

Personal data processing policy pursuant to article 13 of EU Reg. 2016/679

Data Subjects: potential clients

We wish to inform you that EU Reg. 679/2016 (and Legislative Decree 196/2003 and subsequent amendments, only insofar as it complies with EU Reg. 679/2016) provides for the protection of natural persons with regard to the processing of personal data. According to this legislation, the processing of your data will be based on the principles of correctness, lawfulness and transparency, protecting the confidentiality and security of the data and guaranteeing the exercise of your rights. Pursuant to the aforementioned art. 13 of EU Reg. 679/2016, we therefore provide you with the following information:

a) **The identity and contact details of the data controller and, where applicable, of his representative;**

The data controller is:

NEWMED CONSULTING S.A.S. DI MARIKA ORTOLANI & C
Registered office - SOLIERA (MO), STRADELLO MORELLO n. 143, CAP 41019
Operational office - SOLIERA (MO), VIA GARIBALDI n. 40, CAP 41019
Economic and Administrative Index (REA) number – MO 427851
VAT number n. IT03910930365
Telephone 339/5981944
Mail privacy@newmedconsulting.com
PEC mail newmedconsulting@pec.it

The data controller is established in the European Union and, therefore, is not required to designate a representative.

b) **The contact details of the data protection officer, where applicable;**

The data controller does not currently carry out data processing falling within the obligation to designate a "Data Protection Officer", as detailed in Articles 37-38-39 and Considering 97 of EU Regulation 2016/679.

c) **The purposes of the processing for which the personal data are intended as well as the legal basis of the processing;**

The purposes of the processing are the following:

- Management of requests for information and quotations from potential clients.

The legal basis for the processing is related to the provisions of art. 6 paragraph 1 letter b) of EU Reg. 679/2016, as the processing is necessary for the execution of a contract to which the interested party is a party or for the execution of pre-contractual measures adopted at the request of the same.

d) **Where the processing is based on art. 6, paragraph 1, letter f), the legitimate interests pursued by the data controller or by third parties;**

We inform you that data processing is not based on art. 6, paragraph 1, letter f), as the processing is not necessary for the pursuit of the legitimate interests of the data controller or third parties, provided that the interests or fundamental rights and freedoms of the data subject which require protection of personal data do not prevail, in particular if the data subject is a minor.

e) **Any recipients or categories of personal data recipients;**

Your personal data will be processed by subjects specifically appointed by the data controller as data processors (if appointed) and/or by anyone acting under the authority of the data controller and who has access to personal data; these subjects will process your data only when necessary in relation to the purposes of the provision and only in the context of carrying out the tasks assigned to them by the data controller, undertaking to process only the data necessary for carrying out such tasks and to perform only the operations necessary for carrying out the same.

In addition, the data may be communicated to the following categories of recipients:

- External collaborators;
- Suppliers of IT services connected to data processing.

Your personal data will not be disclosed.

f) **Where applicable, the intention of the data controller to transfer personal data to a third country or to an international organization and the existence or absence of an adequacy decision by the Commission or, in the case of transfers referred to in art. 46 or 47, or art. 49, paragraph 1, second subparagraph, reference to the appropriate or suitable safeguards and the means to obtain a copy of such safeguards or the place where they have been made available.**

The data controller may transfer personal data to a third country or an international organization and this may occur in the following cases:

- Providers of IT services related to data processing (use by the data controller of specific services in "cloud" mode) – country: U.S.A. . The transfer abroad occurs pursuant to the Adequacy Decision issued by the European Commission on 10 July 2023 in relation to companies participating in the so-called "EU-U.S. Data Privacy Framework".

In the event of any transfers of personal data pursuant to art. 46 or 47, or art. 49, paragraph 1, second subparagraph, we inform you that a copy of such guarantees may be requested from the data controller by sending a specific request to the contact details indicated in point a) of this information notice and a copy of such guarantees will be made available at the registered office of the data controller.

In addition to the information previously provided, the data controller provides you with the following additional information necessary to ensure correct and transparent processing:

g) **The data retention period or, if this is not possible, the criteria used to determine this period;**

Your data will be retained for the time necessary to achieve the purposes indicated above. In general, the retain period will be as follows:

- Retaining time varies based on the requests received from the potential client (for a maximum period of 3 years), for the purposes of managing requests for information and estimates from potential clients.

h) **The existence of the right of the interested party to ask the data controller for access to personal data and the rectification or erasure of the same or the restriction of the processing concerning him or her or to oppose their processing, in addition to the right to data portability;**

You may, at any time, exercise the following rights provided for by EU Reg. 679/2016 against the data controller, by contacting the data controller at the contact details indicated in point a) of this information notice:

- Right of access by the data subject (Art. 15 of EU Reg. 679/2016).
- Right to rectification (Art. 16 of EU Reg. 679/2016).
- Right to erasure – “right to be forgotten” (Art. 17 of EU Reg. 679/2016).
- Right to restriction of processing (Art. 18 of EU Reg. 679/2016).
- Right to object (Art. 21 of EU Reg. 679/2016).
- Right to data portability (Art. 20 of EU Reg. 679/2016).

i) **Where the processing is based on art. 6, paragraph 1, letter a), or on art. 9, paragraph 2, letter a), the existence of the right to withdraw consent at any time without prejudice to the lawfulness of processing based on consent before its withdrawal;**

The processing of your data is not based on art. 6, paragraph 1, letter a), or on art. 9, paragraph 2, letter a).

j) **The right to lodge a complaint with a supervisory authority;**

If you believe that the processing of your personal data, carried out by the data controller, is in violation of the provisions of EU Reg. 679/2016, you have the right to lodge a complaint with the competent Supervisory Authority, as provided for by Art. 77 of EU Reg. 679/2016 itself, or to take legal action (Art. 79 of EU Reg. 679/2016).

k) **Whether the communication of personal data is a legal or contractual obligation or a necessary requirement for the conclusion of a contract, and whether the data subject is obliged to provide personal data as well as the possible consequences of failure to communicate such data;**

The data communications described above are, depending on the case, connected to the company procedures necessary for the establishment of a contractual relationship or are strictly connected to the normal company operations in the context of the establishment of the contractual relationship with potential customers; therefore, failure to communicate could result in the impossibility of establishing the contractual relationship.

l) **The existence of an automated decision-making process, including profiling pursuant to art. 22, paragraphs 1 and 4, and, at least in such cases, significant information on the logic used, as well as the importance and the expected consequences of such processing for the data subject.**

The data controller informs you that your data will not be subject to an automated decision-making process, including profiling pursuant to art. 22, paragraphs 1 and 4 of EU Reg. 679/2016.

The full text of the articles of EU Reg. 679/2016 relating to your rights (articles 15 to 22 included) can be consulted at the following link on the website of the Authority for the Protection of Personal Data:

- https://www.garanteprivacy.it/web/garante-privacy-en/home_en

or, alternatively, they will be provided to you by the Data Controller upon your simple request.

Finally, the data controller informs you that, if the data controller intends to further process the personal data for a purpose other than that for which they were collected, prior to such further processing, he undertakes to provide you with all the information regarding such different purpose and any further relevant information pursuant to Art. 13 of EU Reg. 679/2016, paragraph 2.