



## WEBSITE PRIVACY NOTICE

<https://newalimenta.com> – v.1.0

(pursuant to Article 13 of EU Regulation No. 2016/679)

Pursuant to Regulation (EU) 2016/679, this page describes the methods of processing personal data of users who browse the website of New Alimenta Spa (hereinafter, the "Controller"), accessible electronically at the following link:

<https://newalimenta.com>

This information does not concern other websites, pages or online services reachable via hyperlinks that may be published on the site but refer to resources external to the domain <https://newalimenta.com>.

### 1. DATA CONTROLLER

The Data Controller is New Alimenta Spa, with registered office at Viale Eritrea, 9 – 00199 Rome (RM), certified e-mail (PEC) [newalimenta@pec.it](mailto:newalimenta@pec.it).

### 2. TYPES OF DATA PROCESSED AND PURPOSES OF THE PROCESSING

#### Browsing data

The information systems and the software procedures used to operate a website acquire, during their normal operation, some personal data whose transmission is implicit in the use of Internet communication protocols. This includes, for example: IP addresses; addresses in URI/URL notation (Uniform Resource Identifier/Locator) of the resources requested; time of the request; the method used to submit the request to the server; the size of the file obtained in response; the numeric code indicating the status of the server response (successful, error, etc.); and other parameters related to the user's operating system and IT environment.

These are data which are not collected in order to be associated with identified data subjects, but which by their nature could, through processing and association with data held by third parties, enable users to be identified. Consequently, such data are specifically used only to guarantee the correct functioning of the website. It should be noted that the aforementioned data may be used to ascertain liability in the event of computer crimes against the Controller's site or other sites connected to it.

Such data are necessary for the use of the website.

#### Data provided by the user

The optional, explicit and voluntary sending of messages to the contact addresses of New Alimenta Spa, as well as the completion of the forms on the site <https://newalimenta.com> result in the acquisition of the sender's contact data, necessary for responding, as well as of any other personal data included in the communications. Specific notices will be published at the bottom of each contact form.

#### Cookies and other tracking systems

Please refer to the cookie policy available at the following link: <https://newalimenta.com/cookie-policy-en/>.

### 3. PURPOSES AND LAWFUL BASIS FOR PROCESSING

The lawful basis for processing browsing data is that such processing is necessary to provide access to and allow navigation of the website <https://newalimenta.com>.

The lawful basis for processing browsing data necessary to operate the website is that such processing is required to provide the website service at <https://newalimenta.it/>

In addition, the Controller relies on its legitimate interests to process browsing data for security and troubleshooting purposes and to generate aggregated, non-identifying statistics on website usage (for example: device classes, browser families, page views and referring sites). Where processing involves cookies or other tracking technologies that are not strictly necessary for website operation, the Controller will rely on the user's consent in accordance with applicable ePrivacy rules.

#### **4. NATURE OF THE PROVISION OF DATA**

While browsing the website <https://newalimenta.com> the site automatically acquires the browsing data necessary to guarantee the use of the site.

#### **5. PROCESSING METHODS**

Processing is carried out in compliance with the rights and fundamental freedoms and according to principles of fairness, lawfulness, transparency and protection of confidentiality, and is carried out with the aid of electronic tools.

#### **6. DISCLOSURE OF DATA**

Without prejudice to disclosures made in compliance with legal obligations or requests from the Authorities and contractual communications to public bodies, your personal data are processed by authorized internal personnel designated as data processors, who are given appropriate instructions regarding measures, precautions and operating methods, all aimed at concrete protection of your personal data.

**New Alimenta Spa** may also make use of third parties for the performance of activities and related personal data processing on behalf of the Company, such as for example:

- internet service providers, web developers and IT service providers;
- external consultants or freelancers, such as legal advisers, etc.

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

#### **7. TRANSFER ABROAD**

The Personal Data of Data Subjects will not be transferred to countries outside the EU.

#### **8. DATA RETENTION PERIODS**

Browsing data are retained for a maximum, as a rule, of 30 days to allow New Alimenta Spa to verify the correct functioning of the website and carry out related maintenance activities.

Retention of the aforementioned data for a longer period could occur only for specific needs of ascertaining liability and/or criminal investigations by the Controller or the judicial authority or due to obligations under law that legitimize such retention.

## 9. RIGHTS OF THE DATA SUBJECTS

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

- a) to access their personal 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, on grounds relating to their particular situation, to the processing of their personal data pursuant to Article 6(1)(e) or (f), including profiling based on those provisions; in such case, the Controller shall refrain from further processing of the personal data unless it demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject 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 the 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 shall 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 them or similarly significantly affects them; this right applies within the limits set by Article 22 of the GDPR.

To facilitate the exercise of the rights listed above, you may submit to the Data Controller the form "exercise of rights in the field of personal data protection", published on the website of the Italian Data Protection Authority (Garante) <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 Italian Data Protection Authority (Garante) ([www.garanteprivacy.it](http://www.garanteprivacy.it)) or to take appropriate legal action before the competent courts.

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](mailto:newalimenta@pec.it);
- an email to [privacy@newalimenta.it](mailto:privacy@newalimenta.it).

## 11. CHANGES AND UPDATES

This notice is valid from the date on which it is published. The Data Controller may, however, make changes and/or additions to this notice, after prior notice, also as a consequence of subsequent legislative or regulatory amendments and/or additions.