



**INFORMATIVE**  
**ex art. 13 EU Reg. 679/2016**  
**for the purpose of accessing the reserved area on the site**  
**www.pfb.it**

**Summary information**

Dear User,

the purpose of the privacy policy is to provide maximum transparency regarding the processing of information that you will provide us for functional registration to access the reserved area on our website. In compliance with the obligations deriving from national legislation (Legislative Decree 30 June 2003 n.196, Code regarding the protection of personal data, and subsequent amendments) and European (European regulation for the protection of personal data n. 679/2016, GDPR ), PFB S.r.l. based in Via Raimondo dalla Costa n. 690, Modena (MO), P.I. - Tax Code n. 00158620369 PEC: pfbmodena@legalmail.it, email: privacy@pfb.it, as Data Controller, has prepared and updates this information in order to respect and protect your confidentiality, making every possible and proportionate effort not to damage the user rights. P.F.B. S.r.l. has not currently appointed a Data Protection Officer. The data we ask for and consent to its processing are necessary to allow us to give you access to our reserved area, providing you with the corresponding credentials that will be sent to the e-mail address that will show us. The data you transmit to us will not be used for different and / or additional purposes, unless you have given your specific consent to do so.

The processing of data is based on consent and is therefore entirely optional, however, in the absence or in case of incompleteness and / or inaccuracy of the same, as well as in case of failure to give your consent to the processing, we will not be able to give you access to the our reserved area. We remind you that, should you no longer have an interest in accessing the reserved area, you can withdraw your consent at any time by sending a specific request to that effect to the address [privacy@pfb.it](mailto:privacy@pfb.it).

P.F.B. S.r.l. may make use of third parties who ensure adequate guarantees regarding data protection and who are appointed as data processors, in charge of or otherwise authorized to process the same. Your personal data will not be disseminated.

Furthermore, we point out that, at any time, you can freely exercise your rights in relation to personal data, i.e. request access to personal data and the correction or cancellation of the same or the limitation of the processing of data concerning you or to oppose to their treatment, in addition to the right to portability. The complete text regarding the rights indicated (articles 15-22 and 34 Reg. 679/16 EU) is available in the privacy policy of our site. The complete text regarding your rights in relation to personal data (articles 15-22 and 34 Reg. 679/17 EU) is available at the bottom of this information. To exercise these rights, please contact us at [privacy@pfb.it](mailto:privacy@pfb.it). The protection of your data is important to us, but if you are not satisfied, we remind you that you have the right to lodge a complaint with the Guarantor for the Protection of Personal Data.

If you would like more details regarding the processing of personal data, you will find more detailed information below.

P.F.B. S.r.l.  
Last updated: december 2020

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**Extended information**

Pursuant to and for the purposes of art. 13 of Reg. 679/16 / EU (from here on, for brevity "GDPR") and of the Code regarding the protection of personal data (Legislative Decree 196/2003) as compatible, P.F.B. S.r.l., as data controller, provides you with the following information relating to the processing of your contact details for subscribing to the P.F.B. S.r.l. through the website [www.pfb.it](http://www.pfb.it). In relation to such data, the following is specified.

**A) IDENTITY AND CONTACT DETAILS OF THE DATA CONTROLLER**

The data controller is:

PFB S.r.l.

Via Raimondo dalla Costa n. 690, Modena (MO)

Tax Code 00158620369, REA number MO-118019

PEC: pfbmodena@legalmail.it - email: [privacy@pfb.it](mailto:privacy@pfb.it)

**B) THE PURPOSES AND METHODS OF THE PROCESSING TO WHICH THE DATA ARE INTENDED**

The processing to which the personal data you have provided and / or requested will be subjected is aimed exclusively at giving you access to our reserved area, providing you with the corresponding credentials that will be sent to the e-mail address you will indicate to us.

The data you transmit to us will not be used for different and / or additional purposes, unless you have given your specific consent to do so.

Data processing is based on consent pursuant to art. 6 par. 1 letter a) and 7 of Reg. 679/16 EU and is therefore entirely optional; however, in the absence or in the event of incompleteness and / or inaccuracy of the data provided by you as well as in the event of failure to give your consent to the processing, we will not be able to give you access to our reserved area. We remind you that, should you no longer have an interest in accessing the reserved area, you can withdraw your consent at any time by sending a specific request to that effect to the address [privacy@pfb.it](mailto:privacy@pfb.it).

The processing of personal data will be carried out through operations or series of operations, possibly also with the aid of computerized processes, by means of, according to the definition referred to in art. 4, par. 1, no. 2) of the GDPR, "the registration, organization, structuring, storage, adaptation or modification, extraction, consultation, use, communication by transmission, dissemination or any



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other form of disposition, comparison or interconnection, limitation, cancellation or destruction"; all within the limits and for the purposes described above.

