



PRIVACY NOTICE

pursuant to Article 13 of the European Regulation 27/4/2016 No. 679

Under the European Regulation 27/4/2016 No. 679 (GDPR), the processing of your personal data will be conducted based on principles of fairness, lawfulness, data minimization, proportionality, necessity, transparency, and the protection of confidentiality and user rights.

Data Controller

The Data Controller in accordance with current laws is **RIVA MOBILI D'ARTE S.r.l.** (VAT 05424700960) with its registered office in Meda (MB), Via A. Meucci n.12; Email: info@rivamobilidarte.com; Certified Email (PEC): rivamobilidarte@pec.netclean.it; Phone: 0362/72930.

The list of external data processors is available at Riva Mobili d'Arte S.r.l.

Scope of this Privacy Notice

This *privacy policy* applies exclusively to the online activities of this site and is valid for visitors/users of the website www.rivamobilidarte.com. It does not apply to information collected through channels other than this website. The purpose of the privacy notice is to provide maximum transparency regarding the information the site collects and how it uses it.

Data Provision, Types, and Consequences of Non-Provision

Providing your personal data through the completion of the form accessible via the "Contact" section allows us to fulfil your requests and respond effectively. In this section, the user provides their name, surname, email, and personal phone numbers to be contacted for information, product clarifications, consultancy, quotes, or general updates. If you do not consent to the processing of your data for these purposes, we will not be able to process your request and provide the requested response, information, quotation, or support service. These **data** are **necessary** to fulfil the requests made through this section.

Your consent to receive updates, promotional information, and/or marketing news (activities aimed at optimizing offers and commercial relationships for promotional purposes) via *newsletter* from our company is **optional**. If you opt for the newsletter subscription to receive informational, commercial, and/or direct sales emails regarding our company's products and services, the consent given at the time of subscription can be revoked at any time: to unsubscribe from our *newsletter*, simply click the "Unsubscribe" button provided. In case of technical issues, you can send a report via email to info@rivamobilidarte.com.



Principles Applicable to Data Processing

This site processes user data lawfully and fairly, adopting appropriate security and organizational measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of data. The processing is carried out using IT and/or telematic tools, with organizational methods and logic strictly related to the indicated purposes and aimed at safeguarding and protecting your data. Besides the data controller, in some cases, categories of internal staff involved in the organization, management, interaction, and maintenance of the site and related activities (administrative staff, commercial staff, marketing office, legal, system administrators) or external subjects (such as third-party service providers, hosting providers, IT companies, web marketing companies, communication agencies, etc.) may have access to the data, appropriately appointed as External Processors.

Purposes of Data Processing

The processing is aimed at the correct and complete execution of information requests, consultancy, quotations, responses, and/or support of any kind regarding the company's subject matter conducted through the website www.rivamobilidarte.com.

Your data will be processed to:

- Identify the user to correctly fulfil requests and ensure proper response and/or information and/or quotation activities.
- Contact the user if further information is necessary to fulfil the request or to ensure the most complete support activity.
- Manage the proper handling of any administrative/fiscal procedures.
- Proceed, with the acquisition of specific consent, with updates and any marketing and/or promotional activities related to its goods and services, for optimizing offers and commercial relationships.
- Fulfil obligations required by fiscal and accounting regulations if necessary.

Legal Basis for Processing

Riva Mobili D'Arte S.r.l. will lawfully process your data only when:

- It is necessary for the execution of the requested service.
- It is necessary to comply with a legal obligation incumbent on the Data Controller.
- It is based on explicit consent.



Use of Cookies, Including Profiling Cookies

Riva Mobili D'Arte, through the analysis of preferences given by "clicks" on specific articles or areas/sections of the website, may send you personalized commercial communications and conduct targeted promotional actions to provide you with more specific and focused updates on the marketed products of your interest.

The processing of your personal data for these purposes will only occur with your explicit consent, using data processing tools that, following a cross-reference, will allow you to be included in a typical commercial profile. This data processing tool correlates the navigation data collected on the site through the use of first-party profiling cookies, only if accepted by you. These data and information will be associated with any data/information already in our possession due to your demonstrated interest in our products.

