

# PRIVACY POLICY

This document explains how Intellico maintains the privacy of users' personal data visiting [www.intellico.ai](http://www.intellico.ai) (A) and of subscribers to the webinars organised by Intellico (B).

This privacy policy is provided in compliance with art. 13 of the EU General Data Protection Regulation (UE 2016/679) to whoever is accessing INTELLICO's web services, starting from [www.intellico.ai](http://www.intellico.ai). The policy is not applicable to other websites visited by the user through links.

CONCERNED PARTIES (A): users accessing Intellico's website.

Data relating to identified or identifiable persons consulting the website may be processed.

The data controller is INTELLICO S.r.l. – Operational Headquarters Via Durando, 39, 20158 Milano

The company ALL CREATIVE (ALL DI LOMABRDI ALESSANDRO), is hereby designated the data controller, in charge of the maintenance and technological development of the website.

The data related to the web services of this website are stored in the website management databases, processed at INTELLICO S.r.l headquarters, and managed by personnel authorized for this purpose.

## WHAT DATA DO WE PROCESS?

Data provided voluntarily by the user, optional, express and voluntary emails sent to the email addresses published on this website, email sender's addresses, replies to inquiries, and any other personal data within the electronic communication.

For further information on our policy related to newsletter subscriptions, see below.

## COOKIES

Cookies are small text files sent by a website to a user's device (desktop, notebook, smartphone, or tablet) when a person accesses the website. Usually, cookies are stored directly in the browser used for the web surfing. The originating website can read and store the cookies on the same device in order to get information.

This website uses cookies to improve the browsing experience and to provide additional features. Cookies are anonymous data, technically or statistically useful, and none of them will be used for any kind of user profiling.

To improve our website and to better understand which parts are the most appreciated by the users, we use Google Analytics, a third-party cookie, as an anonymous and aggregate analysis tool. We do not manage this cookie. For further information, please read Google's privacy policy at <https://policies.google.com/technologies/partner-sites?gl=it>.

If you prefer Google Analytics not to collect your data, you can:

- Use anonymous browsing (Do Not Track option) on your browser. To enable this option on the main search engine, click on your browser (Internet Explorer, Google Chrome, Mozilla Firefox, Apple Safari, etc.).
- Disable Google Analytics by installing the add-on. Click here to download <https://tools.google.com/dlpage/gaoptout?hl=it>.

Collected data are processed by INTELLICO S.r.l. authorized personnel. All data are protected from illegal and unauthorized access, theft, loss, and destruction, with proper safety measures provided for by applicable law, until users revoke consent.

## RIGHTS OF CONCERNED PARTIES

Parties to whom personal data are related, as provided for by art. 13 of GDPR. (UE) 2016/679, have the right, at any time, to get confirmation from INTELLICO S.r.l. of data storage, be informed by INTELLICO S.r.l. as to what the data are about and where they come from request data amendment, cancellation, or processing limitation, object to the data collection they initially consented to, request portability (if applicable), complain to the Guarantor Authority for Personal Data Protection.

All rights listed above may be exercised by sending an email to [privacy@intellico.ai](mailto:privacy@intellico.ai). We will respond to all emails as quickly as possible.

CONCERNED PARTIES (B): subscribers to the webinars and to the online diagnostic activity provided by Intellico.

Data relating to identified or identifiable persons subscribed to the webinars and to the online diagnostic activity organised by Intellico may be processed.

The data controller is INTELLICO S.r.l. – Operational Headquarters Via Durando, 39, 20158 Milano

## WHAT DATA DO WE PROCESS?

Data provided voluntarily by the user.

Personal data collected are mainly:

- Identifying data (name and surname)
- Contact information (e-mail)
- Information about the real use of content of the webinar, as access and surfing data

## PURPOSES OF THE DATA PROCESSING

The data controller processes personal data for following purposes:



# intellico

From data to sustainable value

1. Allow the webinar management/diagnostic management, confirm subscription and enable to join the webinar organized by the Data Controller, get the diagnostic result and allow the distribution of the material shared during the webinar or supporting the webinar, allow the download of the whitepaper
2. Perform marketing activities by sending invitation e-mails for events and webinars organized by the Data Controller or by sending e-mails with advertising material relating to services and products similar to the subjects of the webinars, or offered by the Data Controller
3. Any transfer of the data to third parties to perform marketing activities by sending e-mails for invitations to events and webinars organized by the Data Controller together with the third party or by sending e-mails with advertising material relating to services and products similar to the subjects of the webinars, or offered by the Data Controller with the third party

The provision of data and related consent to data processing are required to provide the webinars and to get the diagnostic result with reference to the purpose 1.

The consent to data processing is optional with reference to the purposes 2 and 3.

No data will be processed without the data subject's consent.

## **METHODS OF THE DATA PROCESSING**

The Data Controller and the managers specifically nominated will process the data with IT means and stored in databases the employees (specifically nominated by the Data Controller or by the managers) can access for reading, use, processing, comparison and any other manual or automatized operation in compliance with the provisions of the law that guarantee, without limitation to, data privacy, safety, correctness, updating and relevance to above purposes.

## **DURATION OF THE DATA PROCESSING**

The Data Controller collects and processes the data as long as necessary to provide the webinar the user subscribed to and to send supporting material. In case of express consent for purposes 2 and 3, the data will be stored for a period of 24 months from the consent registration date.

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