

Customer Privacy Policy

pursuant to art. 13 of EU Regulation 2016/679

Dear Customer,

VEM Sistemi S.p.A. (hereinafter “**VEM**”), in its capacity as Data Controller of your personal data and/or the personal data of the data subjects belonging to your organisation (hereinafter, also “**Personal Data**” and/or “**Data**”), hereby provides information about the purposes and methods for processing the personal data it collects during the performance of an agreement or of pre-contractual measures, in compliance with the provisions of art. 13 of EU Regulation 2016/679.

In the event that the processing activities described below are carried out for data subjects such as its own employees and/or contract staff, the Customer undertakes to disclose or however make this policy available to the aforementioned parties.

1 Data Controller

The Data Controller is VEM Sistemi S.p.A., with offices in Forlì at Via Don Sebastiano Calderoni 12, VAT No. 01803850401, email privacy@vem.com. VEM has appointed a Data Protection Officer (DPO) who may be contacted by email dpoprivacy@vem.com.

2 Personal data processed

The Personal Data that VEM will process consist of the categories specified below.

In its relations with customers, VEM acquires data referring to the customer/potential customer as a legal person. However, customers/potential customers may be asked to provide VEM with Personal Data referring to data subjects belonging to their organisation, such as their contact person, legal representative and/or other natural persons holding corporate offices or prominent positions within the company.

More specifically, VEM may request that Personal Data be given, such as: name and surname, company of belonging and head office, company role, company e-mail address, company landline or mobile telephone number, further Personal Data contained in shared documentation or in the communications received.

VEM may also process Data acquired after consulting third-party databases containing information on business reliability and solvency.

3 Purposes and legal basis of processing

In general, all the personal data provided to VEM and/or that will be collected during the pre-contractual and contractual relations will be processed in compliance with the principles laid down by applicable personal data protection regulations.

VEM Sistemi S.p.A.

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Padova, Roma, Senigallia

Capitale sociale
Euro 500.000 i.v.
Registro Imprese

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R.E.A. FC 217998
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Within the limits established by current regulations, the Data will be processed by VEM for the following purposes:

- a) to perform operations strictly related and necessary for the proper management of relations with customers and potential customers; to manage and process, including during the pre-contractual phase, any requests received - including requests for contact or information, for the start of negotiations and the exchange of offers; to correctly perform the contractual obligations undertaken by the parties, for the purposes of complying with and properly performing the mutual services under the contractual relationship (**Performance of an agreement or of pre-contractual measures**);
- b) to comply with any obligations envisaged by mandatory sources of law or provisions issued by the Authorities, to which VEM is subject (**Legal obligations**);
- c) to check commercial and financial reliability, and solvency including through the analysis of data contained in legitimately accessible databases run by third parties. Such processing is based on VEM's legitimate interest in meeting needs that include but are not limited to: analysis and definition of business strategies and policies; identification of parties for the launching of new business relations; establishment and management of relations, including pre-contractual relations; compliance with corresponding regulatory obligations, including those concerning anti-money laundering; prevention and countering of fraud; and the performance of protection controls (**Protection controls**);
- d) in the event that the customer purchases or has purchased a VEM good or service, to perform activities aimed at the direct sale of its products or services by sending commercial information by email, regarding products and/or services similar to those being sold (**Soft Spam**);
- e) to monitor customers' perception of the level of satisfaction of their needs and expectations in relation to the products and/or VEM services they have used; to check the quality of the services as perceived by customers and, where necessary, to adjust or improve the services in order to more effectively meet their expectations. This is achieved by sending questionnaires by email (**Customer satisfaction**).

The provision of Personal Data and their processing for purposes relating to the **Performance of an agreement or of pre-contractual measures** is strictly necessary to perform and handle customers'/potential customers' requests and to correctly execute the existing pre-contractual or contractual relationship. The provision of personal data, therefore, is strictly necessary for establishing the contractual relationship and for the legal basis of the processing. The provision of Data for these purposes is not mandatory; however, failure to provide your Data or the provision of incorrect Data shall make it impossible for VEM to enter into the contractual relationship and shall entitle VEM to refuse to perform the agreement or to interrupt its performance to the extent that such Data are necessary.

