

# PRIVACY NOTICE – MARKETING AND MEDIA ACTIVITIES

This privacy notice tells you about how we process your personal data in our marketing and media activities.

In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

To be fully informed, this Privacy Notice should be read together with the Privacy Policy.

In case you need additional information, please contact us!

If you are a member of our team, a partner or any other individual involved in our business, we may ask you to be part of our marketing campaign or events which are meant to be shared with our website's visitors.

By marketing and media activities we mean:

- Using your data in video materials for promoting our products and services.
- Posting information about you on our website or our social media pages,
- Sharing our work on the website or social media;
- Processing your data as subject of written or audio-video interviews;
- Other marketing activities.

## WHAT PERSONAL DATA DO WE PROCESS ?

For this activity, we may process the following categories of personal data:

### **Identification and contact data**

- First name and last name;
- Email address;

### **Biography data, as appropriate:**

- Function;
- Achievements;
- Education;
- Experience;
- Former jobs;

- Skills;
- Hobbies;
- Age;
- Image;
- Any other information you provide to us.

### **Social media information**

- LinkedIn profile

### **Other data:**

- Voice and image
- Other data indirectly disclosed by photos, video materials, interviews, etc.

## **WHY DO WE PROCESS THIS INFORMATION?**

We use your data for promoting our team, work, projects, events, products and services.

## **WHAT IS THE LEGAL GROUND THAT WE RELY ON?**

For this activity of processing we may use at least one of the following legal grounds:

- We may rely on your **consent** or,
- We may ask you to enter into a **contract** with us or **any kind of agreement** (e.g. Image release) which will be the base of the processing.
- In various situation, we may also process you data without asking your permission, in our legitimate interest, except where such interests are overridden your interests or fundamental rights and freedoms.

## **WHICH CATEGORIES OF THIRD PARTIES HAVE ACCESS TO YOUR DATA?**

We may share your personal data with third parties that helps us in day-to day operations, as mentioned in the Privacy Policy. (e.g. IT service providers, financial and accounting services providers, payment processors, consultants, lawyers, legal advisers, auditors, or other similar recipients).

Right now, we do not use a third-party provider for marketing purposes.

For getting more information about our processors, please access the ***Third-party processors privacy notice***.

## **HOW DO WE HANDLE THE INTERNATIONAL TRANSFER ?**

The data which we collect from you is usually processed in Italy, European Union and safe countries where similar legal provisions on data protection apply.

Your data is also stored on our servers on DropBox, which is located in EU and US. Your data is sent to US under the condition mentioned in the Privacy Policy.

In the absence of a decision pursuant to Article 45(3) of GDPR regarding the data protection adequacy of US, we will ensure that you can always exercise your rights and have legal remedies against DropBox regarding the processing of your data.

For more details, please refer to the **“Where we send your data”** section from the Privacy Policy.

## **HOW LONG DO WE KEEP YOUR INFORMATION FOR?**

Your information is kept in accordance with our data retention policy.

The criteria on the basis of which we establish data retention are:

- Until you withdraw your consent (if the consent is the legal basis of processing)
- Legal retention periods, if the processing is required by the law.
- Contractual obligations in which you are a party, if applicable;
- PNAT’s legitimate interests, if this is the legal ground we rely on.

We periodically evaluate storage periods to ensure that we only keep your data for as long as necessary in relation to the intended purposes.

Erasure of your data shall only be carried out in so far as such personal data is no longer necessary for other purposes.

## **YOUR RIGHTS OVER YOUR INFORMATION**

In order to use your personal data for the mentioned purposes, you have the following rights:

- Right to be informed;

- Right of access;
- Right to erasure ('right to be forgotten') within the limits permitted by law.
- Right to restriction of processing;
- Right to data portability to other controller, under the conditions stipulated by law;
- Right to object;
- Right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you;
- Right to lodge a complaint with a supervisory authority.

## **CHANGES TO THIS PRIVACY NOTICE**

This Privacy Notice will be reviewed from time to time. If we decide to change this Privacy Notice we will post the changes here. However, if we intend to make material changes to the way we use your personal data, we will notify you before doing so. Any personal data held will be governed by our most current notice.

**Last update:** March 2022