Therefore, your explicit consent is required for this operation, in compliance with current regulations. Consent for this operation can be refused and is always revocable at any time.

If you provide your consent for the processing of personal data for commercial purposes (personalized offers), they may be subject to automated decision-making processes using a specific algorithm that will identify which communications are most suitable or interesting for your profile. The expected consequences of such processing include, for example, the sending of tailored commercial communications, notifications of specific campaigns and/or discounts, and information about events deemed of particular interest.

Every detailed description, including those regarding profiling cookies, can be found in the specific *cookie policy* published on the website.

Interaction with Social Networks

The presence of Social Network buttons and widgets on the pages of the website www.rivamobiledarte.com facilitates interaction with social platforms and the sharing of content published directly from the website.

Social Networks function as information portals regarding products, services, commercial initiatives, and the corporate subject of Riva Mobili D'Arte S.r.l.

Riva Mobili D'Arte S.r.l. uses social platforms by creating accounts associated with dedicated pages to present the products and goods provided, services, and corporate initiatives. The channels used operate with their own privacy policies, which the user must be aware of. Riva Mobili D'Arte S.r.l. is not responsible for any actions taken by the managers of these social platforms that do not comply with personal data processing regulations and may therefore harm users' freedoms.

Data Retention Period and Right of Access



Your data will be retained for the time necessary to provide the requested services or for the time the company is subject to retention obligations for fiscal or other purposes as required by laws or regulations.

As a data subject, you may exercise your rights concerning the data controller under Article 15 of the Reg. Eur. 679/2016, which are briefly indicated below:

1. The data subject has the right to obtain confirmation of the existence or otherwise of personal data concerning them, even if not yet registered, and their communication in an intelligible form.

2. The data subject has the right to obtain information on:

- The origin of the personal data.
- The purposes and methods of processing.
- The logic applied in case of processing carried out with electronic tools.
- The identification details of the data controller and any processors.
- The subjects or categories of subjects to whom the personal data may be communicated or who may learn about them as designated representatives in the State's territory or outside the State, processors, or appointees.

3. The data subject has the right to obtain:

- The updating, rectification, or, when interested, integration of the data.
- The deletion, transformation into anonymous form, or blocking of data processed unlawfully, including data whose retention is unnecessary for the purposes for which the data were collected or subsequently processed.
- The certification that the operations in point 3) have been brought to the attention of, including their content, those to whom the data have been communicated or disseminated, except where this fulfilment proves impossible or involves a manifestly disproportionate effort compared to the protected right.

4. The data subject has the right to object, in whole or in part:

- For legitimate reasons, to the processing of personal data concerning them, even if pertinent to the collection purpose, without prejudice to the possible consequences regarding the impossibility of performing the requested service.
- To the processing of personal data concerning them for sending advertising or direct sales material or for conducting market research or commercial communication.

The rights mentioned above are exercised with a request addressed without formalities to the controller or processor, also through a representative, to which an appropriate response is provided without delay.

If you believe that the processing has occurred non-compliantly with the Regulation, you may also contact the supervisory authority pursuant to Article 77 of the same Regulation.



In the event of the termination of the processing for any reason, under Article 17 of Reg. Eur. 679/20016, your data will be:

- a) Deleted once the purpose for which they were collected has been completed, subject to the need to comply with the retention obligations imposed by Article 2220 of the Civil Code, Articles 19 and 22 of the D.P.R. n. 600/1973 (10 years), or other specific regulations.
- b) Transferred to another controller, provided they are destined for processing for purposes compatible with the same purposes for which the data were collected (pre/bankruptcy procedures and similar or related, business or business unit transfers, etc.) pursuant to Article 6, paragraph 1, letter b) Reg. Eur. 679/2016.
- c) For cookies: see the specific notice published on the site (cookie policy).

Server Location

The server where the Website is located is within the EU. Your data will not be transferred to third-party companies located outside the European Economic Area. If such a transfer becomes necessary, we will ensure that the recipients of your data have adopted appropriate security measures to ensure their protection.

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This notice is updated as of May 28, 2024.