

# PRIVACY POLICY

## INFORMATION ON THE PROCESSING OF PERSONAL DATA (GDPR EU 2016/679)

MEDES SRL informs that, pursuant to art. 13 and 14 of the European General Data Protection Regulation, n. 2016/679 ("Regulations"), the personal data provided by the USER in relation to the service provided will be processed in compliance with the provisions of the Regulations, in compliance with current legislation and the obligations of security and confidentiality to which it is required by law.

### DEFINITIONS

Pursuant to Article 4 of EU Regulation 2016/679, we define:

- "Data controller" means the natural person, legal person, public administration and any other body, association and body to which they are responsible, even together with another holder, decisions regarding the purposes, methods of processing personal data and tools used, including the security profile;
- "Data Processor" means the natural person, legal person, public administration and any other body, association or body that processes personal data on behalf of the data controller;
- "Assigned" natural persons authorized to carry out processing operations by the owner or manager;
- "Interested" the natural persons to whom the personal data refer.
- "personal data" any information concerning an identified or natural person

identifiable, with particular reference to an identifier

like the name, an identification number, location data, an identifier

online or one or more elements characteristic of his physical, physiological, genetic identity, psychic, economic, cultural or social.

### HOLDER OF THE TREATMENT

The holder of the processing of personal data is:

MEDES S.r.l.  
Via Aretina 171 50136 Firenze  
info@medessrl.it  
Tel .055.664721

### PROCESSING OF DATA PROCESSING

The personal data will be processed in computerized and electronic form and inserted into the relevant databases to access, and therefore become aware of, the operators expressly designated by the Owner as Managers and Persons in charge of the processing of personal data, which may carry out consultation operations, use, processing, comparison and any other appropriate operation including automated compliance with the provisions of law necessary to ensure, inter alia, the confidentiality and

security of data as well as the accuracy, updating and relevance of the data in accordance with the purposes declared. Added to this are the navigation data, the IT systems and the software procedures used to operate this website that could acquire, during their normal operation, your personal data whose transmission is implicit in the use of communication protocols. of the Internet.

## LEGAL BASIS

The provision of data is mandatory for all that is required by legal and contractual obligations and therefore any refusal to supply them in whole or in part may give rise to the impossibility of providing the services requested.

The company processes the users' optional data based on their consent, that is through the explicit approval of this privacy policy and in relation to the methods and purposes described below.

## PURPOSE OF DATA PROCESSING

The data provided by the USER will be used for the conclusion and execution of the service requested and to fulfill the legal obligations deriving from the service.

With the following purposes:

- Entering your personal data in our archives;
- The management of any requests for information, interventions, assistance, complaints.

## RIGHTS OF THE INTERESTED PARTY

Pursuant to European Regulation 679/2016 (GDPR) and national legislation, the interested party can, in accordance with the procedures and within the limits established by current legislation, exercise the following rights:

- request confirmation of the existence of personal data concerning him (right of access);
- know its origin;
- receive intelligible communication;
- to have information about the logic, the methods and the purposes of the processing;
- request the updating, rectification, integration, cancellation, transformation into anonymous form, blocking of data processed in violation of the law, including those no longer necessary for the pursuit of the purposes for which they were collected;
- right to limitation and / or opposition to the processing of data concerning him;
- right of revocation;

- right to data portability;
- in cases of consent-based processing, receive their data provided to the holder, in a structured and readable form by a data processor and in a format commonly used by an electronic device;
- the right to lodge a complaint with the Supervisory Authority.

The instances referred to in art. 7 of EU 2016/679 Regulation must be addressed directly to the holder at the email address: med.e.s@legalmail.it

Alternatively, it is possible to exercise your rights by sending a relative communication by means of a registered letter with return receipt to the address indicated on the premises.

## COMMUNICATIONS

Without prejudice to communications made in compliance with legal and contractual obligations, all data collected and will not be disclosed to third parties.

## CONSERVATION PERIOD

The mandatory data for contractual and accounting purposes are kept for the time necessary to carry out the commercial and accounting relationship.

The data of those who do not buy or use products / services, even if they have had a previous contact with company representatives, will be immediately canceled or processed anonymously, where their conservation is not otherwise justified.

The data retention period is: The data will be processed for as long as necessary to carry out the commercial relationship in place and for the next five years from the date of acquisition of the same.

