

## Privacy Policy of mapsgroup.it

mapsgroup.it collects some personal data of its users.

Full details on each type of data collected are provided in the dedicated sections of this privacy policy or through specific information text shown before the data is collected.

### Data Controller

Maps SpA - Via Paradigna 38/A, 43122 Parma

Email address of the data protection officer (DPO): [dpo@mapsgroup.it](mailto:dpo@mapsgroup.it)

Email address of the data controller: [privacy@mapsgroup.it](mailto:privacy@mapsgroup.it)

### Types of Data collected

The personal data collected by mapsgroup.it, either independently or through third parties, are: email; cookies; usage data; first name; last name; company name; phone number.

Complete details on each type of data collected are provided in the dedicated sections of this privacy policy or through specific information text shown before the data is collected.

personal data may be freely provided by the User, or, in case of Usage Data, collected automatically when using mapsgroup.it.

If otherwise specified, all Data requested by mapsgroup.it. is mandatory. If the User refuses to communicate it, it may be impossible for mapsgroup.it. to provide the Service. In cases where this Website indicates some Data as optional, users are free to refrain from communicating such Data, without this having any consequence on the availability of the Service or its operation.

users who are in doubt as to which data is mandatory are encouraged to contact the data controller. Any use of Cookies – or other tracking tools — by mapsgroup.it or the owners of third-party services used by mapsgroup.it serves the purpose of providing the Service required by the User, in addition any other purposes described in the present document and in the Cookie Policy, if available.

users are responsible for any third –party personal data obtained, published or shared through mapsgroup.it and confirm that they have the third party's consent to provide the Data to the data controller.

### Method and place of data processing

#### Processing methods

The data controller takes appropriate security measures to prevent unauthorised access, disclosure, modification, or unauthorised destruction of the Data.

The processing is carried out using IT and / or telematic tools ,with organisational methods and with logic strictly related to the purposes indicated. In addition to the data controller, in some cases, the Data may be accessed by other parties involved in the organisation of this Website (administrative, commercial, marketing, legal, system administrators) or external subjects (such as third–party technical service providers, mail carriers, hosting providers, IT companies, communication agencies) also appointed, if necessary, as data processors by the Owner. The updated list of Managers can always be requested from the data controller.

#### Legal basis of the processing

The data controller processes personal data relating to the User if one of the following conditions exists:

- the User has given consent for one or more specific purposes; Note: in some jurisdictions the data controller may be authorised to process personal data without the User's consent or another of

the legal bases specified below, as long as the User does not object (opt-out) to such treatment. However, this does not apply if the processing of personal data is governed by European legislation on the protection of personal data;

- provision of Data is necessary for the performance of a contract with the User and/or for any pre-contractual obligations thereof;
- processing is necessary to fulfil a legal obligation to which the data controller is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the data controller or a third party.

However, it is always possible to request the data controller to clarify the concrete legal basis of each processing operation and to specify whether the processing is based on the law, provided for by a contract, or necessary to conclude a contract.

### **Place**

The data is processed at the operational headquarters of the data controller and in any other place where the parties involved in the processing are located. For more information, contact the data controller.

The User's personal data may be transferred to a country other than that in which the User is located. To obtain further information on the place of processing, the User can refer to the section relating to the details on the processing of personal data.

The User has the right to obtain information regarding the legal basis for the transfer of Data outside the European Union or to an international organisation governed by public international law or consisting of two or more countries, such as the UN, as well as regarding the security measures adopted by the data controller to protect the Data.

The User can check if one of the transfers described above takes place by examining the section of this document relating to the details of the processing of personal data or request information from the data controller by contacting him at the details indicated at the beginning.

### **Retention period**

The Data are processed and stored for the time required by the purposes for which they were collected. Therefore:

- personal data collected for purposes related to the execution of a contract between the data controller and the User will be retained until the execution of this contract is completed.
- Personal Data collected for the purposes of the data controller's legitimate interests shall be retained as long as needed to fulfil such purposes. The User can obtain further information regarding the legitimate interest pursued by the data controller in the relevant sections of this document or by contacting the data controller.

