



PRIVACY POLICY OF WWW.RIVAContract.COM WEBSITE

pursuant to Article 13 of the European Regulation 27/4/2016 No. 679

In accordance with the European Regulation 27/4/2016 No. 679 (GDPR), the processing of your personal data will be based on the principles of fairness, lawfulness, data minimization, proportionality, necessity, transparency, and protection of confidentiality and the rights of each user.

Data Controller

The Data Controller pursuant to current laws is **RIVA CONTRACT S.r.l.** (VAT number 05945390960) with registered office in Seveso (MB), Via E. Longoni No.4; email: info@rivacontract.com; PEC: rivacontract@pec.certamail.eu; phone: 0362/1621325. The list of external data processors is available at Riva Contract S.r.l.

Scope of this Policy

This privacy policy applies exclusively to online activities on this site and is valid for visitors/users of the www.rivacontract.com site. It does not apply to information collected through channels other than this website. The purpose of the privacy policy is to provide maximum transparency regarding the information the site collects and how it uses it.

Data Provision, Type, and Consequences of Non-Provision

Providing your personal data through the form accessible in the "Contacts" section allows us to fulfil your requests and respond to them effectively. Through this section, the user provides their name, surname, email, and personal phone contacts to be recontacted for information and/or quotes and/or general indications. If you do not consent to the processing of your data for the above purposes, we will not be able to process your request and provide you with the response, information, feedback, or support services you requested. These are **necessary data** for fulfilling the requests made through this section.

Principles Applicable to Data Processing

This site processes user data lawfully and fairly, adopting appropriate security and organizational measures to prevent unauthorized access, disclosure, modification, or destruction of data. Processing is carried out using IT and/or telematic tools, with organizational methods and logic strictly related to the indicated purposes, aimed at safeguarding and protecting your data. In addition to the data controller, in some cases, categories of internal appointees involved in organizing, managing, interacting with, and maintaining the site and related activities (administrative staff, sales, marketing office, legal professionals, system administrators), as well as external parties (such as third-party service providers, hosting providers, IT companies, web

marketing companies, communication agencies, etc.), may have access to the data, appropriately appointed as external processors.

Purpose of Data Processing

The processing aims to correctly and completely execute information requests, consultations, quotes, responses, and/or supports of any kind related to the corporate object made through the www.rivacontract.com site. Your data will be processed to:

- Identify the user to correctly handle requests and allow proper development of feedback and/or consultation and/or information and/or quotation activities;
- Recontact the user if additional information is necessary to fulfil the request or ensure the most complete support activity;
- Manage the correct handling of any administrative/fiscal procedures;
- Comply with obligations provided by fiscal and accounting regulations if necessary.

Legal Basis of Processing

Riva Contract S.r.l. will process your data lawfully and only where the processing is:

- Necessary to execute the requested service;
- Necessary to comply with a legal obligation incumbent on the Data Controller;
- Based on explicit consent.

Use of Cookies, Including Profiling Cookies

Riva Contract S.r.l., through the analysis of preferences indicated by "clicks" on certain articles or areas/sections of the website, may send you personalized commercial communications, perform targeted promotional actions, to allow you more specific and circumscribed updates on marketed products of your interest.

The processing of your personal data for these purposes will only occur with your explicit consent, using data processing tools that, following cross-referencing, will allow us to place you in a typical commercial profile. This data processing tool correlates navigation data collected on the site through the use of first-party profiling cookies, only if accepted by you. This data and information will be associated with any data/information already in our possession following your demonstrated interest in our products.

Therefore, your explicit consent is required, in accordance with current regulations.

Consent for this operation can be refused and, in any case, is always revocable. If consent is provided for the processing of personal data for commercial purposes (personalized offers), they may be subject to automated decision-making through a specific algorithm that will determine which communications are most suitable or of most interest to your profile. The processing thus carried out has, as foreseeable consequences, for example, the sending of ad hoc commercial communications, communications relating to specific campaigns and/or discounts, and information about events deemed of particular interest.

A more detailed description, including profiling cookies, can be found in the specific *cookie policy*.

Interaction with Social Networks

The presence of buttons and widgets of Social Networks on the pages of the www.rivacontract.com site facilitates interaction with social platforms and the sharing of content published there directly from the website.

Social Networks function as information portals regarding products, services, commercial initiatives, and the corporate object of Riva Contract S.r.l.

Riva Contract S.r.l. uses "social" platforms by creating accounts to which dedicated pages are associated, for presenting the products and goods supplied, services, and corporate initiatives. The channels used operate with their privacy policies, which the user is required to know. Riva Contract S.r.l. is not responsible for any actions taken by the operators of these social platforms that do not comply with data protection regulations and may therefore harm users' freedoms.

Data Retention Period and Right of Access

Your data will be retained for the time necessary to provide the requested services or for the time the company is subject to retention obligations for fiscal or other purposes required by law or regulations.

At any time, as a data subject, you can exercise your rights towards the data controller pursuant to Article 15 of Reg. Eur. 679/2016, which we briefly indicate below:

1. The data subject has the right to obtain confirmation of the existence or otherwise of personal data concerning them, even if not yet registered, and their communication in an intelligible form.
2. The data subject has the right to obtain information on:
 - The origin of personal data;
 - The purposes and methods of processing;
 - The logic applied in case of processing carried out with the aid of electronic instruments;
 - The identification details of the data controller and any processors;
 - The subjects or categories of subjects to whom the personal data may be communicated or who may become aware of it as a designated representative within the state or outside the state, processors, or appointees.
3. The data subject has the right to obtain:
 - The updating, rectification, or, when interested, integration of data;
 - The cancellation, transformation into anonymous form, or blocking of data processed unlawfully, including data whose retention is unnecessary for the purposes for which they were collected or subsequently processed;
 - The attestation that the operations referred to in point 3) have been brought to the knowledge of those to whom the data have been communicated or disseminated,

except where such compliance is impossible or involves a manifestly disproportionate effort compared to the protected right.

4. The data subject has the right to object, in whole or in part:
 - For legitimate reasons to the processing of personal data concerning them, even if pertinent to the purpose of the collection, notwithstanding the possible consequences regarding the inability to perform the requested service;
 - To the processing of personal data concerning them for the purpose of sending advertising material or direct sales or for carrying out market research or commercial communication.

The above rights are exercised by a request addressed without formalities to the data controller or processor, even though an appointee, to which a suitable response is provided without delay. If it is believed that the processing may have been carried out in a non-compliant manner with the Regulation, a complaint can also be filed with the supervisory authority, pursuant to Article 77 of the same Regulation.

In the event of termination of processing for any reason, pursuant to Article 17 of Reg. Eur. 679/2016, your data will be:

- a) Deleted, once the purpose for which they were collected is achieved, unless the need to comply with retention obligations imposed by Article 2220 of the Civil Code, Articles 19 and 22 of D.P.R. No. 600/1973 (10 years), or other specific legislation;
- b) Transferred to another data controller, provided they are intended for processing under terms compatible with the same purposes for which the data were collected (pre/bankruptcy procedures and similar or related, business or business branch transfers; etc.) pursuant to Article 6, paragraph 1, letter b) Reg. Eur. 679/2016.
- c) For cookies: refer to the specific information published on the site (cookie policy).

Server Location

The server where the website is located is in the EU. Your data will not be transferred to third companies located outside the European Economic Area. Should such transfer become necessary, we will ensure that the recipients of your data have adopted appropriate security measures to protect them.

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This policy is updated as of May 28, 2024.