

Privacy policy “case history”



1. Data controller

Storti S.p.A., with registered office in Via Francesco Dioli, 11, 26045 Motta Baluffi (CR), Tax ID and VAT 00765230198, hereinafter referred to as “**Data Controller**”, guarantees compliance with personal data protection regulations by providing the following information on the processing of data pursuant to Art. 13, EU Regulation 2016/679 (General Data Protection Regulation - GDPR) as amended.



2. Data processed, purpose and legal basis for processing

All personal data (images and audio-video footage), shot and filmed on DD/MM/YYYY at the customer's premises during the installation of the product supplied by the Controller, will be processed for communication and advertising activities on all the Controller's web and social channels and for any processing resulting from legal obligations.

In particular, the personal data, images and videos will be processed for the following purposes:

- a) the publication of photographs in the Controller's photo gallery and possibly on other computer and paper media of the Controller;
- b) the publication of photographs and videos on the Controller's websites and on the Controller's dedicated social media channels, on the websites of third parties authorised by the Controller and through any other means and form of communication to the public, including print media, mobile phones and/or other remote communication systems or technologies, useful for the promotion of the Controller's events, as well as through the communication media of partners linked to the Controller's initiatives.

The Controller may also assess the production of audio/video material in which the data subject appears, to be used for information/promotional purposes both in printed (brochures, leaflets, flyers, catalogues, etc.) and digital (website, social channels, media, etc.) format.

The use of the images is subject to compliance with the relevant regulations in force and provided it does not violate the dignity, decorum and personality of the person concerned.

The production and use of the images are to be regarded as being carried out entirely free of charge and nothing will be claimed or due as financial consideration.

The legal basis legitimising the processing is the consent freely given by the data subject.



3. Nature of the provision

The provision of personal data with regard to the processing referred to in point 2 above must be considered optional for these purposes; therefore, any refusal will make it impossible for the Controller to proceed with the use and publication. Should the filming be carried out in common areas, the Controller undertakes to take measures to exclude the data subject from the filming.



4. Locations and methods of data processing and storage times

The data collected by the website are processed at the premises of the Data Controller or at the premises of those authorised to process them.

The data collected shall be processed by electronic means or otherwise automated, computerised and telematic tools, or by means of manual processing with logic strictly related to the purposes which the personal data were collected for and, however, in such a way as to guarantee their security.

The data collected will be kept in the Controller's archives to keep a historical record of institutional events and activities and, if necessary, for any periodical historical publications. The data will be stored for a period of time, in any case, not exceeding the achievement of the purposes for which they are processed ("principle of storage limitation", art.5, EU Regulation 2016/679) and/or in compliance with the deadlines provided for by the regulations in force and legal obligations.

However, the Data Controller applies rules that prevent the storage of data indefinitely and thus limits the storage time in compliance with the principle of minimising data processing.



5. Persons authorised to process, data processors and communication of data

The processing of the data collected is carried out by the Data Controller's own personnel, identified for this purpose and authorised to process them in accordance with specific instructions given in compliance with the applicable regulations.

The data collected, to the extent pertinent to the indicated purposes of the processing and where necessary or instrumental to the performance of said purposes, may be processed by third parties appointed as data Processors, or, as the case may be, communicated to all subjects required for proper performance of the purposes under point 2.

In addition, the data collected may be processed by third parties involved with the Controller in partnerships of an academic-educational nature for the fulfilment of the purposes set out in point 2 (e.g. conventions relating to joint educational projects).

The data collected may be provided in the event of a legitimate request by the Judicial Authority, solely in the cases provided for by law.



6. Data transfer to non-EU countries

The data may be transferred abroad to non-European countries, and in particular to the United States, only after verifying the Standard Contractual Clauses adopted/approved by the European Commission pursuant to Art. 46, para. 2 letters c) and d) of the GDPR or the binding rules for the company referred to in Art. 47 of the GDPR or, failing that, by virtue of one of the derogatory measures referred to in Art. 49 of the GDPR.

Transfer to the United States is authorised under the specific agreement called the EU-US Data Privacy Framework (available [here](#)), so no further consent is required.



7. Rights of the data subject

In relation to the Personal Data provided, the data subject has the right to exercise the following rights:

- a. (Art. 7.3 EU Regulation 679/2016 - GDPR) withdrawal of consent;
- b. (Art. 15 EU Regulation 679/2016 - GDPR) access and obtain a copy;
- c. (Art. 16 EU Regulation 679/2016 - GDPR) request rectification;
- d. (Art. 17 EU Regulation 679/2016 - GDPR) request erasure ('right to be forgotten');
- e. (Art. 18 EU Regulation 679/2016 - GDPR) obtain restriction of processing;
- f. (Art. 20 EU Regulation 679/2016 - GDPR) receive them in a structured, commonly used and machine-readable format for the purpose of exercising the right to portability;
- g. (Art. 21 EU Regulation 679/2016 - GDPR) object to the processing.

The data subject may exercise his/her rights, as well as request further information regarding his/her Personal Data, by sending an e-mail to privacy@storti.it specifying in the subject line the content of his/her request.

Requests relating to the exercise of the user's rights shall be processed without undue delay and, however, within one month of the request; only in cases of particular complexity and number of requests may this period be extended by a further two (2) months.



We would like to remind you that it is your right (pursuant to Art. 77 EU Regulation 679/2016 - GDPR) to file a complaint with the Data Protection Authority, whose contact details are available [here](#).

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