



CONTACT FORM PRIVACY NOTICE — v.1.0 **(pursuant to Article 13 of EU Regulation No. 2016/679)**

Pursuant to Regulation (EU) 2016/679, **New Alimenta Spa** provides the following information on the processing of personal data submitted through the "Contact" form on the website <https://newalimenta.com>.

1. Data Controller and contact details

The Data Controller is **New Alimenta Spa** (hereinafter the "**Controller**"), with registered office at Viale Eritrea, 9 – 00199 Rome (RM). Certified e-mail (PEC): newalimenta@pec.it.

2. Subject-matter of the processing

Through the "Contact" form on the website <https://newalimenta.com>, the Controller will process the following personal data (hereinafter, "Data"):

- identifying data (name);
- contact data (email address and telephone number);
- any additional personal data included in the free-text "Message" field.

3. Purposes and legal bases of the processing

Your Data will be processed for the following purposes and on the following legal bases:

- a) without your prior consent, for the performance of a contract or for the fulfilment of pre-contractual measures requested by the data subject, solely for the purpose of enabling the Controller to respond to your requests submitted through the form;
- b) only upon your prior consent, in order to send you promotional and commercial communications by e-mail concerning the Controller's products and services, addressed exclusively to business and professional entities (B2B). These communications will be sent only to B2B contacts and not to consumers. You have the right to withdraw your consent at any time; however, please note that withdrawal does not affect the lawfulness of processing based on consent given before its withdrawal.

4. Processing methods

Processing is carried out using IT and telematic tools, by sending data via e-mail and storing them in the website database implemented on the WordPress platform. Processing is carried out in compliance with the rights and fundamental freedoms and is guided by the principles of fairness, lawfulness, transparency and protection of confidentiality.

5. Nature of provision

Provision of your Data for the purposes indicated in paragraph 3.a is mandatory; without such data we will not be able to respond to your request.

Provision of your Data for the purposes indicated in paragraph 3.b is optional; however, if you do not provide such data you will not receive promotional communications regarding our products.

6. Communication and disclosure

Without prejudice to communications made in fulfilment of legal or contractual obligations to public bodies and authorities, your Data will be processed by authorised internal personnel and by external Data Processors, all of whom have been given appropriate instructions regarding measures, precautions and operating procedures aimed at the concrete protection of your Data.

The Controller may also make use of third parties for the performance of activities and related processing operations for which the Company is the data controller, such as, for example:

- cloud or IT service providers for assistance, support and maintenance activities;
- email delivery service providers (SMTP);
- software or platform providers for assistance, support and maintenance activities;
- external consultants or freelancers, such as accounting and administrative consultants, trusted legal advisors, etc.

In accordance with applicable law, such third parties ensure levels of experience, capability and reliability sufficient to guarantee compliance with current provisions on data processing, including data security. Where applicable, these third parties are appointed as "Data Processors" and are subject to periodic checks to verify the maintenance of the safeguards recorded at the time of the original appointment. A list of appointed processors is available from the Data Controller.

7. Transfer of data abroad

Your personal data will not be transferred to countries outside the EU.

8. Retention periods

Your Data collected for the purpose indicated in paragraph 3.a will be retained until the requested information has been provided or, in any event, will be deleted 60 days after your last communication.

Data processed for the purpose indicated in paragraph 3.b (B2B marketing) will be retained for a period of 24 months from the collection of consent, unless withdrawn.

Please note that withdrawal does not affect the lawfulness of processing based on consent given prior to withdrawal.

9. Rights of the data subject

Data subjects may exercise the rights provided for in Articles 15 and following of Regulation (EU) 2016/679 and in particular:

- a) to access your Data;
- b) to request rectification or updating if incomplete or incorrect;
- c) to request deletion for one of the reasons set out in Article 17(1) of the GDPR;
- d) to request restriction of processing in the cases expressly provided for by Article 18 of the GDPR;
- e) to request portability, in the cases indicated in Article 20 of the GDPR;
- f) to object at any time, for reasons relating to your particular situation, to the processing of your Data pursuant to Article 6(1)(e) or (f), including profiling based on those provisions; in such case, the Controller will refrain from further processing your personal Data unless it demonstrates compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment,

- exercise or defence of legal claims; where your Data are processed for direct marketing purposes, you have the right to object at any time to processing of Data concerning you for such marketing purposes, including profiling to the extent that it is related to such direct marketing; if you object to processing for direct marketing purposes, your Data will no longer be processed for such purposes;
- g) 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; this right applies within the limits set out in Article 22 of the GDPR;
- h) to withdraw consent at any time; withdrawal of consent does not affect the lawfulness of processing based on consent given prior to withdrawal.

To facilitate the exercise of the rights listed above, you may submit to the Data Controller the form "Form for Exercising Data Protection Rights" published on the website of the Italian Data Protection Authority (Garante) at <http://www.garanteprivacy.it>, duly completed.

Finally, data subjects who consider that the processing of their personal data is carried out in violation of Regulation (EU) 2016/679 (Article 77) have the right to lodge a complaint with the Garante (www.garanteprivacy.it) or to bring appropriate legal proceedings.

Alternatively, complaints concerning alleged infringements may be lodged with a supervisory authority, in particular the authority of the Member State of your habitual residence, your place of work, or the place where the alleged infringement occurred.

10. How to exercise your rights

You may exercise your rights at any time by sending:

- a registered letter with return receipt to New Alimenta Spa with operational headquarters at Via Fosso Calabrese, 4 - 65024 Manoppello (PE);
- a PEC message to newalimenta@pec.it;
- an email to privacy@newalimenta.it.