When the processing is based on the User's consent, the data controller can keep the Personal Data longer until such consent is revoked. In addition, the data controller may be compelled to retain personal data for a longer period in compliance with a legal obligation or by order of an authority. Once the retention period expires, personal data shall be deleted. Therefore, at the end of this term the right of access, cancellation, rectification and the right to data portability can no longer be exercised.

## **Purposes of the Processing of Collected Data**

The User's Data is collected to enable the data controller to provide the Service, comply with legal obligations, respond to requests or enforcement actions, protect its rights and interests (or those of users or third parties), identify any malicious or fraudulent activities, and for the following purposes: Contact Management and Message Sending, Interaction with data collection platforms and other third parties, contacting the User, interaction with social networks and external platforms, statistics, SPAM protection and management of landing pages and invitation pages.

To obtain detailed information on the purposes of the processing and on the personal data processed for each purpose, the User can refer to the section "Details on the processing of personal data".

## **Details on the processing of personal data**

personal data is collected for the following purposes and using the following services:

### **· Contacting the User**

#### **Mailing list or newsletter (mapsgroup.it)**

By registering to the mailing list or newsletter, the User's email address is automatically included in a list of contacts to which email messages containing information, including commercial and promotional information, relating to mapsgroup.it may be transmitted. The User's email address may also be added to this list as a result of registering on mapsgroup.it or after making a purchase.

Personal data processed: email.

#### **Contact form (mapsgroup.it)**

By filling in the contact form with his or her data, the user consents to the use of such data to respond to requests for information, quotations, or any other nature indicated in the header of the form.

Personal data processed: last name; email; first name; phone number; company name.

## **Financial newsletter**

By giving consent, we will send communications containing information about our products and/or services and communications relating to strategic business decisions, extraordinary financial transactions and corporate governance to your email address. The User may withdraw consent at any time without prejudice to the lawfulness of the processing based on consent given prior to the withdrawal;

If you wish to unsubscribe, you can do so by using the instructions in the newsletter or sending an email to [privacy@mapsgroup.it](mailto:privacy@mapsgroup.it).

### **· Contact management and sending messages**

This type of service allows you to manage a database of email contacts, telephone contacts or contacts of any other type, used to communicate with the User. These services may also allow the collection of data relating to the date and time the messages are displayed by the User, and the User's interaction with it, such as information on clicks on links inserted in messages.

#### **Mailchimp (The Rocket Science Group, LLC.)**

Mailchimp is an address management and emailing service provided by The Rocket Science Group, LLC. Personal data processed: email.

Place of processing: United States - [Privacy Policy](#)

### **· Management of landing pages and invitation pages**

This type of service lets you build and manage landing pages and invitation pages, i.e. pages presenting a product or service, which can allow you to enter your contact information, such as your email address.

The operation of these pages involves the processing by these services of personal data collected through these pages, including Usage Data.

Mailchimp Landing Page (The Rocket Science Group LLC)

Mailchimp Landing Page is a landing page management service provided by The Rocket Science Group LLC that allows mapsgroup.it to collect email addresses of users interested in its service. Mailchimp Landing Pages lets the data controller to track and analyse the User's response, in terms of traffic or behaviour, concerning changes to the structure, text or any other component of the landing pages created.

Personal data processed: email; name.

Place of processing: United States - [Privacy Policy](#)

#### **•Interaction with data collection platforms and other third parties**

This type of service allows users to interact with data collection platforms or other services directly from the pages of this Website for the purpose of saving and reusing data.

If one of these services is installed, it is possible that, even if the users do not use the service, the same collects Usage Data relating to the pages in which it is installed.

Mailchimp widget (The Rocket Science Group LLC) The Mailchimp widget allows you to interact with the Mailchimp email address management and message sending service provided by The Rocket Science Group LLC. Personal data processed: email.

Place of processing: United States - [Privacy Policy](#)

#### **•Interaction with external social networks and platforms**

This type of service allows you to interact with social networks, or other external platforms, directly from the pages of mapsgroup.it. The interactions and information acquired from mapsgroup.it are in any case subject to the User's privacy settings relating to each social network. This type of service may still collect traffic data for the pages where the service is installed, even when users do not use it. It is recommended to log out of the respective services to ensure that the data processed on mapsgroup.it is not linked to the User's profile.

