

PRIVACY POLICY PURSUANT TO ARTS. 13 AND 14 OF REGULATION (EU) 2016/679

Data subjects: visitors to the website

RAMA S.p.A., in its capacity as data controller of your personal data (the “**Data Controller**”), pursuant to and by the effects of Regulation (EU) 2016/679 (hereinafter “**GDPR**”), informs you, through this document, in your capacity as Data subject (the “**Data subject**”) that the aforementioned Regulation provides for the protection of data subjects with respect to the processing of personal data and that said processing will be marked by the principles of correctness, lawfulness, transparency and protection of your privacy and your rights.

Your personal data will be processed in compliance with the provisions of the GDPR and in conformity with the confidentiality obligations set out therein.

Purposes of the processing

- A. **Technical management of the website** – Your data will be processed for purposes connected with the pursuit of the legitimate interest of the Data Controller to guarantee the full operation and correct functionality of the website. In this regard, no personal data will be retained following the closure of the browsing session.

The processing of data required for the pursuit of the Data Controller’s legitimate interest and for the fulfilment of the relative legal obligations is necessary for the correct management of the site and of the activities connected with it, and their provision is mandatory in order to implement the purposes indicated above. The Data Controller makes it known, moreover, that any failed communication, or erroneous communication of the mandatory information may prevent the Data Controller from guaranteeing the adequacy of the processing.

- B. **Marketing and advertising** – In addition, we inform you that your personal data may be used for the following purposes, only and exclusively in the event that you have given your specific consent, with the signing of the specific attached form:

- marketing and advertising.

The above is without prejudice to the fact that the provision of your data is optional with regards to said purposes and your refusal of processing does not affect the continuation of the relationship or the adequacy of the processing.

Processing methods – Your personal data will be processed in the following ways:

- processing with automated methods, using computers or other IT tools.

Every processing activity occurs in compliance with the methods as per arts. 6 and 32 of the GDPR and through the adoption of the appropriate safety measures provided for therein.

RAMA S.p.A.

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Tel. +39 0522.930711

www.ramaspa.it
PEC: pecrama@legalmail.it
P.I. e C.F. 01566180350
Cap. Soc. € 5.000.000,00 i.v.

REA: RE-196148
Reg. AEE IT08040000004952
RPA: IT09060P00000571

Your data shall be processed exclusively by persons responsible for the processing (the “**Data Processors**”) and by persons authorised to process data under the authority of the Data Controller or the Data Processor, duly trained and adequately instructed to this end.

Specifically:

- for the purposes as per letter A. Technical management of the website, the parties that work in the following departments and areas will be able to process your data:
 - information technology office;
 - consultancy companies in the quality/security/privacy fields;
 - IT consultancy companies in the field of the management of IT services (*company servers, GPS, etc.*).
- For the purposes as per letter B. Marketing and advertising, the following parties will be able to process your personal data:
 - Adobe: advertising service, advertising targets, analytics/measurement, optimisation;
 - DoubleClick: advertising service, advertising targets, analytics/measurement, contents optimisation and personalisation;
 - Google: advertising service, advertising targets, analytics/measurement, contents optimisation and personalisation;
 - Google Analytics: advertising targets, analytics/measurement, optimisation.

Communication – Without prejudice to communications made in fulfilment of legal and contractual obligations, as well as for the pursuit of a legitimate interest of the Data Controller, your data may be communicated to:

- public and/or private entities for which the communication of data is mandatory or necessary in relation to the purposes of the processing and, in any case, in fulfilment of legal obligations;
- constitutional bodies or bodies of constitutional importance;

Dissemination – Your data shall not be disseminated.

Limited to the purposes indicated above, your personal data may, in addition, be transferred to the following States:

- EU countries;
- the USA.

Retention period – We inform you that, in compliance with the principles of lawfulness, purpose limitation and data minimisation, pursuant to art. 5 of the GDPR, the retention period of your personal data is established for a period of time no greater than:

- the execution of the necessary mandatory checks by the competent Authority and public bodies;
- the achievement of the purposes for which the data were collected and processed.

