

Information for the processing of personal data

Associazione Milano & Partners, in its quality of Data Controller (hereinafter, "Owner"), informs You pursuant to Regulation (EU) 2016/679 ("GDPR") that your personal data will be processed in the following manner and for the following purposes.

1. Object of the Data Processing

The Data Controller processes your name, surname, e-mail communicated by you and the video uploaded by you (hereinafter, "**Personal Data**" or just "**Data**") to subscribe the newsletter and to receive a discount on the entry tickets for Mi Ami Festival.

2. Purpose and Legal Bases of the Processing

The Data Controller will process your Personal Data with your consent:

- to send you a discount on the entry tickets for Mi Ami Festival, by e-mail;
- to send you informative and promotional communications and newsletter, by e-mail.

3. Method of Treatment

The processing of Personal Data is carried out, with electronic methods, by means of the operations of collection, registration, organization, conservation, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, cancellation and destruction some data.

4. Data Storage

The Data Controller will process the Personal Data for the time necessary to fulfil the marketing purposes and in any case until the consent is revoked.

The uploaded video will be deleted within one month.

5. Provision of Data

The Data provision is mandatory in the fields marked as mandatory with “*”. Failure to provide mandatory Data, you cannot subscribe the newsletter and receive the discount.

6. Access to Data

Your data may be made accessible for the above purposes to:

- employees and/or collaborators of the Data Controller, in their capacity as Data Processors and or internal Data Processors and/or System Administrators;
- third parties (for example, IT providers, etc.) who carry out outsourcing activities on behalf of the Data Controller, in their capacity as Data Processors.

7. Communication of Data

Your data may be disclosed, even without Your consent, to supervisory bodies, law enforcement agencies, judiciary and competent authorities, upon their express request which will treat them as independent data controllers for institutional purposes and/or by law in the course of investigations and controls.

8. Transfer of Data

Associazione Milano & Partners

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Your Data will not be disclosed but may be transferred to countries outside the European Union. For this purpose, in accordance with the privacy legislation, the Controller assesses the impact of data transfers and adopts, if applicable, the most appropriate guarantees (e.g., adequacy decisions or standard contractual clauses).

9. Rights of the Interested Party

The Data Controller informs you that, as an interested party, if the limitations provided for by law do not apply, you have the right to:

- obtain from the Data Controller confirmation of the existence or not of Your personal data, even if not yet registered, and that such data be made available to You in an intelligible form;
- obtain from the Data Controller an indication and, if applicable, a copy of: a) the origin and category of Personal Data; b) the logic applied in case of processing carried out with the aid of electronic tools; c) the purposes and methods of the processing; d) the identity of the owner and handlers; e) the subjects or categories of subjects to whom the personal data are communicated or who can learn about them, in particular if they are recipients of third countries or international organizations; f) when possible, of the data retention period or the criteria used to determine this period; g) the existence of an automated decision-making process, and in this case the logic used, the importance and consequences envisaged for the interested party; h) the existence of adequate guarantees in the event of data transfer to a non-EU country or to an international organization;
- obtain from the Data Controller, without undue delay, the updating and correction of inaccurate data or, when interested, the integration of incomplete data;
- withdraw at any time, easily, without hindrance, the consents given, using, if possible, the same channels used to provide them;
- obtain from the Data Controller the cancellation, transformation into anonymous form or blocking of data that are: a) unlawfully processed; b) no longer necessary in relation to the purposes for which they were collected or subsequently processed; c) in case of revocation of the consent on which the treatment is based and in case there is no other legal basis; d) if you have opposed the processing and there is no legitimate overriding reason to continue it; e) in case of fulfillment of a legal obligation; f) in the case of data referring to minors. The Data Controller may refuse cancellation only in the case of: a) exercise of the right to freedom of expression and information; b) fulfillment of a legal obligation, performance of a task carried out in the public interest or exercise of public authority; c) reasons of public health interest; d) archiving in the public interest, for scientific or historical research or for statistical purposes; e) exercise of a right in court;
- obtain from the Data Controller the limitation of processing in the case of: a) disputation of the accuracy of Personal Data; b) unlawful processing by the Data Controller to prevent its cancellation; c) exercise of Your right in court; d) verification of the possible prevalence of the Data Controller's legitimate reasons with respect to those of the interested party;
- receive from the Data Controller, if the processing is carried out by automatic means, without impediments and in a structured, commonly used and legible format, the Personal Data concerning You, in order to transmit them to another Data Controller or - if technically feasible - to obtain direct transmission from part of the Owner to another owner;
- object, in whole or in part: a) for legitimate reasons, connected to Your particular situation, to the processing of personal data concerning You; b) to the processing of Personal Data concerning You for the purpose of sending communication material, by e-mail and/or by traditional methods such as telephone and/or paper mail;
- files a complaint to the Italian Authority for the Protection of Personal Data.

In the cases mentioned above, where necessary, the Data Controller will inform the third parties to whom Your Personal Data are communicated of the possible exercise of these rights by You, with the exception of specific cases (e.g. when this fulfillment proves impossible or involves the use of means that are manifestly disproportionate with respect to the protected right).

10. Ways to Exercise these Rights

You can at any time exercise these rights vis-à-vis the Data Controller:

- by sending a registered letter to the legal address of the Data Controller;
- by sending an email to privacy@yesmilano.it.

11. Owner and Controller of Data Processing

The Data Controller is **Associazione Milano & Partners**, with registered office in Piazza della Scala no. 2, 20121 - Milano (MI), Tax Code 97726610153; VAT number IT11016320969. The updated list of Data Processors is kept at the headquarters of the Data Controller.

The Data Controller has also appointed a Data Protection Officer (Data Protection Officer) who will monitor the measures taken to protect your data and who can be contacted by writing an e-mail to dpo@yesmilano.it.

Milano, 12.05.2023

Associazione Milano & Partners