Processing for purposes related to **Legal obligations** is necessary to comply with VEM's legal obligations under applicable laws, which may include the retention and the disclosure of Data to competent authorities. Providing your data is therefore mandatory.

Processing for purposes related to **Protection controls** is based on the legitimate interest identified by VEM also in view of the voluntary adoption of its own Organisation and Management Model. Failure to provide your Personal Data or the provision of incorrect Data shall entitle VEM to refuse to perform the agreement or to interrupt its performance to the extent that such Data are necessary.

Processing for **Soft Spam** purposes, in accordance with the provisions of Section 130 of the Privacy Code (Italian Leg. Decree no. 196/2003), is based on VEM's legitimate interest in facilitating the direct sale of its products and services by sending commercial information by email relating to products and services similar to those already purchased or used by the Customer.

Processing for **Customer Satisfaction** purposes is based on VEM's legitimate interest in improving the quality of its products and services, including with regard to maintaining its quality management system certification, which includes monitoring customers' perception of the level of satisfaction of their needs and expectations. Providing the requested Data is optional and any refusal to do so shall have no consequence on VEM's compliance with its contractual obligations.

4 Recipients and transfer of personal data

Your Personal Data will be disclosed to VEM personnel who are duly authorised to process the data and who have committed themselves to confidentiality or are under an appropriate legal obligation of confidentiality.

Your Personal Data will be brought to the attention of third parties duly appointed as Data Processors, since processing Data on behalf of VEM.

Your Data may also be disclosed to third parties with which VEM has entered into agreements for services requiring the processing of Data (e.g., transport and shipping companies for issues related to the shipment of goods, banks for managing collections and payments).

Lastly, if required, your Personal Data will be disclosed to competent authorities in accordance with the provisions of applicable laws.

Your data will not be disseminated and will not be transmitted to countries other than countries in the European Union or the European Economic Area. In any event, should your Data be transmitted to third countries outside the EU/EEA, VEM shall make sure that they are processed in compliance with applicable laws and, specifically, in accordance with Chapter V of the Regulation.

5 Retention of personal data

Personal Data processed for the **Performance of an agreement or of pre-contractual measures** will be retained for as long as strictly necessary to carry out, respectively, all the preliminary activities required for the conclusion of agreements, contracts and the handling of specific requests, and to allow the correct performance of the mutual contractual obligations undertaken.

VEM may retain such Data for a longer period of time, if necessary to protect its interests from any liabilities, or in the case of disputes and/or claims.

Personal Data processed for the purposes of **Legal Obligations** will be retained by VEM for the period provided for by mandatory applicable regulations.

Personal Data processed for the purpose of **Protection Controls** will be kept for as long as strictly necessary to perform all the expected control activities and, in any case, as long as VEM's legitimate interest continues to exist.

Personal Data processed for **Soft Spam** purposes will be retained until the data subject objects to such processing. The data subject may exercise this right also by using the specific opt-out link provided at the bottom of each Soft Spam email received.

Personal Data processed for **Customer Satisfaction** purposes will be retained for 10 years and after will be aggregated.

6 Data Subject's rights

Within the limits of the provisions of articles 15 - 22 of the Regulation, data subjects may request to access their Data and, where applicable, rectify and erase their Data, request the portability of their Data to another data controller as well as the restriction of the processing, and object to the processing of their Data.

To exercise these rights, data subjects may contact the Data Controller directly, also by writing to privacy@vem.com, or to the Data Protection Officer at dpoprivacy@vem.com. Data Subjects also have the right to lodge a complaint with the supervisory authority of the EU Member State where they reside, where they work or where the breach occurred which, for Italy, is the Data Protection Authority (to lodge a complaint with the Data Protection Authority, Data Subjects may follow the instructions available at the following link <https://www.garanteprivacy.it/modello-reclamo>).

For more information, please view the "I miei diritti" section of the Data Protection Authority's website www.gpdp.it/i-miei-diritti. Here, you will be able to learn about individuals' data protection rights, discover the protection mechanisms provided by current legislation and how to set them up.