

PRIVACY NOTICE PURSUANT TO ARTICLES 13 AND 14 OF REG. (EU) 2016/679 ("GDPR")

Amilon provides below the information required by the GDPR concerning the processing of personal data provided by users by filling in the online form "Contact Us" or asking for assistance.

1. Identity and contact details of the data controller

The data controller is Amilon S.r.l., Tax ID and VAT number 05921090964, with registered office in via Natale Battaglia n. 12, Milan, e-mail address privacy@amilon.eu (hereinafter, "Amilon" or "Data Controller").

2. Contact details of the Data Protection Officer (DPO)

The DPO can be contacted at the e-mail address dpo-ext@amilon.eu.

3. Purposes of processing, legal basis and retention times

WHY IS PERSONAL DATA PROCESSED?	WHAT IS THE CONDITION THAT MAKES THE PROCESSING LAWFUL?	HOW LONG DO WE KEEP PERSONAL DATA?
<p>To respond to users' requests for information or assistance in relation to Amilon and its products/services. Among the services provided there could be a special chatbot, based on an artificial intelligence system, for the management of assistance requests by the user.</p> <p>It should be noted that the data provided will also be processed in order to improve the effectiveness of the chatbot, so that over time it provides increasingly adequate and relevant answers to assistance requests. It is always possible to contact a human operator to receive assistance.</p>	<p>The performance of a contract of which the user is party pursuant to art. 6.1 lett. b) of the GDPR.</p> <p>The legitimate interest of the Data Controller and of third parties for the processing for chatbot training purposes, pursuant to art. 6.1 lett. f) of the GDPR.</p>	<p>The data will be stored for as long as necessary to process the user's request and in any case no longer than 3 years, unless further time is required by law.</p> <p>In the event of litigation, the data are kept until the deadlines for the appeal are exhausted.</p>
<p>To carry out generic marketing activities: carrying out market research and sending promotional communications concerning Amilon's services/products by e-mail and/or telephone.</p>	<p>The consent of the user, pursuant to art. 6.1 lett. a) of the GDPR.</p>	<p>The data will be stored for 3 years, subject to the user's right to object (also by clicking on the "unsubscribe" link in each communication) or to revoke consent.</p>

After the retention periods mentioned above have expired, the data will be destroyed, deleted or anonymized, subject to technical deletion and backup times.

4. Provision of data

The provision of data marked with an asterisk is necessary for the proper management of the request; therefore, failure to provide such data will not allow submitting the request.

5. Categories of data recipients

Data may be communicated to third parties operating as autonomous data controllers, such as, e.g. public authorities and professional firms, entitled to process them.

Data may also be processed, on behalf of the Data Controller, by third parties, designated as data processors pursuant to art. 28 of the GDPR, who carry out activities functional to the above purposes, e.g. IT service providers, marketing and communication companies.

Moreover, data are processed by Amilon employees (belonging to the company departments in charge of pursuing the above-mentioned purposes) who have been expressly authorized to process them and have received adequate operating instructions.

6. Rights of data subjects

The data subject (i.e. the person to whom the personal data refer) may exercise its rights under articles 15-22 of the GDPR, by sending a communication to the contact points indicated in par. 1.

In particular, the data subject can:

- obtain from the Data Controller confirmation as to whether or not personal data concerning him/her are being processed and, if so, access to the same and to the information referred to in art. 15 of GDPR (purposes of processing, categories of personal data, etc.);
- obtain the rectification of inaccurate data or the integration of incomplete data in accordance with art. 16 of GDPR;
- obtain the erasure of data in the cases provided for by art. 17 of GDPR;
- obtain the limitation of processing (i.e. the temporary subjecting of data to storage only), in the cases provided for in art. 18 of GDPR;
- object, for reasons related to their particular situation, the processing carried out for the legitimate interest of the owner, pursuant to art. 21 of the GDPR;
- if the processing is based on consent or contract and is carried out by automated means, it can request to receive in a structured, commonly used and machine-readable format the data, as well as, if technically feasible, to transmit them to another owner without hindrance ("right to portability").

As indicated above, the data subject has the right, at any time, to opt-out the processing for direct marketing purposes (also by clicking on the "unsubscribe" linked in each message). This is without prejudice to the possibility for the data subject to be contacted for marketing purposes exclusively by traditional means, expressing opposition only to the receipt of communications by automated means.

In any case, the data subject has the right to lodge a complaint with the competent supervisory authority in the Member State in which he/she normally reside or work or in the Member State in which the alleged infringement occurred.