them, even if pertaining to the purpose of collection;
  - b. to the processing of his/her own personal data for the sending of advertising materials, for direct sale, or for carrying out market surveys or commercial reporting.

**Formula for obtaining the consent of the data subject**

Date: ..... Place: .....

Name, Surname: .....

The data subject, having acquired the information provided by the Data Controller pursuant to Article 7 of EU Regulation 2016/679

**Do you consent to the processing of personal data for the optional purposes listed below?**

**YES NO** sending commercial information and/or promotional material relating to products and/or services and/or invitations to events of the Controller through traditional methods (e.g. telephone contact, paper mail, individual e-mails, etc.) or automated methods of contact (e.g. automated e-mail campaigns, message texts, automated telephone contact, instant messaging, social networks, etc.). You may object to processing at any time by using the link at the foot of the message or by sending a request to the Controller, using the contact details provided in this information statement.

Data Subject:

Legible signature: .....