

PRIVACY POLICY

LANDA ILLUMINOTECNICA SPA, with registered office at (25065) Lumezzane (BS), Via Rosmini, n. 13/15, registered in the Companies' Register of Brescia R.E.A. n. BS - 303786, Fiscal Code 02125310173 and VAT no. 00688140987, in person its legal representative, Francesco Bortolo Bugatti, (hereinafter, Landa), as data controller (hereinafter, the Data Controller), informs, pursuant to art. 13 Regulation EU n. 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter, the GDPR) that your data will be processed as indicated below.

1. Object of the treatment

1.1 We deal with

- a) your personal, identifying and non-sensitive data (name, surname, address, company name, registered office, fiscal code, VAT number, company registration, email address, telephone number) (hereinafter, the Personal Data) in case of
 - your registration on its website;
 - your signing of commercial agreements.

1.2 We treat your Personal Data and your information obtained, also, by cookies, on your use of our website, including connection times, navigation data, pages consulted, clicks on the contents, your preferences.

2. Purpose of the processing

2.1 Your Personal Data are processed by us

- a) without the need for your express consent (article 6 b-e GDPR) for the following purposes:
 - registration on our website;
 - management and maintenance of our website;
 - fulfillment of pre-contractual, contractual and tax obligations deriving from existing relationships;
 - fulfillment of the obligations established by the law, by a regulation, by the EU legislation or by an order of the Authority;
 - prevention or detection of fraudulent activities or malicious activities harmful to the website;
 - exercise of our rights, for example the right to defense in court;
- b) with your prior consent (article 7 GDPR) for marketing purposes (newsletters, commercial communications and/or advertising material on our products or services). If you are already

our customer, you will receive our commercial communications on the services and products, unless you have communicated your refusal in the manner indicated in the following article 9 of this privacy policy.

- 2.2 With your prior consent, we will be able to analyze automatically your behavior, preferences and interests, examining, in particular, connection times to our website, navigation data, click on content, pages viewed, features used, favorite content, through profiling cookies. You can change your cookie settings or revoke your consent according to the cookie policy.

3. Methods of processing

- 3.1 The processing of your Personal Data is carried out by means of the operations indicated in article 4, n. 2) GDPR or collection, registration, organization, storage, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, cancellation and destruction of data.
- 3.2 Your Personal Data are subjected to both paper and electronic and/or automated processing.
- 3.3 In order to fulfill the purposes referred to in article 2 of this privacy policy, we will process your Personal Data, indefinitely, guaranteeing the rights referred to in article 8 of this privacy policy, including cancellation. In case of your request of cancellation, your Personal Data will be destroyed or made anonymous.

4. Access to data

- 4.1 Your Personal Data may be made accessible to our employees and collaborators, in their quality of authorised to process your Personal Data and/or internal processors and/or system administrators, or to third parties, that act on our behalf, in their quality of external processors.

5. Communication of data

- 5.1 Without the need for your express consent pursuant to article 6, lett. b) and c) GDPR, we may communicate your Personal Data to those subjects, to whom the communication is mandatory pursuant to the law (for example, Judicial Authorities). These subjects will process your Personal Data in their capacity as independent data controllers. Except for the aforementioned obligations, your Personal Data will not be disclosed to third parties distinguished by us or by the subjects, to whom access is authorised pursuant to article 4 of this information.

6. Data transfer

6.1 The management and storage of your Personal Data will be carried out on our servers located within the European Union and/or on servers of other companies duly appointed as data processors. Currently, our servers are located in our head office. Your Personal Data will not be transferred to outside the European Union. In any case, it is understood that, if necessary, we will have the right to move our server in Italy and/or in the European Union and/or in non-EU countries. In this case, we ensure that the transfer of your Personal Data to non-EU countries will take place in accordance with the provisions of the GDPR.

7. Nature of your provision of data and consequences of your refusal

7.1 The provision of your Personal Data for the purposes referred to in article 2.1, lett. a) of this policy is mandatory. In their absence, we can not guarantee registration to our website, registration of your product or the subscription of commercial agreements.

7.2 The provision of your Personal Data for the purposes referred to in article 2.1, lett. b) of this policy is optional. It is your right not to give any data or to subsequently deny our possibility of processing your Personal Data already provided: in this case, you will not receive newsletters, commercial communications and advertising material concerning the services offered us, but you will be entitled only to what is indicated in the article 2.1, lett. a) of this policy.

8. Your rights

8.1 We guarantee you the following rights,

- a) the right to obtain a confirmation of the existence of your Personal Data, even if not yet recorded, and their communication in an intelligible form;
- b) the right to obtain the indication of i) the origin of your Personal Data; ii) the purposes and methods of the processing; iii) the logic applied in case of treatment carried out with the aid of electronic instruments; iv) the identifying details of the Data Controller, the processors and the eventual representative designated according to article 3, paragraph 1, GDPR; v) the subjects or categories of subjects to whom your Personal Data may be communicated or who can learn about them as appointed representatives in the territory of the State, managers or agents;
- c) the right to obtain i) the updating, rectification or, when interested, the integration of your Personal Data; ii) the cancellation, transformation into anonymous form or blocking of your Personal Data processed in violation of the law, including those whose retention is unnecessary for the purposes for which your Personal Data have been collected or subsequently processed; iii) the attestation that the operations referred to in letters i) and ii) have been brought to the attention, also with regard to their content, of those to whom your Personal Data have been

communicated or disseminated, except in the case in which such fulfillment proves impossible or involves a use of means manifestly disproportionate to the protected right;

- d) the right to object, in whole or in part, i) for legitimate reasons to the processing of your Personal Data, even if pertinent to the purpose of collection; ii) to the processing of your Personal Data for the purpose of email advertising or direct sales material or for carrying out market research or commercial communication, through the use of automated call systems without the intervention of an operator by email and/or through traditional marketing methods by telephone and/or mail. The right of opposition for the purposes of direct marketing is allowed both in the case of use of automated methods and paper and remains in any case its possibility to exercise the right of opposition even in part. Therefore, you may decide to receive only communications using traditional methods or only automated communications or none of the two types of communication.

- 8.2 According to the GDPR you may exercise the right of rectification, the right to be forgotten, the limitation of treatment, the portability of your Personal Data as well as the right to complain to the Privacy Authority.

9. How to exercise rights

- 9.1 In order to exercise your rights, you can send a communication at any time by registered mail to LANDA ILLUMINOTECNICA SPA, Via Rosmini, n. 13/15, (25065) Lumezzane (BS) or by PEC email to amministrazione@pec.landa.it.

10. Minors

- 10.1 Our website and our services are not intended for minors under the age of 18 and we do not intentionally collect personal information about minors. In the event that information on minors were unintentionally registered, we will proceed to their cancellation.

11. Data Controller and Processor

- 11.1 The Data Controller is LANDA ILLUMINOTECNICA SPA. The updated list of data processors is kept at our headquarters.

12. Changes to this Policy

- 12.1 This policy may change. It is your responsibility to regularly check for any updates.