

Privacy Policy pursuant to arts. 13 and 14 of GDPR 679/2016

(General Data Protection Regulation)

Dear Visitor,

This notice is provided to you pursuant to the European General Data Protection Regulation (EU Regulation 2016/679 of 27 April 2016, effective as of 25 May 2018, or "GDPR"). It concerns the processing of data provided through your contact request via our website <https://areaprofessional.com/> (the "**Website**"), as well as browsing data collected by cookies on the Website (collectively, the "**Personal Data**").

The **Data Controller** is AP S.r.l., with registered office at Via Favagrossa, n. 54 – 26041, Casalmaggiore (CR), Fiscal Code and VAT no. 01754860193, telephone +39 03751940628, email info@areaprofessional.com (hereinafter referred to as "**AP**" or the "**Controller**").

Purposes and Legal Basis for Processing: Your Personal Data, collected as described above, will be processed for the purposes and on the legal bases set forth below:

<i>Purposes</i>	<i>Legal Basis</i>
a) responding to your contact request.	The processing is necessary to respond to your contact request.
b): sending future promotional and commercial communications regarding the services offered by the Controller (so-called direct marketing)	Your consent; if a commercial relationship is established, the processing will be carried out on the basis of the Controller's legitimate interest.
c) ensuring the full functionality of the Website through technical cookies	The processing is necessary for the proper functioning of the Website.
d) analysing the Website's internet traffic data.	The processing is based on your consent as per the cookie policy.

Disclosure of personal data – Data recipients

Your Personal Data may be transferred to:

<i>Recipients of Personal Data</i>	<i>Purposes</i>
Third-party companies providing services related to the Controller's activities and with whom specific GDPR-compliant agreements have been signed.	Supporting the Controller in managing its activities.
Subjects to whom the communication of Personal Data is necessary for the proper handling of your contact request.	Supporting the Controller in responding to your request.
Subjects who are entitled to access your Personal Data by virtue of legal, regulatory, or EU provisions.	Compliance with legal obligations.

Data Retention Period (determination criteria)

Below is a table indicating the retention periods of Personal Data, depending on the purpose and legal basis:

<i>Purpose</i>	<i>Retention period</i>
a) responding to your contact request	If, after providing your data, you do not give any consent for further processing under letter b), your Personal Data will be deleted after 12 months.
b) marketing activities using identification	24 months from collection, without prejudice to your right to modify and/or withdraw your consent at any time.
c) ensuring the full functionality of the Website	Please refer to the cookie policy available on the Website.
d) analysing the Website's internet traffic data	Please refer to the cookie policy available on the Website.

Data Subject Rights

You may, at any time and where the conditions apply, exercise the following rights:

1) **Right of access:** it is the right to obtain from the Controller information whether your data are being processed and, where applicable, have access to them. 2) **Right to copy:** it is the right to obtain from the Controller a copy of the data which are being processed. 3) **Right to rectification:** it is the right to obtain the rectification of inaccurate and/or incomplete data, as well as the erasure of data when the request is legitimate. 4) **Right to erasure:** it is the right to obtain the erasure of data where one of the grounds required by the GDPR applies. 5) **Right to restriction of processing:** it is the right to request suspension of the processing where one of the conditions required by the GDPR applies. 6) **Right to object:** it is the right to object to the data processing whether there is one of the requirements established by article 21 GDPR. 7) **Right to data portability:** it is the right to obtain data in a structured format, ordinary used and readable, as well as the right to transfer data to other controllers whether there are the requirements established by article 20 GDPR. 8) **Right to complaint:** it is the right to propose a complaint to the competent supervisory authority for the protection of personal data. Find out how to submit your complaint on the Italian supervisory authority's website: www.garanteprivacy.it