

## **PRIVACY NOTICE ON THE PROCESSING OF PERSONAL DATA OF CUSTOMERS AND THEIR CONTACT PERSONS (FOR MARKETING PURPOSES)**

*(pursuant to Articles 13 and 14 of EU Regulation 2016/679 – GDPR)*

In accordance with the principles of fairness, lawfulness, transparency, protection of privacy, and protection of the rights of the Data Subject with regard to the processing of their personal data, pursuant to Article 13 of EU Regulation 2016/679 (hereinafter the “GDPR”), the following information is provided.

### **1. DATA CONTROLLER**

The Data Controller is **HOLZHOF S.R.L.**, represented by its pro tempore Legal Representative, with registered office at Via Rupe, 33 – 38017 Mezzolombardo (TN), Italy, E-mail: [info@holzhof.com](mailto:info@holzhof.com), Certified E-mail (PEC): [info@pec.holzhof.com](mailto:info@pec.holzhof.com), Telephone: +39 0461/601501.

### **2. PURPOSES AND LEGAL BASIS OF THE PROCESSING**

The personal data provided may be processed for the following purposes:

- Provision of the requested service;
- Management of the contractual relationship established and fulfilment of the related obligations;
- Administrative and accounting requirements;
- Sending electronic communications (newsletters) containing information and/or commercial content relating to the activities of the Data Controller;
- Fulfilment of obligations established by law, applicable regulations and/or orders issued by Authorities;
- Exercise of the rights of the Data Controller (e.g. the right of defence in judicial proceedings).

The legal basis for the processing for the purposes listed above is the performance of the contract and the fulfilment of related obligations, Article 130, paragraph 4, of Legislative Decree No. 196/2003, the informed consent of the Data Subject expressly given, compliance with legal obligations, and the legitimate interest of the Data Controller.

The data may also be processed for the purpose of sending printed materials and brochures containing informational and/or promotional content. The legal basis for this specific processing is the explicit and freely given consent of the Data Subject.

### **3. PROCESSING METHODS AND ABSENCE OF AUTOMATED PROFILING**

The processing will also be carried out with the aid of electronic and/or automated tools and, in compliance with applicable legislation, all appropriate security measures will be adopted to ensure the confidentiality, integrity, and accuracy of the data.

Artificial intelligence applications may be used exclusively for the purpose of optimizing work activities, in full compliance with applicable legislation and without carrying out any processing of the personal data of Data Subjects. The Data Controller does not use artificial intelligence tools or other automated decision-making processes for profiling purposes.

### **4. RECIPIENTS OF PERSONAL DATA**

The data will be processed by employees and other persons authorized to process personal data, engaged by the Data Controller in carrying out its activities, as well as by third parties performing outsourced activities on behalf of the Data Controller in their capacity as external Data Processors.

### **5. LOCATION OF DATA PROCESSING**

As a general rule, personal data will be processed within the European Union. However, some applications of the services used by the Data Controller may involve the transfer of personal data to the United States. Such processing is lawful pursuant to Article 45 of EU Regulation 2016/679, by virtue of the adequacy decision adopted by the European Commission (**Data Privacy Framework**).

Where necessary, the Data Controller may relocate its IT archives to other non-EU countries, while ensuring that any transfer will take place exclusively to countries capable of providing a level of protection adequate to the standards established by applicable legislation, in compliance with Articles 45, 46, and 49 of EU Regulation 2016/679.

**PRIVACY NOTICE ON THE PROCESSING OF PERSONAL DATA OF CUSTOMERS AND THEIR CONTACT PERSONS  
(FOR MARKETING PURPOSES)**

*(pursuant to Articles 13 and 14 of EU Regulation 2016/679 – GDPR)*

**6. NATURE OF THE PROVISION OF DATA**

The provision of data is optional; however, failure to provide the data necessary for the performance of the contract or the requested service will make it impossible to provide the Service.

**7. DATA RETENTION PERIOD**

The data will be processed for the period necessary to fulfil the purposes indicated above and in compliance with the statutory retention periods. Accounting and tax-related data will be retained for ten years from the date of the last entry, as established by applicable legal provisions.

**8. RIGHTS OF THE DATA SUBJECT**

Pursuant to Articles 15, 16, 17, 18, 19, 20, 21, and 77 of EU Regulation 2016/679, the Data Subject is hereby informed that:

- They have the right to request access to their personal data, rectification or erasure thereof, or restriction of the processing concerning them, to object to the processing, and to request data portability to another Data Controller in the cases provided for by law;
- Any rectification, erasure, or restriction of processing carried out at the request of the Data Subject – unless this proves impossible or involves disproportionate effort – will be communicated by the Data Controller to each Data Processor to whom the personal data has been transmitted;
- They have the right to lodge a complaint with the Italian Data Protection Authority (*Garante per la protezione dei dati personali*), following the procedures and instructions published on the Authority's official website at [www.garanteprivacy.it](http://www.garanteprivacy.it).

To exercise the above rights, the Data Subject may contact the Data Controller at the following e-mail address: [info@holzhof.com](mailto:info@holzhof.com).

The exercise of these rights is not subject to any formal requirements and is free of charge.

**CONSENT DECLARATION FOR PAPER COMMERCIAL COMMUNICATIONS**

The User / Customer, having read the above Privacy Notice:

☐ **GIVES**                      ☐ **DOES NOT GIVE**

their consent to the use by the Data Controller of their personal data for the purpose of sending, by ordinary mail, communications containing informational and commercial content relating to the services offered.

Date: \_\_\_\_\_

Signature of the person concerned: \_\_\_\_\_