

Privacy Policy of Seggiovie Santa Croce spa

pursuant to art. 13 Reg. EU 679/2016

This privacy policy of Seggiovia Santa Croce is made due to Reg. EU 679/2016 (GDPR) to provide information about the processing of your personal data in respect to the principles and requirements of the new European law. In this way we want to give you some information about the type, the purposes and the modalities of data processing and about your rights.

Data controller

Data controller is Seggiovia Santa Croce spa, with registered office in Badia, Strada La Müda n. 3, Tel 0471/839645 Fax 0471 838093 PEC info@pec.santa-croce.it, Mail info@santa-croce.it

Purposes

Seggiovia Santa Croce spa gets in possession of identifying and contact data you provided (name, surname, address, tax code, phone numbers, e-mail, a.s.o.) and eventually of pictures in case you decide to use the “photo point” service at the top of the cable car of Santa Croce. The purpose of the processing of the mentioned data is the execution of the contract between the data controller and the data subject and the subsequent fulfilment of the connected legal obligations. To the specified purposes we have to add marketing, advertising and profiling activities, promotional activities of our services and of the territory, newslettering and statistic activities.

Lawfulness

The lawfulness of personal data processing depends of the above mentioned purposes.

Regarding the execution of the contract this is the lawfulness of the processing together with the performing of legal obligations. In this case the supply of personal data is obligatory and an eventual refuse will not allow us to respect our contract.

Regarding marketing activities, profiling, newslettering, promotion of services and territory the lawfulness is based on your free and informed consent. In this case the consent is optional and an eventual refuse will not permit us to reach in whole or in part the mentioned purposes. The provided consent can be withdrawn at any time.

We inform that it is always possible to ask the controller to clarify the lawfulness of data processing.

In case that the data subject provides Seggiovie Santa Croce spa with data of third parties he declares to have the consent to do it and undertakes to provide the third part with this privacy policy, exempting Seggiovie Santa Croce spa from every kind of responsibility connected with the processing of personal data.

Modality of data processing.

Data processing is performed in the registered office of the data controller and carried out by himself and / or his authorized staff. For organizational reasons of the controllers activity personal data can be transmitted to third subjects contractually bound with the controller such us banks, consultants, companies which offer different kind of services, a. s. o. On request the data controller will give you a detailed list of the third parties to which data can be transmitted.

Storage period

Your personal data are processed and stored in paper, computerized or telematic archives. They will be stored until the complete execution of the contract and consequent fulfilment of the related legal

obligations and in any case, for the longer period which could be necessary to support eventual claims.

For the processing regarding marketing activities and profiling, newslettering and statistic activities for that it relies on your consent the data will be stored as long as the consent will be withdrawn and in any case not longer than 8 years. In case of withdrawal of the consent the processing until this date will be rightful.

We inform that data of minors (under 16 years) acquired by the mentioned activities will be immediately erased after the ademption to the legal obligation.

Rights of data subject

The data subject has the right to information and access, to limitation and opposition to data processing, to withdraw the consent, to verification, to rectification, and erasure of the data, and also the right to data portability and to lodge a complaint to the supervisory authority (garante). The exercise of the rights mentioned above can be pursued by sending a written communication through the contacts provided below or through explicit request to the guarantor.

Security measures

Seggiovia Santa Croce spa will process your data in every moment in full compliance with the new regulation adopting all technical and organizational measures to guarantee the safety of your data taking into the account the current state of technology, the art of data and the risks to which they are exposed.

We specify that this privacy policy may be subject to updates.

Last update: october 2018