

# Privacy Policy in accordance with EU Regulation 2016/679

## Who Collects Your Data

Pursuant to Article 13 of EU Regulation 2016/679 (GDPR), Pixel, based in Florence, via Luigi Lanzi, 12, VAT Number 05118710481, Fiscal Code 94081680483, is responsible of collecting your data. We would like to inform you that our organisation is legally bound to process the data you have provided us under the aforementioned regulation.

Your data will be processed lawfully and fairly, under the provision of article 5 of EU Regulation 2016/679. Further details might be provided at a later stage.

## What Personal Data We Collect

In accordance with Article 4 of EU Regulation 2016/679:

- “personal data” means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;
- “processing” means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

With reference to the above mentioned definitions, we underline that we collect only the information you provide us with for the purposes of your involvement in our initiatives and/or your legal relationship with our organization:

- Personal information: name and surname of natural persons, contacts such as address, ZIP code, city, region, telephone number, email;
- Data concerning professionals/organisations/businesses: information concerning businesses, name, fiscal address and other identifiers (fax and telephone number, tax code or VAT number).

Moreover, we may collect data provided when you access our sites, through cookies and other similar technology; and when you contact us via email, social media, or similar technologies. Even though such data are not collected so as to be associated with the natural person, these online identifiers might be used and combined so as to create personal profiles. Among the online identifiers we may find IP address, browser type and plug-in details, device type (e.g. desktop, laptop, tablet, phone, etc.) operating system, local time zone. These data are used solely for the production of statistical results.

We would like to remind you that we will not be processing personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

## Why and How We Process Your Data

We will use your data in the following ways:

1. Organize and implement initiatives in the field of education and training (e.g. training courses, conferences, European projects etc.)
2. To produce administrative documents (e.g. invoices) in relation to the initiatives above
3. For statistical purposes
4. Carry out communication activities via email concerning our initiatives.

Your consent is compulsory for purposes under paragraphs 1 and 2, in order to comply with juridical obligations and EU laws and regulations; refusal to provide personal data will not allow our organisation to offer you our services.

For purposes under paragraph 4 we will send you marketing communication via e-mail or postal service. You can exercise your rights any time, pursuant to Article 7 par. 3, and Article 15 of EU Regulation 2016/679 regarding opting out from receiving such communication or choosing other communication modalities.

We will keep your personal data collected for the purposes under paragraphs 1, 2, 3 and 4 as long as we need so as to provide you with the services offered by our organisation and for up to 10 (ten) years.

You can withdraw your consent at any time.

We will process and store your data solely for the aforementioned purposes, using digital devices and in relevant databases ensuring appropriate safeguards so as to ensure ongoing confidentiality, integrity, availability and resilience of processing systems, as set out by EU regulation 2016/679. Only subjects who have obtained access to personal data from the controller or the processor can process such information.

We do not sell, trade, or otherwise transfer to other third parties your personally identifiable information. However, we may release your information when we believe release is necessary to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

## Social networks

Our website may offer access to social network. The terms of service and Privacy Policy applicable to such platforms are published on their website. Pixel cannot control the way data shared on a public forum, chat or dashboard are used, being the data subject responsible of such communication.

## Cookies

As set out by regulation n°229 of May 8<sup>th</sup>, 2014 of the Italian Data Protection Authority, there are two main categories of cookies:

### Technical cookies

These are used for the sole purpose of “transmitting communications to an electronic communication network, or to the extent strictly necessary for the provision of a service by the information company explicitly requested by the contracting party or the user in order to provide the said service” These are not used for any ulterior purposes and they are normally installed directly by the owner or the manager of the website (so-called “proprietary” or “editorial” cookies). These can be divided into: browsing or session cookies, which guarantee normal navigation and use of the website (making it possible for example, to make purchases or be authenticated in order to access reserved areas); analytics cookies assimilated by the technical cookies where they are used directly by the manager of the website to collect information, in an associated form (anonymous), about the number of users and the manner in which they visit the website; functional cookies that allow the user to navigate in relation to a series of select criteria (for example, the language or the products selected for purchase) in order to improve the service provided, provided that we inform our users as set out by article 13 EU Regulation 2016/679.

The prior consent of the user is not requested in order to install these cookies.

### Profiling cookies

These are used to create profiles of the users and are employed for sending advertising messages according to the preferences shown by the same during their online navigation. Due to their particular invasiveness with regard to the users’ private sphere, European and Italian regulations require that users be adequately informed about their use of the same and are thus required to express their valid consent.

## International and European data transfer

Your data will be processed solely in Italy and within the European Economic Area.

Your rights with regard to the personal data we hold under EU Regulation 2016/679

You can exercise your rights any time, as set out by Article 7, par. 3, and articles 15 and following of EU regulation 2016/679:

- Right to access personal data
- Right to rectification and erasure of personal data;
- Right to restriction of processing;
- Right to data portability;
- Right to object to processing of personal data
- Right to legal claim to Italian Data Protection Authority.

You can exercise your rights by sending us an email at [info@pixel-online.net](mailto:info@pixel-online.net) or a letter addressed to Pixel, via Luigi Lanzi, 12 – 50134 – Firenze, Italy. Further information concerning data processing can be added when collecting data.