



## INFORMATION TO POTENTIAL CUSTOMERS

Pursuant to art. 13 of the EU Regulation 2016/679 of 27 April 2016 General Regulation on the protection of personal data

Dear Mr / Mrs,

we provide you hereafter a brief description of the essential characteristics of the processing of your personal data by our DURA LAMP S.r.l., with registered office in Via Pratese, 164 50145 Firenze C.F. and VAT number 03312240488, e-mail: [privacy@duralamp.it](mailto:privacy@duralamp.it), acting as Data Controller (hereinafter "DURALAMP", the "Company" or the "Data Controller"). The processing shall be carried out in compliance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation), in force since 24 May 2016 (hereinafter the "Regulation") and Legislative Decree no. 196 of 30 June 2003, as amended and supplemented. (hereinafter the "Code").

\*\*\*

### **a) Identity and contact details of the Owner:**

DURA LAMP S.r.l., with registered office in Via Pratese, 164 50145 Firenze C.F. and VAT number 03312240488, e-mail: [privacy@duralamp.it](mailto:privacy@duralamp.it), is the company that, as Data Controller, collects and processes your personal data and, pursuant to art. 13 of EU Regulation 2016/679, provides you with the following information.

### **b) Purpose and legal basis for the processing of personal data:**

Your personal data will be processed, in compliance with the above mentioned regulations, for the following purposes:

- 1) to acquire pre-contractual information about your activity and the services you provide, also in view of the future establishment of business relations. The provision of data for this purpose is mandatory and the refusal to provide them will make it impossible for the Company to have sufficient elements of evaluation to assess your contractual proposal or establish business relations in the future.
- 2) contact you, by e-mail or through our newsletter, for advertising or commercial communications related to news, events and products specifically selected by DURALAMP, as well as to know your degree of satisfaction with the services we offer and to be able to improve our offer (also by carrying out market research). The provision of data for this purpose is optional, but refusal to provide them will make it impossible to receive our communications and newsletter.

### **c) Consent**

The processing and communication of personal data for the purpose 1) may take place without the need for your consent pursuant to art. 6, letter b) of the Regulation.

In order to be able to contact you and send you advertising/commercial material or for market research we need your explicit consent in accordance with art. 6, paragraph 1, letter a) of the Regulation. Your consent is freely revocable without prejudice to the lawfulness of the processing



prior to revocation, by using the appropriate link in all our newsletters or by writing to [privacy@duralamp.it](mailto:privacy@duralamp.it).

#### **d) Recipients of your personal data**

Your data will not be disseminated. Your data may be communicated or may come to the knowledge (limited to the respective field of competence) of the persons authorized to process data within the Company and may be communicated to: (i) Network of 3F Filippi | TARGETTI group agents; (ii) 3F Filippi | TARGETTI group companies; (iii) Commercial information companies; (iv) companies that on behalf of DURALAMP carry out the service of storage and processing of computer files and maintenance of the Site; (v) companies that carry out promotional activities (limited to e-mail addresses). Where necessary, the Company has appointed the recipients of your personal data as Data Processors pursuant to art. 28 of the Regulation. The names of all Data Processors may be requested by means of a communication to be sent to the addresses indicated below.

#### **e) Methods of personal data processing**

The processing of your personal data is carried out using paper, computer or telematic means, in compliance with the regulations in force and, in any case, in such a way as to guarantee the security and confidentiality of the data and prevent unauthorized disclosure or use, alteration or destruction.

#### **f) Period of storage of personal data**

Within the scope of purpose 1), your personal data will be kept for the time strictly necessary to assess the advisability of establishing a business relationship and will subsequently be destroyed or made anonymous.\*\*\*

With regard to the purpose 2), your data will be processed for the entire duration of your subscription to the Newsletter, or - in any case - until your consent is revoked. As far as other types of commercial communications are concerned, your data will be kept for a maximum period of 5 years from acquisition, without prejudice to the right to revoke your consent to processing. Subsequently the data will be destroyed or made anonymous.

#### **g) Rights under Articles 15 and following of the Regulation**

By means of a communication to be sent to the e-mail address [privacy@duralamp.it](mailto:privacy@duralamp.it) you may exercise your rights as per articles 15 et seq. of the Regulations, including, in summary, those of:

- obtain confirmation as to whether or not personal data concerning you is being processed;
- obtain access to your personal data and the information indicated in art. 15 of the Regulation;
- obtain the correction of inaccurate personal data concerning you without undue delay or the integration of incomplete personal data;
- obtain the deletion of personal data concerning you without unjustified delay;
- obtain the limitation of the processing of personal data concerning you;
- be informed of any rectification, erasure or restriction of processing carried out in relation to personal data concerning you;
- receive personal data concerning you in a structured, commonly used and machine-readable format.

You can find the complete list of your rights on [www.garanteprivacy.it](http://www.garanteprivacy.it).



#### **h) Complaint to the Guarantor Authority**

We remind you that if you believe that the processing of your personal data is in breach of the provisions of the Regulation, you may always lodge a complaint with the Data Protection Authority ([www.garanteprivacy.it](http://www.garanteprivacy.it)), or with the Data Protection Authority of the country in which you habitually reside, work or the place where the alleged breach occurred.

DURA LAMP S.r.l.