

## Privacy Notice

Last update 24/05/2018

### INFORMATION PROVIDED PURSUANT TO ART. 13-14 OF GDPR 2016/679

MUSIC VILLAGE with headquarters in Via Spolverina, 10/12 - 46034 Borgo Virgilio (MN) - P.iva 02374400204 as the data controller (hereinafter referred to as "Owner") , according to the legislation indicated, informs you that the treatment will be based on principles of correctness, lawfulness, transparency and protection of your privacy and your rights.

I therefore provide you, pursuant to EU Regulation No. 2016/679 (hereinafter, "GDPR") , with the following information.

#### 1. Object of processing

The Controller processes personal, identifying and non-sensitive data such as

Name

Surname

Company name

Address

Fiscal Code

P. VAT

Email / PEC

Telephone number

Website

IP address

(hereinafter, "personal data" or also "data") communicated by you during registration and/or when sending a message or requesting assistance through the Controller's website.

#### 2. Purpose of processing

The sensitive data you provide will be processed, by way of example but not limited to, for the following purposes:

The management of customer/supplier master data;

Administrative management;

Information on the services offered;

Compliance with the law;

The sending of website development/assistance proposals;

Drawing up the contract for the realisation of the website or website assistance;

Receiving technical assistance;

Issuing an invoice;

Managing / accessing and maintaining / updating / controlling the website;

Allowing you to subscribe to the website in order to comment on the content provided by the Owner and any further Services that you may have requested;

Allow you to obtain assistance via chat / Skype or other IP-based communication systems;

To fulfil pre-contractual, contractual and fiscal obligations arising from existing relationships;

Fulfill obligations required by law, regulation, EU legislation or an order of the Authority;

Prevent or detect fraudulent activities or abuses harmful to the website and/or related services;

Exercise the rights of the Data Controller, such as the right to defence in court.

We would like to point out that when you are already a client, we may send you communications relating to service updates, security warnings and recurrences (art. 130 c. 4 Privacy Code). Do NOT send commercial proposals.

Other purposes are:

Content commentary.

Comment services allow users to formulate and make public their own comments regarding the content of this Website.

The Users, depending on the settings decided by the Data Controller, may leave the comment also in anonymous form.

If the Personal Data provided by the User includes email, this may be used to send notifications of comments on the same content.

Users are responsible for the content of their comments.

In the event that a comment service provided by third parties is installed, it is possible that, even if Users do not use the comment service, the comment service may collect traffic data relating to the pages where the comment service is installed.

Directly managed commenting system (on this Website)

This Website has its own content commenting system.

Personal data collected: email, name and website.

Contact form (on this Website).

The User, by filling in the contact form with his or her Data, consents to the use of such Data to respond to requests for information, quotations, or any other nature indicated in the form itself.

## Statistics

The services contained in this section allow the Data Controller to monitor and analyse traffic data and serve to keep track of the User's behaviour.

Google Analytics with anonymised IP (Google Inc.).

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google uses the Personal Data collected in order to track and examine the use of this Website, compiling reports and sharing them with other services developed by Google.

Google may use the Personal Data to contextualise and personalise the ads in its advertising network.

This Google Analytics integration anonymizes your IP address. The anonymisation works by shortening the IP address of the Users within the borders of the member states of the European Union or other countries that are party to the Agreement on the European Economic Area. Only in exceptional cases will the IP address be sent to Google's servers and shortened within the United States.

Place of processing: United States - Google privacy policy

Cookies

The software used for the creation of this website, Zen Cart, uses cookies or session cookies, typically to memorize the customizations of registered users and to maintain references to the logged-in user when navigating from one page to another. All data collected may also be used for purposes other than those indicated so far, always and only after the transformation in anonymous form. See Cookie Policy

### 3. Treatment modalities

The processing of your personal data is carried out by means of the operations indicated in art. 4 Privacy Code and art. 4 n. 2) GDPR and precisely: collection, recording, organization, storage, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, cancellation and destruction of data.

Your personal data are subject to both paper and electronic processing.

### 4. Duration of processing

With reference to the personal data subject to Processing, the same will be kept in accordance with the principle of proportionality and in any case until the purposes of processing have been pursued or until - if previously - the revocation of the specific consent by the data subject applicable at any time.

The Owner will process personal data for the time necessary to fulfill the above purposes and in any case for no longer than 10 years from the termination of the relationship for the Purposes of Service.

If the user decides to register to the site the expiration of the treatment will be automatically renewed until the request for cancellation by the same.

### 5. Compulsory or optional consent

The access and navigation of the Site are free but the possibility to receive assistance and send communications allowed only with the authorization and consent of the person concerned.

If the visitor intends to register, he/she will have to fill in an online form in which he/she is required to indicate some personal data necessary for the activation of authentication credentials (login + password) with which the interested party will access all the functions reserved for registered users. Then

Further primary purposes of the treatment are represented by the need to allow the fulfillment of your requests and to allow the possible technical and administrative management (including the purpose of providing support and technical assistance on request).

Any refusal to provide such data would lead to failure to execute the contract and / or failure to continue the relationship.

## 6. Data communication

Without the need for express consent (ex art. 24 lett. a), b), d) Privacy Code and art. 6 lett. b) and c) GDPR), the Owner may communicate your data for the purposes referred to in art. 2) to judicial authorities and to those persons to whom disclosure is required by law for the fulfillment of the above purposes.

These subjects will treat the data in their quality of autonomous holders of the treatment.

Your data will not be disclosed.

## 7. Data transfer

Personal data are stored on servers located in Italy, within the European Union.

It remains in any case understood that the owner, if necessary, will have the right to move the servers outside the EU.

In this case, the Owner assures as of now that the transfer of data outside the EU will take place in accordance with applicable laws, after signing the standard contractual clauses provided by the European Commission.

## 8. Rights of the interested party

In your capacity as data subject, you have the rights as per art. 7 Privacy Code and art. 15 GDPR and precisely the rights to

obtain confirmation of the existence or otherwise of personal data concerning you, even if not yet recorded, and their communication in intelligible form;

to obtain information on: a) the origin of personal data; b) the purposes and methods of processing; c) the logic applied in case of processing with the aid of electronic instruments; d) the identity of the owner, manager and the representative appointed under Art. 5, paragraph 2 Privacy Code and Art. 3, paragraph 1, GDPR; e) the subjects or categories of persons to whom the data may be communicated or who can learn about them as appointed representative in the State, managers or agents;

obtain: a) the updating, rectification or, when interested, integration of data; b) the cancellation, 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; 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 communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that is to be protected;

to oppose, in whole or in part: a) for legitimate reasons the processing of personal data concerning you, even if pertinent to the purpose of collection; b) the processing of personal

data concerning you for the purpose of sending advertising materials or direct selling or for carrying out market research or commercial communication, through the use of automated calling systems without the intervention of an operator by e-mail and / or through traditional marketing methods by phone and / or mail.

Where applicable, you also have the rights under Art. 16-21 GDPR (Right of rectification, right to be forgotten, right to restriction of processing, right to data portability, right to object), as well as the right to complain to the Guarantor Authority.

## 9. How to exercise your rights

You may exercise your rights at any time by sending

A registered letter with return receipt to MUSIC VILLAGE Via Spolverina, 10/12 - 46034 Borgo Virgilio (MN)

An e-mail to [info@musicvillageonline.com](mailto:info@musicvillageonline.com)

A PEC to the address [musicvillageonline@pec.it](mailto:musicvillageonline@pec.it)