

# CELLULARLINE SPA

VIA G. LAMBRACIS - 1/A  
42122 REGGIO EMILIA (RE)  
Tel: +39 0522 334002  
VAT no. 09800730963

## Privacy policy statement (Articles 13-14 Regulation (EU) 2016/679)

### Data subjects: customers.

CELLULARLINE SPA as the Data Controller, hereby informs you, in accordance with Regulation (EU) 2016/679 ('GDPR'), that the GDPR protects data subjects in relation to the processing of personal data. All data will be processed in accordance with the principles of fairness, legality and transparency, and your confidentiality and rights are protected.

Your personal data will be processed in accordance with the provisions of the GDPR and with the confidentiality obligations it contains.

Purpose and legal basis for the data processing: your data will be processed for the following purposes in order to fulfil our legal obligations:

- fiscal and accounting obligations;
- accounting or cash management;
- management of disputes;
- other legal obligations.

Your data will also be processed for the following purposes in relation to the completion of contractual or pre-contractual obligations:

- after-sales support;
- customer management;
- quality management;
- activity planning;
- customer satisfaction surveys;
- customer billing records.

Your data will also be used for the following purposes, which are necessary in the pursuit of the Data Controller's legitimate interests:

- Sending of newsletters through automated services, regarding the Data Controller's products and services (campaigns, promotions and discounts);
- Credit rating.

Method of processing. Your personal data may be processed as follows:

- passed to third parties for processing;
- using electronic processors;
- manually, on paper.

All data is processed in accordance with articles 6 and 32 of the GDPR. The required security measures will be taken.

Disclosure: your data will only be disclosed to competent persons duly appointed to fulfil the services needed for the correct management of the contract. The rights of the data subject are guaranteed.

Your data will only be processed by personnel expressly authorised by the Data Controller and specifically by the following categories:

- agents;
- dealers;
- distributors;
- shipping agents;
- AFC (administration, finance and control);
- IT department;
- Legal Department;
- Technical department;
- Sales and customer care department.

The data may be disclosed to third parties who have been duly appointed as Data Processors, in particular, to:

- banks and credit institutions;
- consultants, freelancers or professional firms;
- to public and/or private bodies who require the data in order to fulfil legal obligations or for the administration of the contract;
- subsidiary and affiliated companies;
- companies providing newsletter services;
- transport and shipping agents, hauliers, carriers, logistics firms and post offices.

Circulation: Your personal data will never be circulated.

Period of storage. In accordance with the principles of law, the limitation of purposes and the minimisation of data (Article 5 GDPR) your data will be kept:

- only for as long as is necessary to fulfil the purpose for which the data was collected and processed, and to fulfil the contractual purposes;
- for no longer than the time necessary to fulfil the purpose for which the data was collected and processed, in accordance with the legally prescribed period.

Data controller: the Data Controller for legal purposes is CELLULARLINE SPA (VIA G. LAMBRAKIS - 1/A, 42122 REGGIO EMILIA (RE); e-mail: [privacy@cellularline.com](mailto:privacy@cellularline.com); tel.: +39 0522 334002; VAT no.: 09800730963) in the person of its legal representative pro tempore.

You may obtain, from the data controller, the erasure (right to be forgotten), limitation, updating, rectification, portability of data, or object to the processing of your personal data or exercise any other right available to you under Articles 15, 16, 17, 18, 19, 20, 21, 22 GDPR.

You may also obtain an updated version of this privacy statement from <https://www.privacylab.it/informativa.php?11363359580>.

## **Regulation (EU) 2016/679: Articles 15, 16, 17, 18, 19, 20, 21, 22 - Rights of the Data Subject**

1. The Data Subject has the right to obtain confirmation as to the existence or not of personal data regarding them, even if not yet recorded, and communication thereof in an intelligible format.

2. The Data Subject has the right to obtain an indication:

- a. of the origin of the personal data;
- b. of the method and purpose of the data processing;
- c. of the logic used if the data is processed using electronic instruments;
- d. of the identification details of the Data Controller, Data Processors and authorised representative (Art. 5, paragraph 2);

- e. of the persons or categories of person to whom the personal data may be communicated or who may be made aware of the data as the designated national representative, or as a designated Data Processor or authorised person.

3. The Data Subject has the right to obtain:

- a. the updating, rectification or, when in their interests, integration of the data;
- b. the erasure, transformation into anonymous format or blocking of any data processed in breach of the law, including data that is no longer needed in relation to the purposes for which it was collected or subsequently processed;
- c. confirmation that the operations in paragraphs a) and b) and the content of those operations were brought to the attention of anyone to whom the data was communicated or notified, except where this is impossible or requires the use of means that is manifestly disproportionate to the right being protected;
- d. the portability of the data.

4. The Data Subject may object, in full or in part:

- a. for legitimate reasons, to the processing of their personal data, even when relevant to the purpose of the collection;
- b. to the processing of their personal data for the purpose of sending advertising material or for direct sales, or for conducting market research or sending commercial communications.