

# PRIVACY POLICY



With this ASSOCIAZIONE MARIA ANTONIETTA BERLUSCONI., With registered office in Milan (MI) Via Solari, 9 (hereinafter, "MAB" or the "Company") as "Data Controller", personal data by the Company whether acquired by browsing or registering on the [www.premiomab.it](http://www.premiomab.it) website or by direct conferral by you when you register for any course of the Maria Antonietta Berlusconi Association or belonging to one of the group companies or to a partner company, in compliance with Legislative Decree 196/2003 and the European Regulation EU / 2016/679 of the European Parliament and of the Council of 27 April 2016 concerning the protection of individuals with regard to the processing of personal data and related legislation of implementation (hereinafter referred to as the "GDPR Regulation").



1. Your personal data are those:
  - conferred directly during the registration and creation of an account through the website [www.premiomab.it](http://www.premiomab.it)
  - collected during navigation of the site (including IP addresses, browser type, operating system, information about the pages that you visit the site, the time of access, retention on single page, internal path analysis and other parameters related to the operating system and the user's computer environment).
  - conferred directly in person during the registration phase by filling in a specific form .
2. Your personal data may be processed for the following purposes:
  - a. Registration on the website [www.premiomab.it](http://www.premiomab.it) and use of the relative services .
  - b. Management of participation courses and awards .
  - c. Sending of information, promotional and / or advertising material of the Company, through "automated" contact systems (for example, WhatsApp , e-mail, SMS, phone calls , etc.) on condition that the consumer has expressed his / her specific consent to marketing .
  - d. Use of images for publication on the site, social networks and in sector magazines.
  - e. Administrative purpose .
  - f. Give following the / and demand / and done / and consumer and the representative at any time.



3. The legal basis for processing personal data is:
  - The execution of a contract, for the purposes of the points referred to in letters a) and b) , pursuant to Article 6 paragraph 1 letter b) of the GDPR Regulation.
  - the consent , for the purposes referred to in subparagraphs c ) and d ) .
  - Your consent is not necessary , for the purposes referred to in letters e ) , and f ) .
4. The provision of personal data is optional. However, any refusal to provide data for the purposes referred to in point 2 lett . c ) will not entail any consequence, except the impossibility of being informed about any marketing and promotional-advertising initiatives by the Company , as well as receiving commercial communications of your interest .
5. In relation to the purposes referred to in point 2, the processing of data by the Company will be carried out using IT and telematic tools with logics strictly related to the same purposes and, in any case, so as to guarantee their safety and always in full compliance with the regulations in force regarding the protection of personal data.



6. In order to execute the contract and manage the registration, as well as to allow it and to use the other services, your personal data will be processed by the employees of the Company or belonging to one of the companies of the group or to a partner company that have access to the themselves because of the functions performed in the company . The Company may disclose your personal data only with regard to the data strictly necessary to ensure the provision of services to delegated third parties (for example companies that provide commercial assistance services or process payments; etc.). These subjects will have access to the personal data necessary to perform the related functions (and will not be able to use them for different purposes), they will be required to process the data in accordance with the applicable law, they will be responsible for the treatment entrusted by the Company and will be included in an updated list, available from the Company.



7. Your personal data will be stored on the servers available to companies located in the European Union, and will not be transferred to countries located outside the European Union.
8. Any data collected and processed with your consent for the purposes indicated in letters c ) and d ) will be kept until the interested party withdraws his consent to the receipt of commercial communications by the Company or requests the deletion of his data , except for the exceptional need to keep the data to defend the rights of the Company in relation to disputes in progress at the time of the request, or on the instructions of the public authorities.



9. Pursuant to the articles from 15 to 22 of the Rules, you have the right to: a) obtain the cessation of the treatment in the cases in which your personal data are processed for direct marketing purposes, also in relation to services identical to those already provided by our Company (cd right of opposition); b) obtain information in relation to the purposes for which the personal data are processed, to the period of processing and to the subjects to whom the data are communicated (so-called right of access); c) obtain the correction or integration of inaccurate personal data concerning you (so-called right of rectification); d) obtain the cancellation of the personal data concerning you in the following cases (i) the data are no longer necessary for the purposes for which they were collected; (ii) you have withdrawn your consent to the processing of data if they are processed on the basis of your consent; (iii) you objected to the processing of your personal data in the event that they are processed for our legitimate interest; or (iv) the processing of your personal data does not comply with the law. However, we point out that the storage of personal data by NAIMA is lawful if it is necessary to enable it to fulfill a legal obligation or to ascertain, exercise or defend a right in court (the so-called right of cancellation); e) obtain that the personal data concerning you are only stored without any other use being made of them in the following cases (i) you contest the accuracy of the personal data, for the period necessary to allow us to verify the accuracy of such data personal; (ii) the processing is illegal but you in any case object to the deletion of personal data on our part; (iii) personal data are necessary to ascertain, exercise or defend a right in court; (iv) You have opposed the processing and are awaiting verification regarding the possible prevalence of our legitimate reasons for processing with respect to you (the so-called limitation right); f) receive in a format of common use, readable by an automatic and interoperable device, the personal data concerning you, if they are processed by contract or on the basis of your consent (so-called portability right). Finally, we remind you that you have the right to contact the Guarantor for the Protection of Personal Data (Piazza di Monte Citorio n. 121, 00186 Rome), in order to assert your rights in relation to the processing of personal data.

10. You may revoke, at any time, the consent given for the processing of your personal data for the purposes referred to in point 2 lett . c ) and d ) , without prejudice to the lawfulness of the processing based on consent before the revocation. You can revoke your consent by sending a communication to the email address [info@premiomab.it](mailto:info@premiomab.it)



11. The Data Controller of your personal data is ASSOCIAZIONE MARIA ANTONIETTA BERLUSCONI, with registered office in Milan, Via Solari, 9 , P.IVA. 06797480966 . The Data Controller can be contacted for requests or reports at the following addresses: [info@premiomab.it](mailto:info@premiomab.it) or by calling +390284088067

12. The Owner has appointed pursuant to art. 37 ss. of the Regulation a Data Protection Officer (also known as DPO), domiciled for the assignment at ASSOCIAZIONE MARIA ANTONIETTA BERLUSCONI, who can be contacted for questions concerning the processing of personal data to the email address indicated above. By writing to the same address, you can exercise the rights indicated in paragraph 9 of this letter