



## PRIVACY POLICY OF THE WEBSITE [WWW.RIVAMOBILIDARTE.COM](http://WWW.RIVAMOBILIDARTE.COM)

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

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

### Data Controller

The Data Controller pursuant to the applicable laws is **RIVA MOBILI D'ARTE S.r.l.** (VAT No. 05424700960) with registered office in Meda (MB), Via A. Meucci n.12; Email [info@rivamobilidarte.com](mailto:info@rivamobilidarte.com); Certified Email [rivamobilidarte@pec.netclean.it](mailto:rivamobilidarte@pec.netclean.it); tel. 0362/72930.

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

### Scope of this policy

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

### Data provision, type, and consequences of non-provision

The provision of your personal data through the completion of the form accessible through the "Contacts" section allows us to fulfil your request and respond to your inquiries effectively. Through this section, the user provides their name, surname, email, and personal telephone contacts to be contacted for information and/or quotes and/or general indications. If you do not consent to the processing of your data for the aforementioned purposes, we will not be able to process your request and provide the response, information, feedback, or support requested. These **data are necessary** to fulfil what is requested through this section.

### Principles applicable to the processing of your data

This site processes user data lawfully and fairly, adopting appropriate security and organizational measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the data. The processing is carried out using IT and/or telematic tools, with organizational methods and logics strictly related to the purposes indicated and aimed at safeguarding and protecting your data. In addition to the Data Controller, in some cases, categories of internal personnel involved in the organization, management, interaction, and maintenance of the site and related activities (administrative, commercial, marketing, 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, duly appointed as external Data Processors.

### **Purpose of data processing**

The processing is aimed at the correct and complete execution of the requests for information, consultations, quotes, feedback, and/or support of any kind regarding the company's object that may be made through the website [www.rivamobiledarte.com](http://www.rivamobiledarte.com).

### **Your data will be processed to:**

- identify the user, to correctly fulfil the requests and allow the proper development of feedback and/or consultation and/or information and/or quotation activities;
- proceed with re-contacting the user if further information is needed to fulfil the request, or to ensure the most complete support activity;
- manage the proper handling of any administrative/fiscal procedures;
- fulfil the obligations provided for in the fiscal and accounting fields, if necessary.

### **Legal basis for processing**

Riva Mobili d'Arte S.r.l. will process your data lawfully, and only where the processing is

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

### **Use of cookies, including profiling cookies**

Riva Mobili d'Arte, through the analysis of preferences given by "clicks" on certain articles or on specific areas/sections of the website, may send you personalized commercial communications, carry out targeted promotional actions, to provide you with a more specific and circumscribed update on the products marketed and of your interest.

The processing of your personal data for these purposes will occur only and exclusively with your explicit consent, using data processing tools that, following cross-referencing, 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 following your demonstrated interest in our products.

Therefore, your explicit consent is required for this purpose, in compliance with current legislation. Consent for this operation can be refused and, in any case, is always revocable.

If consent is given for the processing of personal data for commercial purposes (personalized offers), they may be subject to an automated decision-making process using a specific algorithm that will identify which communications are most suitable or of most interest to your profile. The processing thus carried out has, as intended consequences, for example, the sending of tailored commercial communications, the sending of communications related to particular campaigns and/or discounts, information about events considered of particular interest.

A more detailed description, including regarding so-called profiling cookies, can be found in the specific *cookie policy* published on the site.

### Interaction with Social Networks

The presence of Social Network buttons and widgets on the pages of the website [www.rivamobiledarte.com](http://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 the products, services, commercial initiatives, and the corporate object of Riva Mobili d'Arte S.r.l.

Riva Mobili d'Arte S.r.l. uses platforms that can be defined as "social" by creating accounts to which dedicated pages are associated, for the presentation of the products and goods supplied, the services, and corporate initiatives. The channels used operate through their own privacy policies, which the user is required to know. 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 the regulations on the processing of personal data and that may therefore harm users' freedoms.

### Data retention time and right of access

Your data will be kept for the time necessary to provide the requested services or for the time in which the company is subject to retention obligations for fiscal purposes or for other purposes provided by law or regulations.



At any time, as the data subject, you may exercise your rights against the data controller pursuant to Article 15 of the Regulation (EU) 2016/679, which are briefly outlined below:

1. The data subject has the right to obtain confirmation of the existence or non-existence of personal data concerning them, even if not yet recorded, 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 the processing;
- the logic applied in the case of processing carried out with the aid of electronic instruments;
- the identification details of the data controller and any data processors;
- the subjects or categories of subjects to whom the personal data may be communicated or who may become aware of them as designated representatives within the state or outside the state, as data 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 in violation of the law, including data that does not need to be retained for the purposes for which the data were collected or subsequently processed;
- the certification that the operations mentioned above have been made known, also as regards their content, to those to whom the data have been communicated or disseminated, except in cases where this fulfillment 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 purpose of the collection, without prejudice to the possible consequences regarding the inability to fulfill the requested service;
- to the processing of personal data concerning them for the purpose of sending advertising or direct sales material or for carrying out market research or commercial communication.



The rights above are exercised by request made without formalities to the data controller or the processor, also through an appointee, to which appropriate feedback is provided without delay.

If you believe that the processing may have occurred in a way that does not comply with the Regulation, you may also contact the supervisory authority, pursuant to Article 77 of the same Regulation.

In the event of termination of the processing for any reason, pursuant to Article 17 of the Regulation (EU) 2016/679, your data will be:

- a) deleted, once the purpose for which they were collected is fulfilled, without prejudice to the necessity of compliance with retention obligations imposed by Article 2220 of the Civil Code, Articles 19 and 22 of Presidential Decree No. 600/1973 (10 years) or other specific regulations;
- b) transferred to another controller, provided that they are intended for processing in terms 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) of the Regulation (EU) 2016/679.
- c) For cookies: see the specific policy published on the website (cookie policy)

### Server location

The server where the Website is located is in the EU.

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

The Data Controller is **RIVA MOBILI D'ARTE S.R.L.**, based in Meda (MB), via A. Meucci n.12, contactable as follows: tel.0362/72930; Email [info@rivamobilidarte.com](mailto:info@rivamobilidarte.com); Certified Email: [rivamobilidarte@pec.netclean.it](mailto:rivamobilidarte@pec.netclean.it)

*This policy is updated as of May 28, 2024.*