It is specified that "personal data" (defined by current legislation - art. 4, par. 1, n. 1 GDPR - as "any information concerning an identified or identifiable natural person"). The data provided by you and / or requested and / or acquired from you will be processed in paper form and / or by electronic, computer and / or telematic tools and, in any case, with logic and methods strictly essential in relation to the purposes of the processing. Profiling is excluded.

Adequate technical and organizational measures have been adopted by the data controller to prevent the destruction, modification, illicit or incorrect use, unauthorized disclosure or access, accidentally or illegally, to the personal data transmitted, stored or otherwise treated.

Your personal data will be stored and processed by the data controller in full compliance with the principles of correctness, lawfulness, transparency and protection of confidentiality, with logic strictly related to the purposes indicated in this information. In particular, we inform you that the processing will take place in compliance with the security of the processing as regulated by the GDPR (articles 25 and 32-35) for whose evaluation the interested party proceeded to the so-called risk analysis by preparing for this purpose measures deemed appropriate to the risks.

**C) THE MANDATORY OR OPTIONAL NATURE OF THE DATA CONFERENCE**

The provision of your personal data is strictly necessary to correctly and fully manage your registration request on our site.

Your refusal to provide data and / or the provision of inaccurate and / or incomplete information will make it impossible for the owner to manage your request correctly and fully.

**D) DURATION OF THE TREATMENT**

The data provided for the purpose of registering on the site will be processed until you decide to withdraw your consent to the processing. We remind you that, in any case, the company reserves the right to verify the validity of the consent in relation to registration on the site at least every two years. In any case, cancellation from our registered area may be requested at any time by contacting the data controller at the e-mail address [privacy@pfb.it](mailto:privacy@pfb.it).

**E) THE SUBJECTS OR CATEGORIES OF SUBJECTS TO WHOM THE PERSONAL DATA MAY BE COMMUNICATED OR WHO MAY COME TO KNOW AS MANAGERS OR IN CHARGE, AND THE SCOPE OF DISCLOSURE OF THE SAME DATA**

Your personal data will be processed exclusively by subjects specifically appointed by the data controller as data processors and / or data processors; these subjects will process your data only if necessary in relation to the purpose of the provision and only in the context of carrying out the tasks assigned to them by the data controller.

Pursuant to art. 28 of EU Reg. 679/16, the Data Controller may use third parties who process data on his behalf and formally appointed by them as data processors. The complete and updated list of designated data processors will be provided to you by the Data Controller at your simple request, by sending a communication to the addresses indicated in the introduction and / or to the email address [privacy@pfb.it](mailto:privacy@pfb.it).

Pursuant to art. 29 of EU Reg. 679/16, the Data Controller may use anyone acting under his authority and / or the appointed manager: these subjects will be duly instructed.

**F) THE RIGHTS REFERRED TO IN REG. 679/16 / EU**

At any time you can exercise the rights provided by the EU Reg. 679/16 / EU, that is to ask for access to personal data and the correction or cancellation of the same or the limitation of the processing of data concerning you or to oppose their treatment, in addition to the right to portability. The complete text regarding the rights indicated (articles 15-22 and 34 Reg. 679/16 EU) is available at the bottom of this information. To exercise these rights, you can contact the Data Controller via the email address [privacy@pfb.it](mailto:privacy@pfb.it)

P.F.B. S.r.l.

Last updated: January 2021

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**RIGHTS OF THE INTERESTED PARTY**  
**REG. EU 679/2016 (extract)**

**Article 15 - Right of access of the interested party (C63, C64)**

1 . The individual has the right of t enus by the data controller confirmation as to whether or not the current processing of personal data concerning him and, if so, to gain access to personal data and to the following information:

- a ) the purposes of the processing;
- b ) the categories of personal data in question;
- c ) the recipients or categories of recipients to whom the personal data have been or will be communicated, in particular if they are recipients of third countries or international organizations;
- d ) whenever possible, the period with s ervazione of personal data provided or, if it is not possible, the criteria used to determine that period;
- e ) the existence of the right of the interested party to ask the data controller to rectify or delete personal data or limit the processing of personal data concerning him or to oppose their treatment;
- f ) the right to lodge a complaint with a supervisory authority;
- g ) if the data is not collected from the person concerned, all the information available in the them of their origin;
- h ) the existence of an automated decision-making process, including the profiling referred to in Article 22, paragraphs 1 and 4, and, at least in such cases, meaningful information concerning the individual.

