

## PRIVACY POLICY FOR THE PROCESSING OF PERSONAL DATA

In accordance with Art. 13 of the GDPR 679-2016 (General Data Protection Regulation), we wish to inform you that the processing of personal data for the primary purpose of carrying out the commercial relationship and meeting any obligations of a strictly administrative nature, relating to the production and organization of the management processes for third parties who operate administrative and/or credit management services, and which constitute the legal basis for such processing, will take place at Vinicola Serena S.r.l. with a registered office in Conegliano Veneto (TV) 31015 in Via C. Bianchi, 1 - Tax ID code and VAT reg. no 02481910269, Economic and Administrative Index TV212435 – Tel. +39.0438.2011 Fax +39.0438394935 website [www.serenawines.it](http://www.serenawines.it) email [info@serenawines.it](mailto:info@serenawines.it). The data will also be processed using computerised procedures in the ways and within the limits necessary to pursue the aforementioned purposes. The data provided will be processed in compliance with the aforementioned provision and with the obligations of confidentiality and lawfulness that form the basis of our enterprise, and for the time strictly necessary for which they have been collected, which, if not used, shall not exceed 24 months; furthermore, the data will not be disseminated. For strictly professional reasons, and in order to optimise the service we provide, your data may be passed on to:

- Staff members or internal collaborators appointed as data processors.
- Potential platforms that are certified to dispatch newsletters or notifications regarding offers and provision of services.
- Credit and/or financial institutes.
- Our external collaborators who are identified by and under contract to us.
- Accountants and consultants for accounting and tax matters.

It may be mandatory for you to provide data in order to properly fulfil contractual and pre-contractual obligations and failure to indicate such data might thus lead to the impossibility of properly completing the requested activities.

Consent will not be required pursuant to Art. 6 Regulation EU 679/2016 when the processing:

- a) is necessary to fulfil an obligation required by law, by regulation, or by EU norms;
- b) is necessary to fulfil obligations deriving from a contract to which the data subject is party or to meet specific requests of the data subject before concluding the contract;
- c) concerns data obtained from generally accessible public registers, lists, deeds or documents, without prejudice to the limits and ways established by laws, regulations or EU norms for the accessibility and disclosure of data.

### RIGHTS OF DATA SUBJECTS

In envisaged cases, data subjects have the right to obtain access to their personal data from the Controller and the correction or erasure thereof, or the restriction of processing concerning them, or to object to their processing (Art. 15 et seq. Regulation) by submitting their requests to Vinicola Serena, Via C. Bianchi 1 - Conegliano Veneto (TV) 31015 - Tax ID code and VAT reg. no 02481910269 REA TV212435 – Tel. +39.0438.2011 Fax +39.0438394935 E-mail [info@serenawines.it](mailto:info@serenawines.it)

### RIGHT TO LODGE A COMPLAINT

Data subjects who believe that the processing of their personal data through this website may be carried out in breach of the provisions of the Regulation, have the right to lodge a complaint with the Data Protection Supervisor as provided for by Art. 77 of the same Regulation, or to take their case to the competent courts (Art. 79 of the Regulation).

The following clauses relate to the rights of the person concerned:

#### Art.15 Right of access

1. The person concerned has the right to obtain confirmation from the data processor as to whether his/her personal data is being used or not and, if it is, to obtain access to the data and to receive the following information: a) the purpose for which the data is being used; b) the categories of personal data in question; c) the recipients or categories of recipients to whom the personal data has or will be communicated, particularly if they are international organizations or recipients in third countries ; d) whenever possible, the retention period for the personal data provided or, if this is not possible, the criteria used to determine this period; e) the existence of the person concerned to ask the data controller to rectify or delete personal data or limit the use of personal data concerning him/her or to object to its use; f) the right to complain to a supervisory authority; g) if the person concerned did not provide the data, comprehensive information as to how it was received; h) the existence of an automated decision-making process, including the profiling referred to in Article 22, paragraphs 1 and 4, and, at least in such cases, significant information on the logic used, as well as the effects and expected consequences of this use for the person concerned .

