

PRIVACY POLICY

Pursuant to GDPR - EU 679/2016 and Legislative Decree n. 196/03 as modified by Legislative Decree n.101/18

Lucca Crea s.r.l. manifests its commitment and attention to the processing of personal data of all those with whom it comes into contact on a daily basis. Legislative Decree No. 196 of June 30, 2003 as amended by Legislative Decree 101/18 and EU Regulation 679/2016, in particular, establish that the interested party must be informed in advance about the use of data concerning him/her. To this end and in accordance with the legislation on the protection of personal data of natural persons, LUCCA CREA S.R.L. as "Data Controller", is obliged to provide you (aiming to respect both your fundamental rights and to adhere to the principles recognized by the Charter of Fundamental Rights of the European Union) with information regarding the use of your personal data.

DATA CONTROLLER

The Data Controller is Lucca Crea S.r.l., based in Corso Garibaldi No. 53, Lucca (LU - 55100), p. iva 01966320465, tel. 0583.401711, e-mail info@luccacrea.it.

DATA PROCESSOR

The data will be processed exclusively by internal staff in charge and collaborators or companies that Lucca Crea S.r.l. uses for the provision of its services and expressly appointed as external data processors. Communication to third parties is not envisaged except in cases in which there is a legal obligation or if it is necessary to exercise or defend a right of Lucca Crea S.r.l. in or out of court.

CATEGORIES OF DATA SUBJECT TO PROCESSING

The personal data processed are mainly the common ones (first name, last name, address, e-mail, telephone, date of birth). Any profiling, carried out in special sections and clearly signaled, is oriented to improve the user experience both online and during the events organized by Lucca Crea S.r.l. Any information relating to aspects other than those previously indicated as common data, will be collected exclusively in the interest of the user and not disclosed to third parties.

PURPOSE OF DATA PROCESSING

The personal data provided by you or acquired within the scope of our activity will be processed in accordance with the principles of correctness, lawfulness, transparency and protection of your confidentiality and your rights, for the following purposes: execution of obligations arising from

contracts entered into with the Owner and/or fulfillment, prior to the conclusion of the contract, of specific requests of the interested party; fulfillment of obligations under the law, regulations or EU legislation, or provisions issued by Authorities empowered by law and by supervisory and control bodies. Marketing, profiling and tracking activities may be carried out, including with automated decision-making processes, only following specific and express consent and in any case always for activities related to the institutional purposes of Lucca Crea S.r.l.

Subscription to the newsletter is done directly on the site and cancellation is obtainable through a link on each e-mail.

In the context of the shows and events organized by Lucca Crea, it is intended to specify that:

- the ticketing platform, used for the purchase of tickets, operates in relation to this activity as an autonomous data controller;
- in the event that the use of a mobile App or a section on the site reserved for the user is planned for a specific event or edition (as, for example, for Lucca Comics & Games), it is possible that location or profiling services are activated to improve the visitor experience. Specific and explicit consent will be requested directly on the platform used before proceeding with the activation of these features. The location or profiling of the data subject will not be shared with third parties, historicized or used for any other purpose other than those related to the visitor's better orientation on the map within the event;
- in the case of activation of the e-commerce service for a specific event, all informations in relation to the processing of data can be found on the relevant specific information notice.

DATA PROCESSING METHODS

The processing will be carried out mainly in electronic format and occasionally on paper, with logic strictly related to institutional purposes, so as to ensure the security and confidentiality of the data.

The data will not be handled or disseminated or transferred outside the European Union.

DATA RETENTION PERIOD

The data will be processed for as long as the relationship with the interested party is active and, after the communication of the termination of the relationship, will be stored in accordance with the rules of preservation of administrative records and in any case for a time not exceeding 10 years. In the event of storage for statistical reasons, the data will be anonymized.

RIGHTS OF THE DATA SUBJECT

The Data Subject has the right to request from the Data Controller:

- (a) the right to obtain information on what data is processed by the Data Controller (right to information); (b) the right to request and obtain in intelligible form the data held by the Data

- Controller (right of access); (c) the right to obtain the updating or rectification of the data provided;
- (d) right to obtain the deletion of data in the possession of the owner;
 - (e) right to exercise opposition to processing in whole or in part;
 - (f) right to withdraw consent at any time;
 - (g) right to object to automated processing and not to be subjected to processing based solely on automated decisions including profiling;
 - (h) right to request and obtain transformation of data into anonymous form;
 - (i) right to request and obtain the blocking or restriction of data processed in violation of the law and those whose storage is no longer necessary in relation to the purposes of the processing;
 - (l) right to data portability.

The appropriate request is submitted by writing to info@luccacrea.it to the attention of the Data Processing Manager or by regular mail addressed to LUCCA CREA S.R.L. Corso Garibaldi, 53 - 55100 (LU).

For any clarification regarding data processing, the DPO / RDP (Data Protection Officer / Data Protection Officer) can be contacted at 0583.401711 or by writing to [dpo\(at\)ext.luccacrea.it](mailto:dpo(at)ext.luccacrea.it)