



TENUTA DI ARCENO.

INFORMATION TO VISITORS

RELATED TO THE PROTECTION OF PERSONAL DATA PURSUANT TO ART. 12 et seq. EU REGULATION 679/2016 AND LEGISLATIVE DECREE 196/2003 AS AMENDED BY LEGISLATIVE DECREE 101/2018.

Pursuant to and for the purposes of the EU Regulation 2016/679, we hereby inform the interested party that the personal data assumed that concern him/her, acquired by the Data Controller or that will be subsequently requested and/or communicated by third parties, are necessary and will be used for the purposes indicated below.

PURPOSE AND LAWFULNESS OF PROCESSING

Pursuant to EU Regulation 679/2016, personal data:

- Are processed lawfully, correctly and transparently towards the data subject (art. 5);
- The same are collected for specified, explicit and legitimate purposes, and subsequently processed in a way that is not incompatible with these purposes (art. 5);

The purposes for which the data are collected are the following:

- Booking of the visit to the winery
- Registration of the persons accessing the premises of the facility;
- Provision of the necessary security related to the persons admitted to the premises.

Commercial promotion of the winery and related services of the Company.

Any personal data referring to the interested party or collected from him, may be used for marketing purposes (i.e., merely by way of example, for the promotion of advertising and commercial events, the sending of advertising campaigns, promotions and offers of goods and/or services offered by us), exercisable by the Owner both with automated methods, but also through traditional methods.

Automated profiling activities for marketing purposes, consisting of the use of personal data to evaluate, analyze or predict aspects of personal preferences, interests, behavior, location or movements.

LEGAL BASIS OF THE DATA TREATMENT



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The processing is lawful based on the following conditions:

Pursuant to Article 6(1)(a) EU Regulation 679/2016, the processing is lawful if the involved party has given consent to the processing of their personal data for one or more specific purposes;

Pursuant to Art. 6, paragraph 1, lett. b) EU Regulation 679/2016, the processing is necessary for the performance of a contract to which the involved party is part or for the performance of pre-contractual measures taken at the request of the same;

Pursuant to Article 6(1)(f) EU Regulation 679/2016, the processing is necessary for the purposes of pursuing the legitimate interests of the Data Controller or third parties, provided that the interests or the fundamental rights and freedoms of the involved party which require the protection of personal data do not prevail, in particular if the involved party is a child. The legitimate interest of the Controller is related to the management of personal data for promotional and marketing purposes.

METHODS OF TREATMENT AND OBLIGATION OF CONFIDENTIALITY

The data processing is carried out through computer tools and / or paper media, by persons committed to confidentiality, with logic related to the purposes and in any case in order to ensure the security and confidentiality of data. The data collected will not be disclosed and disseminated to third parties under the law.

COMMUNICATION TO THIRD PARTIES

Your personal data may be communicated to third parties known to us only and exclusively for the above-mentioned purposes and, in particular, to the following categories of subjects

- External companies that perform services on our behalf;
- Entities and public administrations for legal obligations;
- Professionals who can be of support in the fulfillment of the law;
- Supervisory Body, Board of Auditors, Auditor, for control and verification activities.

These subjects will treat personal data as managers or independent holders of treatment.

Your data may be transferred both within the EU area and outside the EU area. In this second case, the transfer will take place, if any, in compliance with the adequacy decisions referred to in art. 45 EU Regulation 679/2016 or, in any case, according to art. 49, paragraph 1, letter b of the European legislation.



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RETENTION TIMES

Pursuant to Article 5 of EU Regulation 679/2016, "Principles applicable to the processing of personal data", personal data shall be stored in a form that allows the identification of data subjects for a period of time not exceeding the achievement of the purposes for which they are processed.

The personal data of the data subjects may also be retained for longer periods in compliance with the fulfilments related to the regulations of the law in force (by way of example in the field of accounting) and, in any case, applying any technical-organizational measure suitable to activate mechanisms of anonymization of the data.

RIGHTS OF THE INTERESTED PARTY

Pursuant to in the current legislation, the data subject may assert their rights towards the Data Controller, as expressed in Article 15 et seq. of EU Regulation 679/2016.

In addition to these rights, the data subject has the right to lodge a complaint with the Supervisory Authority in the hypothesis of the law.

For further information in relation to the methods of exercising these rights, please consult the "Procedure of the rights of the interested party" in the site www.tenutadiarceno.com or at the Owner by writing to info@tenutadiarceno.com

OWNER, POSSIBLE DPO AND PRIVACY COMMUNICATIONS

The owner is the Tenuta di Arceno.

For any communication under the above articles of the EU Regulation 679/2016, the Owner makes available the address info@tenutadiarceno.com