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Management of cookies – Cookies are strings of small-size texts that the sites visited by users send to your terminal, in which they are memorised to then be retransmitted to the same sites upon the following visit of the same user. Cookies are divided into technical cookies (used in order to make navigation easier) and profiling or third-party cookies (used to profile the user and send targeted advertising).

COOKIES USED ON THE WEBSITE www.rama.it - www.verdemax.it - www.agriservice.rama.it - www.parkerstore.rama.it - www.ramaspa.it - www.beparts.it

The Website uses:

session cookies the use of which is necessary for collecting the User's identifying personal data, limited to the transmission of session identification data only, in the form of numbers generated automatically by the server. Session cookies are not memorised permanently on the user's device and are cancelled automatically upon closure of the browser.

technical cookies for registering the user's decision to continue browsing on the site.

third-party cookies used to link to YouTube or for using plugins such as Google Maps. For more information, users are invited to read the privacy information notes provided by the parties that supply the services in question:

GOOGLE - <https://www.google.it/intl/it/policies/technologies/cookies/>

To browse the site, the user accepts the use of the cookies applied

HOW TO DISABLE COOKIES THROUGH CONFIGURATION OF THE BROWSER

It is, however, possible to disable their use through the browser settings used by the User.

If you choose not to accept cookies and wish to disable them, a number of functions may no longer be available.

For instructions on how to check or set cookies management, reference should be made to the help service of your browser. The procedure varies according to the type of browser used. For example:

Internet Explorer: <http://windows.microsoft.com/it-it/internet-explorer/delete-manage-cookies#ie=ie-11>

Chrome: <https://support.google.com/chrome/answer/95647?hl=it>

Firefox:

<https://support.mozilla.org/it/kb/Gestione%20dei%20cookie?redirectlocale=en-US&redirectslug=Cookies>

Opera: <http://www.opera.com/help/tutorials/security/cookies/>

Safari: <http://support.apple.com/kb/PH17191>

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Rights of the Data subject

- I. The Data subject has the right to obtain confirmation regarding the existence or not of personal data relating to them, even if not yet registered, as well as their communication in an intelligible form understandable.
- II. The Data subject has the right to obtain information regarding:
 - the origin of the personal data;
 - the purposes for, and methods of, the processing;
 - the logic applied in the event of processing carried out with the use of electronic tools;
 - the general details of the Data Controller, the Data Protection Officer (so-called DPO) and of the representative;
 - the parties and categories of parties to which personal data may be communicated, or which may gain knowledge of them in their capacity as appointed representative in the territory of the State, of Data Processors or persons authorised to process data.
- III. The Data subject has the right to obtain:
 - the updating, rectification or, when they have a relevant interest, integration of the data;
 - the erasure, transformation into anonymous form or the blocking of data processed in breach of the law, including those data the retention of which is not necessary for the purposes for which the data were collected or subsequently processed;
 - certification that the operations as per the above points have been brought to the attention, also with regards to their contents, to those to whom the data have been communicated, with the exception of the case in which such fulfilment proves impossible or involves a use of means that is manifestly disproportionate to the protected right;
 - the portability of the data.
- IV. The Data Subject has the right to object, in whole or in part, to the processing of personal data concerning them, for reasons connected with their personal situation.
- V. In order to exercise the above rights and obtain useful information relating to the processing of your data, an express written request may be sent to **info@rama.it**
- VI. Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with the competent Supervisory Authority if you consider that the processing of personal data relating to you infringes the GDPR.

Data Controller, Data Processors and authorised persons – The Data Controller is:

RAMA S.p.A.
with registered office in Via Agnoletti, 8
42124 Reggio Emilia (ITALY)
VAT no. 01566180350
REA (Economic Administrative Index): RE – 196148
info@rama.it

The updated list of Data Processors and persons authorised to process data is kept at the above registered office.

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