





PERSONAL USER DATA PROCESSING POLICY



PURSUANT TO ART. 13 OF (EU) REGULATION NO. 2016/679 (“GDPR”) – “Rimowa x La Marzocco Linea Mini - contact us to order now”


La Marzocco S.r.l. (hereinafter, for the sake of brevity, also referred to as the “Controller” or the “Company”), pursuant to art. 13 of (EU) regulation no. 2016/679 (hereinafter referred to as the “GDPR”), hereby provides you with information about the processing of your Personal Data, carried out by the Controller while providing the service “Rimowa x La Marzocco Linea Mini - contact us to order now” (hereinafter also referred to as the “Service”), to which you subscribed through the relevant forms available on the websites of La Marzocco S.r.l. We remind you that the Service is aimed at providing you with up-to-date information on the latest products from La Marzocco, in collaboration with Rimowa.

	<p>DATA CONTROLLER</p>	<p>La Marzocco S.r.l. Corporate offices: Viale G. Matteotti, n. 25, Florence. Operating offices: Via La Torre, n. 14/H, Scarperia (FI). VAT number: 04040140487. E-mail: privacy@lamarzocco.com.</p>
	<p>DATA PROTECTION OFFICER (DPO)</p>	<p>The Controller has appointed a Data Protection Officer (DPO), who can be contacted at the following email address: dpo@lamarzocco.com.</p>

	<p>CATEGORIES OF PERSONAL DATA WE PROCESS</p> <p>For your subscription and for the provision of the Service, the Company only processes your name, surname, e-mail address and country. The latter is classified among the so-called “Common Personal data”.</p>
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	<p>PERSONAL DATA SOURCE</p> <p>The Personal Data is directly collected from the data subject (and thus is directly provided by you), through the section allowing users to subscribe to the Service, available on the websites of the Controller.</p>
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	<p>WHY IS YOUR PERSONAL DATA PROCESSED AND WHICH IS THE LEGAL BASIS OF THE PROCESSING?</p>		<p>HOW LONG DO WE RETAIN YOUR DATA?</p>
<p>Personal Data is collected and processed for the sole purpose of allowing the user to subscribe to the Service and, as a consequence, to allow the Company to send informational and commercial email on products and promotional offers the user may be interested in.</p>	<p>The legal basis of the processing is the one provided for by art. 6, paragraph 1, lett. b) of the GDPR, i.e. the performance of a contract to which the user is a party.</p>		<p>The piece of Personal Data we collect shall be retained for the time strictly necessary to respond to user requests and, in any case, no longer than 1 year.</p>
<p>➤ Once the above-mentioned retention terms expire, the Personal Data shall be destroyed, erased or anonymised, compatibly with the technical erasure and backup procedures.</p>			

	<p>NATURE OF THE PERSONAL DATA PROVISION</p> <p>Pursuant to art. 13, paragraph 2, lett. e) of the GDPR, we hereby inform you that the provision of the e-mail address is necessary for the above-mentioned purpose. As a consequence, should you refuse to provide the e-mail address, the Controller would be unable to allow you to subscribe to and use the Service.</p>
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AUTHORISED DATA PROCESSORS

Your Personal Data can be processed by the Company personnel in charge of fulfilling the above-mentioned purposes; the personnel in question must have been expressly authorised to process the data by the Controller, have received appropriate operating instructions and be bound by the duty of confidentiality.



RECIPIENTS OF PERSONAL DATA

The Personal Data can be disclosed to data controllers, including, but not limited to, supervising and control Authorities, as well as to any other public body entitled to request the data.

The Personal Data can also be processed, on behalf of the Company, by designated Data Processors, that must have received appropriate operating instructions. They include, but are not limited to: firms in charge of the Company website management and/or maintenance service; firms providing advertising campaign management services, etc.



TRANSFER OF PERSONAL DATA TO NON-EU COUNTRIES

Your personal data can only be transferred to countries outside the European Economic Area if the requirements provided for by articles 44 and following of the GDPR.



RIGHTS OF THE DATA SUBJECT

By contacting the Controller at the email address privacy@lamarzocco.com, you can request, at any time:

- to access your Personal Data (art. 15 of the GDPR);
- to have it rectified and completed (art. 16 of the GDPR);
- to have it erased (art. 17 of the GDPR);
- to restrict its processing (art. 18 of the GDPR);
- to receive the Personal Data in a structured format of common use and readable by automatic device, as well as, if technically feasible, to transmit it to another data controller without impediments (“right to Data portability”, art. 20 of the GDPR).

You also have the right to lodge a complaint with the competent control authority, pursuant to art. 77 of the GDPR, if you consider that the processing of your Personal Data infringes the GDPR.