## TERRITORIAL SCOPE OF TREATMENT

The personal data of the USER will be processed by the Owner within the territory of the European Union. If for technical and / or operational reasons it is necessary to make use of subjects located outside the European Union, such subjects will be appointed as Data Processors and the transfer of personal data to such subjects, limited to the performance of specific treatment activities. , will be regulated in accordance with the provisions of the GDPR. All the necessary precautions will be taken to ensure the total protection of personal data basing this transfer on the assessment of appropriate guarantees including, for example, adequacy decisions of third country recipients expressed by the European Commission; adequate guarantees expressed by the recipient third party pursuant to Article 46 of the GDPR. In any case, the USER may request more details from the Data Controller if his personal data have been processed outside the European Union requesting evidence of the specific guarantees adopted.

## CONTACTS

This privacy policy can be modified over time.

In any case, the USER will always have the right to lodge a complaint with the competent Supervisory Authority (Guarantor for the Protection of Personal Data), pursuant to art. 77 GDPR, if you believe that the processing of your data is contrary to the current Privacy Law.

For more information, please contact the following address: [info@medessrl.it](mailto:info@medessrl.it)

## INFORMATION ON COOKIES

### What are cookies

A "cookie" is a text file saved on the user's computer when he accesses a website with the purpose of providing information every time the user returns to the same site. It is a sort of reminder of the visited internet page. With the cookie, the web server sends information to the user's browser (Internet Explorer, Mozilla Firefox, Google Chrome, etc.) stored on the computer of the latter, and will be re-read and updated each time the user returns to the site. In this way the website can automatically adapt to the user. During browsing the user could receive on his terminal even cookies from different sites ("third party" cookies), set directly by the managers of said websites and used for the purposes and according to the procedures defined by them.

Depending on their duration, they are divided into session cookies (ie temporary ones and automatically deleted from the terminal at the end of the browsing session, closing the browser) and persistent cookies (ie those that remain stored on the terminal until their expiration or cancellation by the user).

Depending on the function and purpose of use, cookies can be divided into technical cookies and profiling cookies.

### Technical cookies

Some cookies are used to perform computer authentication, monitoring sessions and storing specific information about users accessing a web page. These cookies, so-called technical, are often useful to allow you to browse a website and use all the features. Technical cookies are those whose use does not require the user's consent.

This category also includes the analytics cookies. These are cookies that collect information about the use that a user makes of a website and that allow to improve its operation. For example, the analytics cookies show which pages are most frequently visited, allow you to check what are the recurrent patterns of use of a website and help to understand every difficulty that the user encounters in use.

## Profiling cookies

Other cookies can be used to monitor and profile users while browsing, to study their movements and habits of web browsing or consumption (what they buy, what they read, etc.), also for the purpose of sending advertising of targeted services and custom. In this case we speak about profiling cookies. The use of these cookies requires the prior acquisition of the free informed consent of the user pursuant to art. 7 of EU 2016/679 Regulation.

## Third-party cookies

It can also happen that a web page contains cookies from other sites and content in various elements hosted on the page itself, such as banner ads, images, videos, maps or specific links to web pages of other domains that reside on servers other than on which the requested page is located. In other words, these cookies are set directly by managers of websites or servers other than this website. We speak, in these cases, so-called third-party cookies, which are usually used for profiling purposes. The use of these cookies requires the prior acquisition of the free informed consent of the user.

## Types of cookies used by our site

The main functions of cookies installed by <http://www.medessrl.it> are technical, are used to constantly improve the service, for authentication, for statistical purposes, such as counting visits to the site. The use of cookies is therefore strictly aimed at facilitating the functions of the server during the navigation of the Service.

The site does not allow the sending of the following third-party cookies.

To improve the website and understand which parts or elements are most appreciated by users, the third-party cookies of Google Analytics are used as an anonymous and aggregate analysis tool. These cookies are not tools of our ownership, for more information, therefore, you can consult the information provided by Google.

## Cookies management

The user can manage their own cookie preferences through the features present in the common browsers that allow you to delete / remove cookies (all or some) or to change the settings of the browser in order to block the sending of cookies or cookies. limit it to specific sites (compared to others).

Therefore it is possible to refuse the use of cookies, following the disabling procedure provided by your browser. Below are the methods proposed by the main browsers: Microsoft Windows Explorer, Mozilla Firefox, Google Chrome, Apple Safari, Google Analytics by downloading a specific browser plug-in.

To get information on the cookies stored on your terminal and disable them individually, please refer to the link: <http://www.youronlinechoices.com/it/le-tue-scelte>

This privacy policy may undergo changes over time - also related to the possible entry into force of new sector regulations, the updating or provision of new services or technological innovations - for which the user / visitor is invited to consult periodically this page [www.medessrl.it](http://www.medessrl.it)