

Active Box S.r.l.

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Information on the processing of personal data pursuant to Articles 13-14 EU Reg. 2016/679

Interested Subjects: Website guest.

Active Box S.r.l. in its capacity as Data Controller of your personal data, pursuant to and for the purposes of EU Reg. 2016/679 hereinafter 'GDPR', hereby informs you that the above mentioned legislation provides for the protection of data subjects with regard to the processing of personal data and that such processing will be based on 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 above mentioned law and the confidentiality obligations provided for therein.

Purpose and legal basis of the treatment: in particular, your data will be used for the following purposes related to the execution of measures connected to contractual or pre-contractual obligations:

- technical and functional access to the Site no data will be kept after the closure of the Browser;
- Statistical and User and Navigation Analysis purposes.

Your data will also be used for the following purposes necessary for the pursuit of the legitimate interest of the owner:

- The computer systems and software procedures used to operate this Site acquire, during their normal operation, some personal data whose transmission is implicit in the use of Internet communication protocols. This category of data includes IP addresses or domain names of computers and terminals used by users, URI/URL (Uniform Resource Identifier/Locator) addresses of the resources requested, the time of the request, the method used to submit the request to the server, the size of the file obtained in response, the numerical code indicating the status of the response given by the server (successful, error, etc..) and other parameters relating to the operating system and computer environment of the user. These data, necessary for the use of web services, are also processed for the purpose of: 1) to obtain statistical information on the use of the services (most visited pages, number of visitors per hour or day, geographical areas of origin, etc.); 2) to check the correct functioning of the services offered.

Treatment modalities. 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.

Each treatment takes place in compliance with the methods set out in Articles 6, 32 of GDPR and through the adoption of appropriate security measures.

Your data will be processed only by personnel expressly authorized by the Owner and, in particular, by the following categories of employees:

- personnel appointed by the company.

Communication: Your data may be communicated to external parties for a correct management of the relationship and, in particular, to the following categories of Recipients including all Data Processors duly appointed:

- The information may be communicated whenever it is necessary to comply with requests from the Judicial or Public Security Authorities;
- Google Analytics: Advertising Target, Analytics/M Measurement, Optimization;
- hosting and/or maintenance company of the site itself.

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

Your personal data may also be transferred, limited to the purposes stated above, to the following countries:

- EU countries;
- United States.

Period of Retention. We inform you that, in compliance with the principles of lawfulness, purpose limitation and data minimization, according to art. 5 of GDPR, the storage period of your personal data is:

- for a maximum duration of one year, except for any need to ascertain crimes by the judicial authorities and/or for the exercise of rights by the Data Controller during the proceedings.

Cookies management: if you have any doubts or concerns regarding the use of cookies, you can always intervene to prevent them from being set and read, for example by changing the privacy settings within your browser in order to block certain types of cookies.

As each browser - and often different versions of the same browser - also differ significantly from each other if you prefer to act independently using your browser preferences, you can find detailed information on the necessary procedure in your browser's help. For an overview of the most common browser actions, please visit www.cookiepedia.co.uk.

Advertising companies also allow you to opt out of receiving targeted ads if you wish. This does not prevent the setting of cookies, but it does stop the use and collection of certain data by these companies.

For more information and opt-out options, please visit www.youronlinechoices.eu/.

Data Controller: the Data Controller, according to the Law, is Active Box S.r.l. (Via Giuseppe Pellizza da Volpedo 4 , 20149 Milan (MI); VAT number: IT06801500965; can be contacted at the following addresses: E-mail: info@activebox.it; Phone: +39 02 36530596) in the person of its legal representative pro tempore.

You have the right to obtain from the owner the cancellation (right to be forgotten), limitation, updating, rectification, portability, opposition to the processing of personal data concerning you, as well as in general you can exercise all the rights provided by Articles 15, 16, 17, 18, 19, 20, 21, 22 of GDPR.

You may also view the updated version of this policy at any time by connecting to the internet address <https://www.privacylab.it/informativa.php?19466428275>. (in italian language)

EU Reg. 2016/679: Articles 15, 16, 17, 18, 19, 20, 21, 22 - Rights of the interested party

1. The interested party has the right to obtain confirmation of the existence or non-existence of personal data concerning him/her, even if not yet recorded, their communication in an intelligible form and the possibility to make a complaint to the Control Authority.
2. The interested party has the right to obtain the indication:
 - a) the origin of the personal data;
 - b) the purposes and methods of processing;
 - c) the logic applied in case of processing carried out with the aid of electronic instruments;

- d) the identification data concerning data controller, data processors and the representative designated pursuant to article 5, paragraph 2;
 - e) the entities or categories of entity to whom or which the personal data may be communicated and who or which may get to know said data in their capacity as designated representative(s) in the State's territory, data processor(s) or person(s) in charge of the processing.
3. The interested party has the right to obtain:
- a) updating, rectification or, when interested therein, integration of the data;
 - b) the cancellation, transformation into anonymous form or blocking of data processed unlawfully, including data whose retention is unnecessary for the purposes for which the data were collected or subsequently processed;
 - c) certification to the effect that the operations as per letters a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that is to be protected;
 - d) the portability of data.
4. The interested party has 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 collection;
 - b) to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market or commercial communication surveys.