2. If personal data is transferred to a third country or to an international organization, the person concerned has the right to be informed of the existence of adequate safeguards pursuant to

Article 46 relating to the transfer.

3. The data processor provides a copy of the personal data being used. If the party requests further copies, the data controller may charge a reasonable fee based on administrative costs. If the person concerned submits the request by electronic means, the information is provided in a commonly used electronic format unless otherwise requested.

4. The right to obtain a copy of the data referred to in paragraph 3 must not adversely affect the rights and freedoms of others.

#### **Art.16 Correction and cancellation: Right of rectification**

The person concerned has the right to obtain from the data processor the correction of inaccurate personal data that concerns him/her without unjustified delay. Taking into account the purposes for which the data is used, the person concerned has the right to finalize personal data that is incomplete, including by providing an additional declaration.

#### **Art.17 Right to cancellation ("right to be forgotten")**

1. The person concerned has the right to obtain from the data processor the cancellation of personal data concerning him / her without unjustified delay and the data controller is obliged to delete the personal data without undue delay for one of the following reasons: a) the personal data is no longer necessary with respect to the purposes for which it was collected or otherwise processed; 4.5.2016 L 119/43 Official Journal of the European Union EN b) the person concerned revokes the consent on which

**Vinicola Serena s.r.l.**

**at Via C.Bianchi n. 1 - Conegliano (TV)**

bases its use of the data in accordance with Article 6 (1) (a) or Article 9 (2) (a) and if there is no other legal basis for its use.

c) the person concerned opposes the use pursuant to Article 21 (1), and there is no legitimate overriding reason to continue use, or he/she opposes use pursuant to Article 21 (2); d) personal data was processed unlawfully; e) personal data must be deleted to fulfill a legal obligation prescribed by the law or by the member State to which the data processor belongs; f) the personal data was collected in relation to the company's offer of information as per Article 8 paragraph 1.

2. If the data processor has made public personal data and is obliged, pursuant to paragraph 1, to delete it, taking into account available technology and implementation costs, and takes reasonable, including technical, measures, to inform those managing the data that the person concerned has requested the deletion of any link, copy or reproduction of their personal data.

3. Paragraphs 1 and 2 shall not apply to the extent that processing is necessary: a) for the exercise of the right to freedom of expression and information; b) for the fulfillment of a legal obligation that requires processing provided for by European Union law or law of the Member State to which the data processor belongs, or for the execution of a task carried out in the public interest or in the exercise of public authority vested in the data processor; c) for reasons of public interest in the public health sector in accordance with Article 9 (2) (h) and (i), and Article 9 (3); d) for archiving purposes in the public interest, for scientific or historical research or for statistical purposes in accordance with Article 89 (1), insofar as the right referred to in paragraph 1 is likely to make it impossible or to seriously undermine the achievement of the objectives of this usage; e) for the assessment, exercise or defense of a right in court.

#### **Art.18 Right to limit usage**

1. The person concerned has the right limit the data processor's use of the data collected in the following circumstances: a) where the person concerned disputes the accuracy of the personal data, for the period necessary for the data processor verify the accuracy of such data; b) use of the data is unlawful and, opposing cancellation of the personal data, the person concerned asks instead that its use be limited; c) although the data processor no longer needs it for the purposes of processing, the personal data is necessary for the person concerned to ascertain, exercise or defend a right in a judicial setting; (d) the person concerned has objected to usage pursuant to Article 21 (1), pending confirmation of the possible prevalence of the data processor's legal position in this regard over that of the person concerned.

2. If the treatment is limited in accordance with paragraph 1, such personal data shall be processed, except for storage, only with the consent of the person concerned or for the establishment, exercise or defense of a right in court or to protect the rights of another natural or legal person or for reasons of significant public interest within the Union or Member State. 4.5.2016 L 119/44 Official Journal of the European Union EN.