2 . Where personal data are transferred to a third country or an international organization, the person has the right to be informed of the existence of adequate safeguards within the meaning of and ll'articolo 46 relating to the transfer.

3 . The data controller provides a copy of the personal data being processed. If further copies required by the person concerned, the data controller may charge a fee r agionevole based on administrative costs. If the interested party submits the request by electronic means, and unless otherwise indicated by the interested party, the information is provided in a commonly used electronic format.

4 . The right to obtain a copy referred to in paragraph 3 must not affect the rights and freedoms of others.

**Article 16 - Right of rectification (C65)**



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The individual has the right to obtain from the data controller the rectification of inaccurate personal data concerning him without undue delay. Taking into account the purposes of the processing, the interested party has the right to obtain the integration of incomplete personal data, also by providing an additional declaration.

**Article 17 - Right to cancellation ( " right the o bli or ") (C65, C66)**

1. The individual has the right to obtain from the data controller the erasure of personal data relating to him without undue delay and the data controller is obliged to remove without undue delay the personal data, if one of the following reasons:
    - a) the personal data are no longer necessary with respect to the purposes for which they were collected or otherwise processed;
    - b) the data subject withdraws consent on which the processing conformememte Article 6, paragraph 1, letter a), or Article 9, paragraph 2, letter a), and if there is no other legal basis for the treatment;
    - c) the person concerned is opposed to treatment pursuant to Article 21, paragraph 1, and there is no motivo prevailing legitimate to proceed to the treatment, or is opposed to treatment pursuant to Article 21, paragraph 2;
    - d) the personal data have been unlawfully processed;
  - and**) personal data must be deleted in order to fulfill an obligation leg wings provided by Union law or Member State which apply to the data controller;
  - f) the personal data have been collected in relation to the offer of information society services referred to in Article 8, paragraph 1.
2. The titular treatment, if made public policy and is obligated, pursuant to paragraph 1, to delete them, taking into account the available technology and the cost of their implementation shall take reasonable steps, including technical, to inform respo id and treatment who are processing the personal data of the request of the interested party to delete any link, copy or reproduction of his personal data.
  3. Paragraphs 1 and 2 do not apply to the extent that processing is necessary:
    - a) per the exercise of the right to freedom of expression and information;
    - b) for the performance of a legal obligation requiring the treatment provided by Union law or Member State which apply to the data controller or the imple uncle do a task carried out in the public interest or in the exercise of public authority vested in the data controller;
    - c) on grounds of public interest in the field of public health in accordance with Article 9, paragraph 2, let b and h) and i) and Article 9, paragraph 3;
    - (d)** for archiving purposes in the public interest, for scientific or historical research or for statistical purposes in accordance with Article 89 (1), insofar as the right referred to in paragraph 1 is likely to render impossible or seriously prejudice the achievement of the objectives of this treatment; or
    - e) for the assessment, exercise or defense of a right in court.

**Article 18 - Right to limitation of processing (C67)**

1. The interested party has the right to obtain from the data controller the limitation of the processing when one of the following hypotheses occurs:
  - a) the data subject disputes the accuracy of the personal data, for the period necessary for the data controller to verify the accuracy of such personal data;
  - b) the processing is unlawful and the interested party opposes the cancellation of personal data and requests instead that its use be limited;
  - c) although the data controller no longer needs them for the t treatment, personal data are necessary to the person to ascertain, the exercise or defense of a legal claim;
  - d) the person concerned is opposed to treatment pursuant to Article 21, paragraph 1, pending verification in meri to eventual prevalence of legitimate reasons for the proprietor of the treatment compared to those concerned.
2. If the processing is limited pursuant to paragraph 1, such personal data are processed, except for storage, only with the consent of the interested party or for the ascertainment, exercise or defense of a right in court or to protect the rights of another natural or legal person or for reasons of significant public interest of the Union or of a Member State.
3. The interested party who has obtained the processing limitation pursuant to paragraph 1 is informed by the data controller before said limitation is revoked.

**Article 19 - Obligation to notify in case of correction or deletion of data eg rsonali or limitation of treatment (C31)**

The data controller communicates to each of the recipients to whom the personal data to any adjustments or cancellations or limitations of treatment made pursuant to Article 16, have been sent the A Article 17, paragraph 1 and Article 18, unless this proves impossible or involves a disproportionate effort. The data controller informs the data subject of these recipients if the data subject requests it.

