

Look Positioning srls

Corso San Gottardo, 2
20136 Milano (MI)
P.IVA 10028180965

Claudia Barberis
PERSONAL BRANDING

Privacy Policy concerning the processing of personal data pursuant to articles 13-14 of (EU) Regulation 2016/679

Data subject: Web site surfers.

Look Positioning srls in its capacity of Data Controller with regard to the processing of your personal data pursuant to (EU) Reg. 2016/679 (hereinafter the 'GDPR'), hereby informs you that the said regulation protects data subjects with regard to the processing of their personal data and that the said processing will take place in a fair, lawful, transparent manner which protects your privacy and your rights.

Your personal data will be processed in accordance with the terms of the above legal provisions and the confidentiality obligations contained therein.

Purposes and legal base of the processing: your data will be processed for the following purposes necessary to comply with contractual or pre-contractual obligations:

- For the purposes of evolved browsing or management of customized contents;
- Technical and functional access to the web site. No date is kept after browser closure;
- Responding to requests for contact / information received from the forms on the website;
- For statistic purposes and analysis of browsing and users.

Further to your consent, your personal data may be used for the following purposes:

- Offer our services that may be of interest to visitors to our site for commercial purposes using social media platforms in compliance with applicable privacy and marketing rules.

Your contribution of data is optional with regard to the abovementioned purpose, and any refusal of consent will not affect the continuation of the relationship or the congruency of the processing.

Processing procedures. Your personal data may be processed by the following ways:

- Using electronic calculators running self-managed softwares or directly engineered;
- using electronic calculators running softwares managed by third parties;
- temporary data processing according to anonymous procedures.

All data are processed in compliance with the procedures specified in articles 6 and 32 of the GDPR and with the adoption of the appropriate security measures required.

Your data will only be processed by staff specifically authorised by the Data Controller, and specifically by the following categories of staff:

- Collaborators or assistants of the owner.

Disclosure. Your data may be disclosed to external entities for the correct management of the relationship and specifically for the following categories of Recipients, including all the duly designated Data Processors:

- Companies and consultants who maintain the website;
- Suppliers who manage Cloud platforms for the management of marketing activities such as newsletters, CRM, text messages, etc. (Active Campaign);
- Facebook;
- Facebook Social Plugins;
- Google;
- Google AdWords;
- Google Analytics;
- Google Fonts;
- LinkedIn;
- YouTube.

Distribution: Your personal data will not be distributed in any way.

Your personal data may also be transferred, only for the aforesaid purposes, to the following countries:

- SCC Generic United States: Transfer of data to the United States in compliance with the provisions of Chapter V of the GDPR;
- EU countries;
- United States.

Data Storage Period. In accordance with the principles of lawfulness, limitation of purpose and minimisation of data, pursuant to art. 5 of the GDPR, the data storage period for your personal data is:

- established as a period of time not exceeding the purposes for which the data were collected and processed and complying with the compulsory times required by law.;
- For marketing purposes: for a period of 24 months from the date of the last contact with the data subject, where the last contact means, among others, the termination of the contractual relationship, participation in an event, the use of a service provided by our company or the opening of a newsletter and / or until the withdrawal of consent or the exercise of the right of opposition by the interested party as required by the provision of the Privacy Guarantor n. 181 of 15/10/2020 and by EU Reg. GDPR 2016/679;
- set for a timing not larger than the one which implies its purpose achievement, given the aim to collect data, and collected and processed for the execution and fulfillment of contract purposes;
- set for a timing not larger than the supplied services fulfillment.

Cookie management: in case you have doubts or concerns about the use of cookies you can always intervene to prevent the setting and reading, for example by changing the privacy settings in your browser in order to block certain types.

Since each browser - and often different versions of the same browser - also differ significantly from each other if you prefer to act independently through the preferences of your browser, you can find detailed information about the procedure required in the guide of your browser. For an overview of the most common browsing modes, please visit www.cookiepedia.co.uk.

Advertising companies also allow you to opt out of receiving targeted ads, if desired. This does not prevent the setting of cookies, but interrupts the use and collection of some data by these companies.

For more information and cancellation options, visit www.youronlinechoices.eu/.

Data Controller: the Data Controller, as defined by the Law, is Look Positioning srls (Corso San Gottardo, 2 , 20136 Milano (MI); VAT number: 10028180965; contactable at the following addresses: E-mail: info@claudiabarberis.com) in the person of Claudia Barberis.

You are entitled, by application to the Data Controller, to obtain the erasure (right to be forgotten), restriction, updating, rectification and portability of your personal data, to object to their processing, and in general to exercise all your rights under articles 15, 16, 17, 18, 19, 20, 21 and 22 of the GDPR.

You may also examine whenever you like the updated version of the present report by connecting to the following web site <https://www.privacylab.it/informativa.php?18409409783&lang=en>.

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 whether or not personal data concerning him or her exist, regardless of their being already recorded, and disclosure of such data in intelligible form, and the right to lodge a complaint with the supervisory authority.

2. The data subject has the right to be informed of:

- a. the source of the personal data;
- b. the purposes and methods of processing;
- c. the logic applied if the data are processed by electronic devices;
- d. the identification data concerning the Data Controller, the Data Processors and the representative designated as per article 5, comma 2;
- e. the entities or categories of entity to whom or which the personal data may be disclosed and who or which may get to know said data as designated representative in the State's territory, as data processors or as persons in charge of the processing.

3. The data subject is entitled to obtain:

- a. the updating, rectification or, where interested therein, integration of the data;
- b. the erasure, anonymisation or blocking of data that have been unlawfully processed, including data whose retention is not necessary for the purposes for which they were collected or subsequently processed;
- c. certification to the effect that the operations as per letters a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were disclosed or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared to the right that is to be protected;
- d. the portability of the data.

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

- a. on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection;
- b. to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market or commercial communication surveys.

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Data subject consent form

Data : Place :

Name, Surname:

I, the undersigned data subject, having received the information supplied by the Data Controller under article 7 of (EU) Reg. 2016/679 (privacy policy statement no. 18409.51.409783.1947489):

Do you consent to the processing of your personal data for the optional purposes set out below?

YES NO Offer our services that may be of interest to visitors to our site for commercial purposes using social media platforms in compliance with applicable privacy and marketing rules.

Do you consent to the disclosure of your personal data?

YES NO Suppliers who manage Cloud platforms for the management of marketing activities such as newsletters, CRM, text messages, etc. (Active Campaign)

YES NO Facebook

YES NO Facebook Social Plugins

YES NO Google

YES NO Google AdWords

YES NO Google Analytics

YES NO Google Fonts

YES NO LinkedIn

YES NO YouTube

Do you consent to the transfer of your personal data abroad?

YES NO United States