3. The party who obtained limitation of usage pursuant to paragraph 1 is informed by the data processor before such limitation is revoked.

#### **Art.19 Obligation to notify in case of rectification or cancellation of personal data or limitation of processing**

The data processor shall inform each of the recipients to whom the personal data has been transmitted of any corrections or cancellations or limitations to usage carried out pursuant to Article 16, Article 17 (1) and Article 18,

unless this proves impossible or involves disproportionate effort. The data processor provides the names of pertinent recipients if the person concerned requests it.

#### **Art.20 Right to data portability**

1.The person concerned has the right to receive in a structured, common and legible format through an automatic device the personal data that he/she has provided to a data processor, and has the right to transmit such data to another data processor without obstruction from the data processor to whom he has previously provided it if: a) the processing is based on consent under Article 6 (1) (a) or Article 9 (2) (a) or on a contract under Article 6 (1) (b); and b) processing is carried out by automated means.

2. In exercising rights with regard to the portability of data pursuant to paragraph 1, the person concerned shall have the right to elicit direct transmission of personal data from one processor to another, if technically feasible.

3. The exercise of the right referred to in paragraph 1 of this Article is without prejudice to Article 17. This right does not apply to processing necessary for the execution of a task carried out in the public interest or in the exercise of official authority vested in the processor.

4.The right referred to in paragraph 1 must not affect the rights and freedoms of others.

#### **Right to oppose and automated decision-making process concerning natural persons**

##### **Art.21 Right to oppose**

1. The person concerned has the right to oppose at any time, for reasons connected to his/her particular situation, the processing of his/her personal data pursuant to Article 6, paragraph 1, letters e) or f), including profiling, on the basis of these provisions. The data processor refrains from further use of the personal data unless he/she demonstrates the existence of binding legitimate grounds for continuing usage which prevail over the interests, rights and freedoms of the person concerned or for the assessment, exercise or defense of a right in court.

2. Where personal data is used for direct marketing purposes, the person concerned has the right to oppose the processing of his/her personal data for these purposes. This includes profiling in so far as it is related to direct marketing.

3. Where the person concerned opposes use for direct marketing purposes, personal data is no longer used for these purposes. 4.5.2016 L 119/45 Official Journal of the European Union EN.

4.The right referred to in paragraphs 1 and 2 is explicitly brought to the attention of the person concerned and is presented clearly and separately from any other information at the latest at the time of the first communication with the person concerned.

5. In the context of the use of company information services and without prejudice to Directive 2002/58 / EC, the person concerned may exercise his / her right to oppose by automated means which utilize specific techniques.

6. If personal data is used for scientific or historical research purposes or for statistical purposes in accordance with Article 89 (1), the person concerned, for reasons connected to his/her particular situation, has the right to object to the processing of his/her personal data unless such use is necessary for carrying out a task in the public interest.

#### **Art.22 Automated decision-making process concerning individuals, including profiling**

1.The person concerned has the right not to be subjected to a decision, including profiling, which is based solely on automated processing , which produces legal consequences for him/her, and which significantly affects his/her person.

2. Paragraph 1 shall not apply if the decision: a) is necessary for the conclusion or execution of a contract between the person concerned and the data processor; b) is authorized by Union law or the law of the Member State to which the data processor is subject, and which also specifies appropriate measures to protect the rights, freedoms and legitimate interests of the party concerned; c) is based on the explicit consent of the person concerned.

3. In cases referred to in paragraph 2 (a) and (c), the holder of the data implements appropriate measures to protect the rights, freedoms and legitimate interests of the person concerned, at least the rights to attain human intervention by the data processor, to express their opinion, and to contest decisions.

4.The decisions referred to in paragraph 2 shall not be based on the particular categories of personal data referred to in Article 9 (1) unless Article 9 (2) applies.