**Article 20 - Right to data portability (C68)**

1. The interested party has the right to receive in a structured format, commonly used and readable by an automatic device, the personal data concerning him provided to a data controller and has the right to transmit such data to another data controller without impediments. by the data controller to whom he provided them if:
  - a) the processing is based on consent pursuant to Article 6, paragraph 1, letter a) or Article 9, paragraph 2, letter a) or on a contract pursuant to Article 6, paragraph 1, letter b); is
  - b) the processing is carried out by automated means.
2. In exercising their rights regarding data portability pursuant to paragraph 1, the interested party has the right to obtain the direct transmission of personal data from one data controller to another, if technically feasible.
3. The exercise of the right referred to in paragraph 1 of this article is without prejudice to article 17. This right does not apply to the processing necessary for the performance of a task in the public interest or connected to the exercise of public authority. invested the data controller.
4. The right referred to in paragraph 1 must not affect the rights and freedoms of others.

**Article 21 - Right to object (C69, C70)**

1. The interested party has the right to object at any time, for reasons connected to his particular situation, to the processing of personal data concerning him pursuant to Article 6, paragraph 1, letters e) or f), including profiling on the basis of these provisions. The data controller refrains from further processing personal data unless he demonstrates the existence of compelling legitimate reasons to proceed with the processing that prevail over the interests, rights and freedoms of the data subject or for the verification, exercise or defense of a right in court.
2. If personal data are processed for direct marketing purposes, the interested party has the right to object at any time to the processing of personal data concerning him for these purposes, including profiling to the extent that it is connected to such marketing. direct.
3. If you object to tr attamento per direct marketing purposes, personal data are not processed for those purposes.
4. The right referred to in paragraphs 1 and 2 is explicitly brought to the attention of the interested party and is presented clearly and separately from any other information at the latest at the time of the first communication with the interested party.
5. In the context of the use of information society services and without prejudice to Directive 2002/58 / EC, the interested party may exercise his or her right of o pposition by automated means using technical specifications.
6. If personal data are processed for scientific or historical research purposes or for statistical purposes pursuant to Article 89, paragraph 1, the interested party, for reasons connected with his particular situation, has the right to object to the processing of personal data that it concerns him, except if the processing is necessary for the performance of a task in the public interest.

**Article 22 - Automated decision-making process relating to natural persons, including profiling (C71, C72)**

1. The interested party has the right not to be subjected to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or which significantly affects his person in a similar way.
2. Paragraph 1 does not apply if the decision:
  - a) it is necessary for the conclusion or execution of a contract between the data subject and a data controller;



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- b )** is authorized by the law of the Union or of the Member State to which the data controller is subject, which also specifies adequate measures to protect the rights, freedoms and legitimate interests of the data subject;
- c )** is based on the explicit consent of the interested party.
- 3 .** In the cases referred to in paragraph 2 , a) and c), the data controller shall implement appropriate measures to protect the rights, freedoms and legitimate interests, at least the right to obtain human intervention by the holder of the treatment , to express their opinion and to contest the decision.
- 4 .** The decisions referred to in paragraph 2 are not based on the particular categories of personal data referred to in Article 9 (1), unless Article 9 (2) (a) or (g) applies and not adequate measures are in place to protect the rights, freedoms and legitimate interests of the data subject.

**Article 34 - Communication of a personal data breach to the interested party (C68-C88)**

- 1 .** When the violation of personal data is likely to present a high risk for the rights and freedoms of individuals, the data controller communicates the violation to the data subject without undue delay.
- 2 .** The communication to the interested party referred to in paragraph 1 of this article describes in simple and clear language the nature of the personal data breach and contains at least the information and measures referred to in Article 33, paragraph 3, letters b), c) and d).
- 3 .** Richi has no esta communication to the person referred to in paragraph 1 if it satisfies the following conditions:
  - a )** the data controller has put in place the appropriate technical and organizational protection measures and these measures had been applied to the personal data subject to the violation, in particular those intended to make personal data incomprehensible to anyone who is not authorized to access it , such as encryption;
  - b )** the data controller has subsequently adopted measures to prevent the occurrence of a high risk for the rights and freedoms of the data subjects referred to in paragraph 1;
  - c )** such communication would require disproportionate efforts. In this case, instead, a public communication or a similar measure is carried out , through which the interested parties are informed with similar effectiveness.
- 4 .** In the event that the data controller has not yet communicated the personal data breach to the data subject, the supervisory authority may request, after having assessed the likelihood that the personal data breach presents a high risk, to do so or may decide that one of the conditions in paragraph 3 is met.

To exercise the rights indicated above, or to send communications and / or requests in relation to the processing of personal data, you can contact PFBSrl at the following email address: [privacy@pfb.it](mailto:privacy@pfb.it)