##### **Tweet button and Twitter social widgets (Twitter, Inc.)**

The Tweet button and Twitter social widgets are interaction services with the Twitter social network, provided by Twitter, Inc. Personal data processed: Cookies; Usage Data. Place of processing: United States - [Privacy Policy](#)

##### **Like button and Facebook social widgets (Facebook Inc)**

The "Like" button and social widgets of Facebook are services of interaction with the social network Facebook, provided by Facebook Inc. Personal data processed: Cookies; Usage Data. Place of processing: United States - [Privacy Policy](#)

##### **Linkedin social widget (LinkedIn Corporation)**

The LinkedIn button and social widgets are services of interaction with the social network LinkedIn, provided by LinkedIn Corporation. Personal data processed: Cookies; Usage Data.

Place of processing: United States - [Privacy Policy](#)

#### **•SPAM protection**

This type of service analyses mapsgroup.it traffic, potentially containing users' personal data, to filter it from traffic, messages and content recognised as SPAM. Google reCAPTCHA (Google Inc.) Google reCAPTCHA is a SPAM protection service provided by Google Inc. Use of the reCAPTCHA system is

subject to Google's [privacy policy](#) and [terms of use](#). Personal data processed: Cookies; Usage Data. Place of processing: United States - [Privacy Policy](#)

#### · **Statistics**

The services contained in this section allow the data controller to monitor and analyse traffic data and are used to keep track of the User's behaviour.

#### **Google Analytics (Google Inc.)**

Google Analytics is a web analysis service provided by Google Inc. ('Google'). Google uses the personal data collected for the purpose of tracking and examining the use of mapsgroup.it, compiling reports and sharing them with other services developed by Google. Google may use the Data collected to contextualise and personalise the ads of its own advertising network. Personal data processed: Cookies; Usage Data. Place of processing: United States - [Privacy Policy](#) - [opt out](#)

#### **Information on opting out of interest-based advertising**

In addition to any opt-out feature provided by any of the services listed in this document, users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

#### **Further information on the processing of personal data**

##### · **Evaluation of application by sending Curriculum Vitae**

personal data collected to evaluate your application by sending your Curriculum Vitae will be kept for two years. An additional period of two years shall apply only to the applicant's personal data and the feedback from the interview, with subsequent destruction/erasure of data no longer needed.

#### **User Rights**

Users can exercise certain rights with reference to the Data processed by the data controller. In particular, the User has the right to:

- **withdraw consent at any time.** The user may revoke their consent to the processing of their personal data previously given.
- **oppose the processing of their data.** The user may object to the processing of their data if it is done on a legal basis other than consent. Further details are provided in the dedicated section below.
- **accessing one's Data.** The user has the right to obtain information on the data processed by the data controller, on certain aspects of the processing and to receive a copy of the processed data.
- **verify and request rectification** .users can check the accuracy of their data and request that it be updated or corrected.
- **obtain limitation of processing.** If certain conditions are met, the user may request that the processing of their data be restricted. In this case, the data controller will not process their Data for any purpose other than storing it.
- **obtain deletion or removal of one's personal data.** If certain conditions occur, the user may request that their data be erased by the data controller.
- **receive your Data or have it transferred to another data controller.** The User has the right to receive their Data in a structured format, commonly used and readable by automatic device and, where technically feasible, to obtain its transfer without hindrance to another data controller.

This provision is applicable when the Data is processed with automated tools and the processing is based on the User's consent, on a contract of which the User is a party or on contractual measures connected to it.

· **lodge a complaint.** The User may lodge a complaint with the competent data protection supervisory authority or take legal action.

### **Details on the right to object to processing**

Where personal data is processed for a public interest, in the exercise of an official authority vested in the data controller or for the purposes of the legitimate interests pursued by the data controller, users may object to such processing by providing a ground related to their particular situation to justify the objection. Users must know that, however, should their personal data be processed for direct marketing purposes, they can object to that processing at any time, free of charge and without providing any justification. To find out if the data controller processes data for direct marketing purposes, users can refer to the respective sections of this document.

### **How to exercise your rights**

To exercise their rights, Users may address a request to the contact details of the Data controller indicated in this document. Requests are filed free of charge and processed by the Data controller as soon as possible, in any case within one month.